

Why Vodacom removed its Ponte ad



By [Duncan McLeod: @mcleodd](#)

3 Mar 2011

Micro-blogging service Twitter erupted with speculation on Thursday, 3 March 2011, about why Vodacom has removed its advertising hoarding at the top of Johannesburg's iconic Ponte City tower in Hillbrow.

TechCentral has the skinny on what's happening. The cellular operator has taken down the giant structure, which lights up Johannesburg's skyline at night, because it will soon erect a hoarding with its [new corporate logo and branding](#).

Well-placed industry sources have confirmed that the company will erect a new banner soon showcasing its new colours and logo. This means Vodacom could be just days away from unveiling its [new brand identity](#).

Continue reading the [full story](#) on www.TechCentral.co.za.

ABOUT DUNCAN MCLEOD: @MCLEODD

Award-winning Duncan McLeod is the founder and editor of TechCentral (www.TechCentral.co.za, [@TechCentral](#)), South Africa's latest technology news site offering breaking news, in-depth analysis and opinion that launched in September 2009. Before that, he was associate editor at the *Financial Mail/FM*. Contact Duncan on email duncan@techcentral.co.za and follow him on Twitter at [@mcleodd](#).

- Free SA domains, websites from Microsoft - 7 Nov 2013
- KT Corp to build Rwanda 4G network - 11 Jun 2013
- SA losing to Kenya in tech race - 10 Jun 2013
- Microsoft in major push into Africa - 5 Feb 2013
- Kenyan gov't embraces open source - 10 Sep 2012

[View my profile and articles...](#)

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