

Branded charging stations from Vodacom

[Vodacom](#) has opened branded cellular phone charging stations in the three international airports, Cape Town International Airport, OR Tambo International Airport and King Shaka International Airport. The branding has been done by OOH agency, [Posterscope](#) and [CK Outdoor](#). Craig Page-Lee, MD of Posterscope South Africa, says, "Vodacom was looking for a new, exciting way to target the airports and this was an opportunity for it to not only increase its awareness and dominate the departure terminals, but also engage with consumers by providing a service."

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