

Train stations wake up to a fresh breakfast

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To promote the mouth-watering KFC am breakfast special, highly visual branding has been put up by Provantage at main train stations in South Africa.



KFC has commissioned Provantage to brand strategic points in Cape Town Train Station and Park Station in Johannesburg. With an average of 5 million commuters passing through each station monthly, the branding is perfectly positioned to tantalise taxi, bus and train commuters.

The stations are surrounded by interchanges where commuters and meeters and greeters are exposed to the branding with the enticing messaging Wake up to a Fresh Breakfast. The campaign is running in November and December when foot traffic in and around the stations is significantly high.

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