

Adidas taxi advertising

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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.



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