

Sandton gets wrapped



Alliance Media recently installed a massive three faced building wrap in the heart of the Sandton business district for Distel's "Flight of the Fish Eagle" brand.



The huge advertisement of more than 1500m2 has been illuminated to create round the clock exposure to the heavy vehicular traffic as well as to the JSE, RMB and other key buildings in the area.

The site speaks to the many patrons of the popular and upmarket surrounding restaurants and bars located in the 24 Central centre.

This is just one of a bouquet of new high visibility sites acquired by Alliance Media across the country, according to group sales and marketing director Greg Benatar.

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