

## Chilling more in the traffic

Some lucky Johannesburg motorists last week were encouraged to "CHILL MORE" in the traffic with a cup of hot chocolate. Forming part of DStv's 'More' campaign, which extends to billboards, radio ads, building wraps, street pole ads and press and magazine ads, young people dressed in DStv garb were armed with portable hot chocolate dispensers. The campaign is about encouraging viewers to experience more of everything.

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