

Airport Ads erects gantries at Lanseria International Airport

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Airport Ads®, a division of Provantage Media Group, will now be providing another golden opportunity to advertisers wanting to reach high-end consumers in an airport environment. The new opportunity comes in the form of enormous gantries in the Lanseria International Airport precinct.



Mzukisi Deliwe of Airport Ads® stands with Claudia Vianello of Lanseria International Airport

Lanseria International Airport, located north of Johannesburg, services over 2 million high-end passengers per annum, travelling both locally and internationally. Numerous multi-national and local luxury brands and services are already benefiting from exposure at the airport and now, with the addition of these gantries to the mix, branding can be taken to new heights.

Mzukisi Deliwe, Director – Airport Ads®, comments: “At Airport Ads® we continue to innovate and bring brands opportunities that are bigger, better, more strategic and more effective than ever before. Lanseria International Airport is one of the busiest, privately-owned airports in South Africa. Coupled to our sole media rights, we have the ability, the expertise and the ingenuity to offer advertisers the right strategy and the right platforms to engage with a high-income consumer in this exclusive, captive environment.”



The newly installed gantries feature on the road leading into the airport’s parking and drop off zone and at a size measuring 4,5m by 18m the branding will make a significant impact on all consumers entering Johannesburg’s alternative international airport.

Rampa Rammopo, CEO of Lanseria International Airport says: “Airport Ads® is an evident leader in the out of home airport environment. They bring years of expertise and continue to enhance their offerings – both digital and static – to create an exceptional experience for both advertisers and travellers. Through our collaboration with Airport Ads®, we look forward to bringing further innovation and opportunity to Lanseria International Airport.”

Airport Ads® offers clients a multiple engagement strategy for reaching Lanseria International Airport passengers. A combination of airport.tv® – a fully-fledged digital television network, Airport Static - high impact sites on both airside and landside, and Airport Activations where consumers can feel, touch and experience a brand, will ensure effective brand recall and assimilation. Clients can book these individually or synergistically to create impact.

For more information on digital and static branding opportunities at Lanseria International Airport, contact Mzukisi (Mzi) Deliwe on 0861 776 826 or mzi@provantage.co.za or go to www.provantage.co.za or [@ProvantageSA](https://www.instagram.com/ProvantageSA)

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