

New Tabard Botanical and Vapona Natural Aerosols | Marketing Support 2025 - 2026

01



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Multi-Media Campaign including National Advertising and Electronic Media

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National Advertising

Static and Electronic Billboards in Key Areas

03



Safer for People, Pets and the Environment

NEW and NATURAL

VAPONA MULTI-INSECT KILLER
made from chrysanthemum flowers

Vapona NATURAL
MULTI INSECT KILLER
Lasts up to 3 months

Quickly kills all kinds of crawling and flying insects using natural extracts from chrysanthemum flowers.



Static and Electronic Billboards in Key Areas

04

Tabard Botanical Room Spray
Safer for People, Pets and the Environment

Tabard 
MOSQUITO AND INSECT REPELLENT

STOPS INSECTS BUGGING PEOPLE, NATURALLY

NEW!

Botanical[®] Room Spray
An insecticide-free space spray providing up to 4 hours of relief from mosquitoes, using a natural extract from chrysanthemum flowers.

National Advertising

Street Pole Ads and Electronic Billboards at Sasol and BP Service Stations

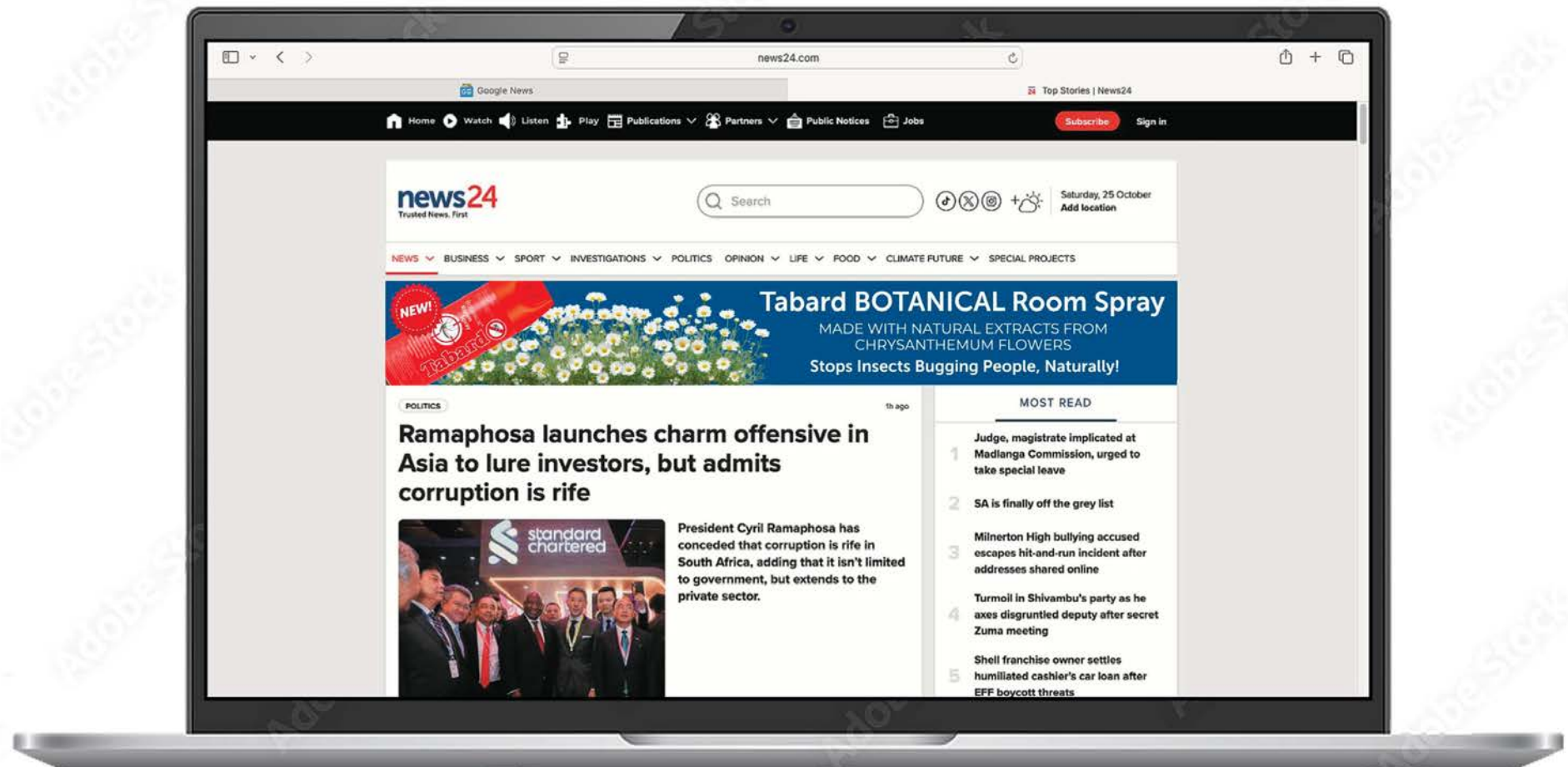
05



Digital Ads and Social Media

Banner Ads on Popular Websites

06



Digital Ads and Social Media

Banner Ads on Popular Websites and Boosted Social Media Posts

From now until Winter next year Acorn will be maximising its media spend and activity for new Tabard Botanical Room Spray and Vapona Natural Insecticide

07

Featuring both products, the campaign includes far reaching exposure in many online digital categories such as:

- Home Improvement
- Women's Interests
- Travel / Motoring
- News / Sports

Furthermore there's big social media activity with chances to win a variety of exciting prizes.

And boosted posts offering product hampers and give-aways that will reach tens of thousands of customers.



In Store Promotional Activity

Point of Sale Material and Free Standing Display Units

08



QR CODE ON WOBLERS OPENS MESSAGE BELOW TO CUSTOMERS ON ACORN'S WEBSITE

There's a world of difference between natural pyrethrum and synthetic active ingredients

Pyrethrum daisies are part of the chrysanthemum species. Their potent insecticidal and insect repellent properties have been known and used for centuries.

SAFER FOR HUMANS, PETS AND OTHER ANIMALS: DEADLY TO ALL KINDS OF INSECTS.

Developed by Acorn Group for people who care about responsible choices, Tabard Botanical and Vapona Natural aerosols contain natural pyrethrum that kills all kinds of insects, using plant-based extracts from chrysanthemum flowers.

Natural pyrethrum is also used as a highly effective insect repellent at lower concentrations.

- Ideal for use around humans and mammals including pets, as natural pyrethrum is biodegradable, with extremely low risk of secondary poisoning or persistence in the environment
- Most insecticide brands use synthetic chemicals called pyrethroids as an active ingredient. These substances are industrially produced to mimic the action of natural pyrethrum - but as they are much cheaper to manufacture, they have distinct disadvantages
 - For example, synthetic insecticides are singular chemicals suited to kill specific species - so they are less effective against multiple types of pests
- Synthetic active ingredients break down far more slowly, increasing the risk of secondary poisoning as well as detrimental residual effects on the environment



Campaign Overview

Multi-Media Campaign including National Advertising and Electronic Media

Media Selection

Rand Value

- Conventional and digital Billboards on routes used by targeted consumers 350,000
- Street pole ads in selected neighbourhoods 150,000
- Outdoor digital adverts at BP and Sasol stations 200,000
- Banner ads on websites visited frequently by our target consumers 150,000
- Boosted social media posts with links to shopping apps 100,000
- Point of Sale material and free-standing display units 175,000
- CAMPAIGN BUDGET 1, 125,000

