

'A Team of Millions' for King Shaka Airport

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Rugby fans travelling from King Shaka International airport will stand proud at the sight of a 294m² ABSA Rugby World Cup creative that dominates the departures hall.



Across a Provantage site, one of the largest indoor sites in any South African Airport, the creative is visible to all passengers, well-wishers and visitors from August to October 2011.

"The creative fits perfectly with the Provantage site at King Shaka International Airport. The sheer size of it is extremely impactful," says Skhumbuzo Nkosi, Director at Provantage Out of Home Media.

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