

## VWV Group connects South Africa to 8.ta

Leading experiential agency, the VWV Group, won the bid to work on the event that would mark the launch of 8.ta - Telkom's much spoken about mobile offering.



The 8.ta launch was conceptualised, produced and managed by VWV and in true experiential style, the guests were treated to a roll-out that left no sense untouched. Never an agency to stage an event in a typical conference venue, VWV propelled the experience from a Lanseria Airport Hangar. The VIP evening for the 900 odd high-profile guests, was the type of event that made sure everyone talked about it long after the final cocktail had been served.

Live entertainment including Freshlyground, Locnville and DJ Fresh set the tone for the evening, with VWV wowing audiences with slick, never-been-seen-before in SA, state of the art technology which created a seamless 360 degree room projection.