

It's a wrap!

If you want to make your mark in Botswana, then the largest outdoor advertising boundary wrap in the country will do it!



Mascom, a market leader in mobile communications in Botswana, has secured massive impact with Clear Channel Outdoors' 120m x 5m boundary wrap that has been erected around the building site of the new SADC headquarters building in Gaborone. The sheer size of the wrap, a first of its' kind in Botswana, dominates the landscape and endorses the company's claim as the one with the widest coverage in Botswana, largest dealer network and the most service centres across the country.

The creative was executed by Horizon Ogilvy in Botswana. Susannah Steenkamp, Clear Channel Outdoors' General Manager in Botswana adds, "This ... will no doubt encourage other advertisers to make use of this high impact, tactical format".

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