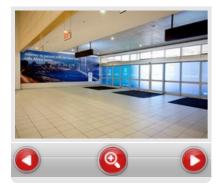


Standard Bank dominates International Arrivals at OR Tambo

Issued by Provantage 8 Jan 2014

To connect with upper LSM travellers arriving at OR Tambo International, Standard Bank has embarked on an Airport Ads campaign that has allowed for complete dominance of various international arrivals areas.



The bank has complete brand dominance of the bussing area, heritage corridor as well as the air bridges, which are branded internally and externally. With numerous international passengers arriving every month, the Standard Bank messaging is well positioned to target this highly desirable, very relevant market.

"The Standard Bank messaging is primarily related to travel and movement, which makes it strategically appropriate for the airport landscape. As we know, campaigns are most effective when creative is perfectly suited to the environment and we are certainly witnessing success with this campaign," says Lizelle Bezuidenhout of Airport Ads, a division of Provantage.

Airport Ads include the innovative airport.tv™ digital offering and a selection of Airport Static and Airport Activation Platforms. The Airport Ads static advertising platforms are located in key high dwell-time areas in the airport, including arrivals, departures and baggage claims.

For more information go to www.provantage.co.za or call 0861 776 826.

Follow us @ProvantageSA.

- 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
- *Outdoor Network's rotating digital billboard network goes national, maximising ROI for advertisers 5 Mar 2024
- "Brands maximise DOOH domination as Springboks land at OR Tambo 27 Nov 2023

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.

Profile | News | Contact | RSS Feed

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