

When we come together, we can amaze the world

In 2017, MTN answered the call to be the sponsor of the Springboks. It was to enhance the connection of South Africans to the Springboks, who have a history of uniting us as a nation. MTN is now calling on all South Africans to answer the call and support the Springboks in their own way. Our task is to bring this mission through different campaign elements, building up to the 2019 Rugby World Cup. #AnswerTheCall is a vehicle we will use to let the Springboks know that we support them no matter what.

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TBWA\HUNT\LASCARIS – CREDITS – 4 JUNE 2018	
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