

Malawi: tnm gets building wrapped

INM Outdoor in Malawi have facilitated the erection of a unique and practical building wrap that offers Telekom Networks Malawi (tnm) simultaneous long term brand building as well as short-term product advertising.



tnm offers coverage in all three regions and districts, serving 80% of the corporate market in the country. The strategically placed iconic building wrap at City Boutique in the centre of Blantyre's CBD is believed to be the ideal location to achieve brand visibility and reach their core business target market.

Unique to the wrap is the central panel which is refreshed as and when required for tactical short-term product advertising for product launches as well as maintaining high impact brand building and awareness in this high density traffic environment.

For more, visit: <https://www.bizcommunity.com>