

Campus Media launches 'Mofaya Summer' campaign for Vodacom



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[Vodacom](#) selected [Campus Media](#) to launch its 'Mofaya Summer' campaign with downloads and free apps for prepaid customers under the age of 25 years. The agency engaged its campus radio partners to source radio advertising. Other platforms used for the campaign were billboards, scrollers and online and mobile media to ensure maximum exposure in the student space.

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