

Telkom gets Closer to consumers

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Provantage Out of Home Media recently ran a Mall Activation to create awareness for Telkom's Closer packages and encourage consumers to go to Telkom Direct stores.



The Mall Stand represented a soccer field to harness the "gees" of the Fifa World Cup creating an atmosphere that was entertaining and fun. Consumers were also attracted by other mechanics on the stand such as the 'Win your Share of R30 million in Prizes' Competition. The activation successfully encouraged consumers to upgrade their Telkom packages and register their Telkom lines.

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