

Mini Countryman lights up the runway

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With trailing lights that mimic an airport runway, the Mini Countryman billboard at OR Tambo is not only turning heads but creating a giant buzz in the out-of-home industry.



The brief was to come up with an idea that would draw

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attention to the Mini's newest family member and the fact that it has four doors. It also had to fit in with the OR Tambo environment. Staying true to brief and Provantage's innovative genius, the billboard contextualises the creative while keeping with brand Mini and its international appeal. The billboard is visible to motorists and passengers leaving OR Tambo and will be up from July to September.

"We love this Provantage site as passing traffic is high with people leaving the airport; and we have not seen it used before. We hope to get a lot of people talking about this outdoor execution and our new Mini Countryman," says Carmen Slade, Marketing Manager, Mini SA.

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