

Putting Cape Town in a spin



Smirnoff Spin is painting Cape Town blue with its new outdoor advertising campaign including an eye-catching billboard towering at 20m x 12 m in Long Street.



"On the back of the successful launch of Smirnoff Triple Spin, we briefed our media strategists (CIA NotaBene) and outdoor agency (Integrator) to compile a suite of the ultimate out-of-home in the Cape Town CBD for our high energy brands aimed at young adults," says Brandhouse communication channel planning manager Ross Sergeant.

"We were delighted to get back our building wrap at the top of Long Street, well known from when we launched it with Johnnie Walker Black Label in October 2002. Visible from 500m down Long Street, this visually arresting billboard dominates one of Cape Town's most vibrant areas by day and by night."



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