

Scan's 2010 Soccer World Cup activations

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Scan Display experienced a 350% increase in business for the month of June because of World Cup related jobs, with a variety of interesting projects including activations for adidas, Budweiser, Sony, Globex, Football Federation Australia, the SABC, the City of Cape Town and the City of Johannesburg.

The adidas Jo`bulani Central ("House of Football") was the largest custom stand Scan has built to date, with a floor space of 1 000m² (50m x 20m) and 5.3m high walls. Designed by Uniplan, Germany, and realised by Scan it served as the World Cup headquarters for adidas and included office space, media facilities, an entertainment area for VIP guests, and an exhibition showcase for the Adidas World Cup clothing range.

Other official World Cup sponsors that contracted Scan's services included Budweiser - to create Man of the Match trophy cases - and Sony - to build VIP hospitality villages at the three main soccer stadiums.

The City of Johannesburg's World Cup Public Viewing Area (PVA) at Mary Fitzgerald Square in Newtown was another interesting project. The City awarded the tender for the PVA to Scan Display in partnership with Zanusi Brand Solutions.

Two hundred and forty thousand people attended the PVA, which featured an exhibition and retail village, a miniature soccer field, and live entertainment before and after match screenings - such as Brazilian samba bands, the Soweto Opera, a Japanese free style dance crew and popular African artists like Dudu Manhenga (Zimbabwe), Kunle Ayo (Nigeria) and Mandoza (South Africa). All games were screened live, and entrance was free of charge.

Some of the projects involved simultaneous activations at multiple locations throughout South Africa - such as the construction of 10 SABC media centres in nine cities in South Africa. Other projects involved multiple activations in a single city - for example the 13 information kiosks the City of Cape Town requested to provide tourists with accurate information.

Scan Display's Managing Director, Justin Hawes, says: "The experience we gained was invaluable as we had the opportunity to showcase our company, our skills and our creativity to a new audience."

The 2010 FIFA World Cup may be over but Scan Display is committed to 'Keep Flying' the flag. This is a campaign initiated by Draffcb, which encourages South Africans to keep the spirit of the World Cup alive. Justin says: "The World Cup was a great event, and we need to ensure we bring about positive, lasting change from it. Scan Display intends to build on its experience from the event."





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