

Nedbank Cup Soccer Tournament takes the bus with Provantage Media

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Soccer mania is fever pitch, South Africans are donning their soccer shirts, blowing their vuvuzelas and getting into the spirit of winning with the Nedbank Cup Soccer Tournament which is currently underway. To raise awareness for the Nedbank Cup and to remind consumers about the tournament Nedbank commissioned Provantage Media to wrap single-decker and double-decker buses.



The result is larger than life with soccer players touring the city, so to speak, for all to see. Provantage Media's exterior bus branding wraps were chosen as they are one of the most effective platforms for targeting soccer fans and getting straight to the target audience. What's more, hubcaps designed to look like soccer balls cover the wheels of the buses. Visually, the effect is phenomenal.

"Exterior bus branding requires excellent team work, from the account manager to their creative agency to those involved in the application, all requirements need to be met with precision and accuracy," says Tanya van Tonder of Provantage Media.

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