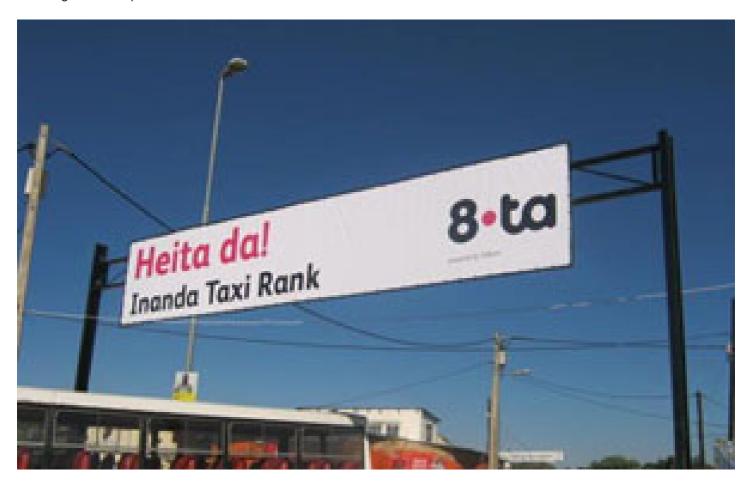


Provantage ranks 8.ta

Issued by <u>Provantage</u> 29 Aug 2011

To create brand awareness for funky new cellphone service provider 8.ta, Provantage have branded numerous taxi ranks nationally. The branding, with messaging such as *Free Minutes. Any number. Any time* and *Unlimited Call Mes*, dominates the commuter environment and is clearly visible to passing traffic and taxi commuters. Each rank has 120m² of branding which is up for four months at a time.









- *Out-of-home Golf Ads At work while consumers play 30 May 2024
- * Provantage launches SA's first real-time, place-based media audience measurement tool Protrack 30 Apr 2024
- "Provantage and T+W launch Ant Lion A full service digital content agency 10 Apr 2024
- *Outsurance announces partnership with South African Schools Netball 3 Apr 2024
- * Cape Town International Airport makes the top 3 in the world and big brands are noticing 6 Mar 2024

Provantage



Provantage is one of the largest and most innovative end-to-end integrated marketing solutions and media businesses in Africa, extended over multiple key consumer touchpoints and covering a range of environments and audience segments.

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