



The Replay brand launched a new campaign in Nicosia to celebrate the opening of their new store.

The new store which is located in the heart of the shopping mekka of Nicosia - in Stasikratous Street - is a new trendy store that targets ABC1 in the young age group.

The artwork which was simple but then again classy, portrayed the new image of a hip look with the Replay brand.

The company used various formats of outdoor advertising including the traditional 4mx3m static boards together with scrolling illuminated displays.