

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.

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