

Exterior, MediaCom and Fanta get spooky in Dundrum

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With Halloween front and centre of a lot of marketing activity this weekend, the OOH company Exterior Media has collaborated with MediaCom and Verve – The Live Agency to bring the Fanta Halloween Experience to Dundrum Town Centre this bank holiday weekend.

To get ready for the spooky season the Mill Pond, one of the key features in Dundrum Town Centre has been dyed Fanta Orange for the first time.

In addition, a large 3D Fanta can will take centre stage in the adjacent bandstand while the railings will be wrapped with Fanta Fun banners. The Halloween party will be completed by the Verve – The Live Agency which will be on hand to help all ghouls and ghosts sample

Fanta this Halloween.

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