

Provantage Media Group opens new Operations Centre

Issued by [Provantage](#)

11 Nov 2014

In line with Provantage Media Group's core philosophy of ensuring that client needs are not only met, but surpassed, the leading out-of-home company has opened a new Operations Centre in Johannesburg.



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"One of our core visions is to constantly adapt and anticipate the changing landscape of out-of-home media. In line with this, we have opened a new, fully integrated Operations Centre in Johannesburg that will support our national infrastructure. We continuously strive for operational excellence as this is an intrinsic part of our business value and the new Operations Centre will ensure that we provide clients with world-class, professional services," says Stephan Botha, General Manager Operations - Provantage Media Group.

The Provantage Media Group Operations Centre is unique as it is the only one in South Africa that encompasses planning, logistics, training, storage and vehicle application. The state-of-the-art training and conference facilities allow

brand ambassadors and roadshow personnel to be fully trained, providing them with the opportunity to rehearse in context of the campaign elements.

Over the course of 11 years the company has introduced a number of innovative, groundbreaking, highly targeted, effective platforms to the South African and southern African markets and the new Operations Centre plays a pivotal role in supporting this infrastructure.

"Driving operational excellence is part of our promise to clients; so is innovation. With the new Operations Centre we are ensuring that these values remain at the core of what we do," concludes Botha.



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