

# Provantage brands Durban Station for KDG Auto Exports

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Provantage Out of Home Media have recently branded pillars at Durban Station for motoring client KDG Auto Exports.

The brief was to create awareness for the brand, the offerings and the shop location. The branding is visible to thousands of motorists driving past daily, as well as over 900 000 train passengers utilising the station each month.

Since winning the PRASA (Passenger Rail Agency of South Africa) tender in 2010, Provantage has provided clients with a host of advertising media within train stations nationally. The highly sought-after sites include interior and exterior train station branding, platform branding as well as electronic and static advertising boards.



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