

# Provantage launches specialised airport media brand

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Provantage has announced the formation and launch of a new brand, Airport Ads, which will spearhead Provantage's airport advertising portfolio.



Mzukisi Deliwe has been appointed General Manager of this division and will lead a specialised team of airport advertising professionals that will offer advertisers unsurpassed integrated digital, static and activation media opportunities in all airports nationally.

Deliwe, an out of home and marketing industry stalwart, has a vast and intricate knowledge of the airport environment and is arguably one of the country's most qualified Airport Media experts.



Previous to joining Provantage he held the position of MD at Airport Consulting Africa. He was also MD at Indiza Media and worked as General Manager Marketing Business and Merchant Banking at ABSA. He holds a B Comm from Rhodes University.

"Airport advertising is my passion and I am looking forward to bringing the various offerings to existing and new clients. The airport environment is unique, offering advertisers a captive, upper LSM audience that wants to assimilate information in ways that are fresh, new and

add value to their travel experience," says Deliwe.

## Provantage's Airport Ads target well-heeled Consumers

Airports are ideal locations to advertise to the upper LSM market - household decision makers who travel for business and leisure purposes. For advertisers who want to capture the attention of this market and acquire a highly effective return on investment, airports are the perfect option as travellers experience high dwell times whilst waiting to board flights.

### Airport ADS

Airport ADS gives clients an opportunity to brand highly visible interior and exterior platforms in the airport environments including billboards, wall murals and 3D sculptures. They are placed in strategic zones to ensure maximum visibility and impact.

### Airport Activations

With Airport Activations brands have the opportunity to engage face to face with an affluent profile audience. Experiential marketing activations make an impact on passengers' airport experience and ultimately generate sales. Activation courts are available at the three busiest airports - OR Tambo, Cape Town International and King Shaka International - in areas where passengers typically have high dwell times. These courts are available on both landside (before check-in) and airside (after check-in).

### Airport.tv

A fully-fledged television station, Airport.tv™, is available in all nine ACSA airports. Screens have been strategically placed in all high dwell time areas and flight a selection of the latest news, sports and entertainment interspersed with television commercials.

For more information, please contact Airport Ads GM Mzukisi Deliwe [mzi@airportads.co.za](mailto:mzi@airportads.co.za) or 0861 776 826.

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