

The Cell C - Whoosh speed experience

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After having won the Cell C pitch, Offlimit Communications was faced with a challenge to create high brand visibility, talkability and customer experience of the new Cell C high speed network in record time.

The Offlimit team's creative juices flowed together as they came up with a viable strategic plan to implement the challenge and deliver client's expectation.

The Cell C module box was displayed along the beautiful beaches of Durban and Cape Town during the summer holidays, with each module activation supported by an in mall activation at the same location to boost the sales of the Cell C data sticks. Visitors enjoyed the Cell C - Whoosh speed experience, and walked away with amazing prizes after having experienced the fast networks.

The Cell C summer activation was a "summer hit" and will soon be followed by a national Campus activation at five of South Africa's biggest educational institutions in the coming month.

To see more pictures of the activation, visit the Offlimit Communications Facebook page.



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