

Airport ads brings Grolsch to life

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Grolsch's new international campaign, "Choose Interesting", is turning heads at Cape Town International Airport with its massive three-part building wrap.

"Choose Interesting" is the first campaign to be adopted by all markets under the SAB Global Brands banner and the site at Cape Town International Airport serves to champion the global presence and global appeal of the product.



The location ensures that it is visible to every person leaving the airport. The brand is a premium product and the wrap is located on a prime site in the midst of a well-heeled upper LSM audience that can appreciate the boldness of Grolsch and can bring to life the invitation to "choose interesting". Furthermore, the creative makes the iconic Grolsch bottle its hero and the sheer size of the wrap adds to its eye-catching quality. The campaign is tailored to suit the needs of the South African market and with the Airport Ads wrap the brand is living up to and promoting its positioning.



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Commenting on the campaign, Mzukisi Deliwe, Director Airport Ads says: "We're excited about the campaign because it's the first time that Grolsch has utilised a large format outdoor site within the airport precincts in South Africa. Airports are an ideal location for large format outdoor and it's great to see agencies and clients embracing the potential of these media and incorporating them into the marketing mix."

With over 600,000 passengers moving through Cape Town International Airport every month, as well as thousands of meeters and greeters, the site is extremely well located for appealing to an upper LSM business and leisure

traveller market. Provantage Media Group's AIR research demonstrates that this audience wants information about the things that interest them, including premium lifestyle brands such as Grolsch.

"It's extremely rewarding to be part of a larger, international campaign as it relies on strong collaboration between client, media owner and creative team. The three-part building wrap is testament to this effective and fluid collaboration," concludes Deliwe.

For more information on how to book the Airport Ads site please call Mzukisi (Mzi) Deliwe on 0861 776 826 or go to www.provantage.co.za

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