

Standard Bank unveils 'spectacular' campaign at OR Tambo International

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Breaking through the clutter, [Standard Bank](#) has embarked on an innovative and striking outdoor campaign with Airport Ads that looks set to leave a lasting impact on travellers making their way through [OR Tambo International Airport](#) in Johannesburg, generating increased levels of awareness.



The campaign undertaken by [Standard Bank Corporate and Investment Banking](#) has seen the brand take ownership of the Heritage Corridor in the International Arrivals terminal at the airport, and partner with [Airport Ads](#) to produce dynamic creative that not only is impossible to miss, but takes the form of so much more than a 'standard' branding exercise.



This type of campaign is a first for both Airport Ads and Standard Bank Corporate and Investment Banking in an airport environment and positions the latter as a partner for growth. The creative serves to enhance this messaging, thanks to [seven 3D 'spectaculars'](#) that stand out from the branding, with either a movement sequence, dynamic changing text or tactile content. In the case of the "helping communities grow" execution, some artificial grass frames the text. This, along with the 'beads' panel, adds a tactile 3D element to the campaign, as they stand out from the panel in question.



This is a long-term holding, with Standard Bank taking ownership of these zones and really showcasing its creative strength, with a total of 35 'faces' rebranded and the seven 3D spectaculars primed to grab the attention of travellers landing in South Africa from abroad.



“It’s always encouraging and exciting for us when a client wants to challenge itself creatively and really maximise the opportunities that the Airport Ads bouquet of products offers,” says Mzi Deliwe, Deputy CEO of PMG and Head of Airport Ads.



According to Airports Company South Africa (ACSA), OR Tambo International Airport processes approximately nine million international passengers a year, making for an attractive, captive audience and one that sits in the upper LSM segment – a perfect fit for Standard Bank Corporate and Investment Banking.

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