

Cape Town's beat Hearts Provantage

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Cape Town radio station Heart 104.9FM has just taken the wraps off an outdoor marketing campaign with Provantage, aimed at reinforcing their music positioning and spreading the word that they "only play the greatest RnB".

A series of branded Quantum taxis with humorous messaging based on RnB artists are sure to catch the eye of commuters and passers-by. The taxi campaign is reinforced with a 16m by 4m billboard stretched across the Strand Street exit of Cape Town Station. The artwork for the billboard features caricatures of pop and rock artists, with the message, "Sorry for you, we only play the greatest RnB".



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