

Telkom gets Closer to consumers

Issued by [Provantage](#)

23 Jul 2010

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.



- " **Provantage launches SA's first real-time, place-based media audience measurement tool – Protrack** 30 Apr 2024
- " **Provantage and T+W launch Ant Lion - A full service digital content agency** 10 Apr 2024
- " **Outsurance announces partnership with South African Schools Netball** 3 Apr 2024
- " **Cape Town International Airport makes the top 3 in the world – and big brands are noticing** 6 Mar 2024
- " **Outdoor Network's rotating digital billboard network goes national, maximising ROI for advertisers** 5 Mar 2024

[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](#)

For more, visit: <https://www.bizcommunity.com>