

Avis rides the highway

To extend the brand dominance of Avis outside of the airport environment, Primedia Unlimited's Wideopen Platform wrapped a 450m² single façade of a construction site in Avis signage. The mesh media wrapping Avis message was placed close to the Grayston Drive off-ramp, adjoining Joburg's M1 Highway. The site formed an integral part of the current Avis campaign, which includes TV and print components. Avis targets the LSM 8-10 segment, so securing a site that reaches this audience was a coup for them.

For more, visit: <https://www.bizcommunity.com>