

Provantage take the MOST sheep

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On Wednesday evening, at the Venue in Melrose Arch, Provantage Out of Home Media received two prestigious MOST awards. Managing Director Jacques Du Preez was the recipient of the MOST Media Owner Innovator Award. Provantage came runner-up in the Out of Home category.

It was with a roar of applause and a standing ovation from the Provantage team in the audience that Jacques Du Preez received his sheep, the MOST awards' symbol that recognises innovation, achievement, passion and dedication. Du Preez' entrepreneurial spirit and his eye for innovative out of home media solutions ensured that the votes were his in this category. Du Preez is not afraid to push the envelope in an environment where he believes nothing is impossible. "It is a great honour to have received this award and I'm thankful to the great team I have behind me every step of the way. I look forward to having the sheep on my desk!" says Du Preez.

According to MOST awards organiser and publisher of The Media magazine Sandra Gordon, Du Preez was chosen as the Media Owner Innovator because "his success in building a business, his commitment to innovation, passion and honesty were key attributes behind his recognition as was his willingness to challenge the status quo in a competitive category".

Provantage were proud to fill second position in the Out of Home category and wish to extend their congratulations to Continental, who won the category, and Comutanet who came third.

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