

Wrapping it up



The largest building billboard wrap in the world has been unveiled on a prime building in downtown Johannesburg, as part of Nedbank's new brand relaunch. The words 'Rise', 'Grow' and 'Make Things Happen' take up three sides of the 20-storey Penmore Towers in Rissik Street.



Says Caryn Cohen, CEO of Wideopen Platform, "With brand visibility a core Nedbank requirement, Penmore Towers with its busy traffic flow and long range visibility from the M2 was the perfect medium."

But wrapping the building in the huge canvas structure, weighing a total 2.4 tons and measuring 6168m², proved a challenging task. "It took one and half months just to install the framing for all three façades," recounts Cohen. "Flighting of the printed banners on each façade took almost four hours to complete."

The new campaign was conceptualised by Net#work BBDO.

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