

Adidas taxi advertising

Issued by [Provantage](#) 13 Jul 2010

Provantage Out of Home Media branded a large fleet of Quantum taxis for Adidas during the FIFA World Cup. The branded taxi fleet operated on key routes in all the major cities throughout South Africa, generating huge awareness for Adidas, reinforcing the brand's status as an official World Cup Sponsor.



Adidas also flighted commercials inside taxis nationally, making use of Provantage's Taxi TV, resulting in a focused and impactful campaign. Taxi TV is South Africa's biggest in-taxi advertising station, reaching well over four million taxi commuters nationally.

- **Outdoor Network expands its footprint with a new high-impact billboard in Tshwane** 24 Feb 2026
- **Provantage positions its networks for a connected future with Broadsign** 23 Jan 2026
- **Provantage: Spreading joy through the 2025 Santa Shoebox Drive** 19 Dec 2025
- **Redefining lifestyle advertising - Turning premium golf environments into powerful brand arenas** 17 Dec 2025
- **Where innovation meets impact** 20 Nov 2025

[Provantage](#)



Provantage is one of the largest and most innovative end-to-end integrated marketing solutions and media businesses in Africa, extended over multiple key consumer touchpoints and covering a range of environments and audience segments.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)