

# Provantage drives Jacobs Kronung

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Provantage is driving Jacobs Kronung customised vehicles around town, turning heads with sharp creative and the aroma of fresh coffee.

Jacobs Connect Café vehicles have taken to the streets of Johannesburg, Pretoria and Cape Town, stopping at schools, malls, intersections, events and retail areas to distribute steaming cups of Jacobs Kronung coffee to the public.

Each vehicle is self-contained and fully equipped with microwave, sink, cupboards, hydro boil, chairs, tables, turf, generator and power cables. Over half a million cups of coffee will be made from June to December. In this manner, consumers will have the opportunity to experience first hand the Verwöhnaroma - the unique aroma of Jacobs coffee.

The aim of the campaign is to convert coffee drinkers into Jacob thinkers and in so doing expand and grow the brand through sales.







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