

Blue chip location for blue chip brand



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Primedia Unlimited subsidiary Wideopen Platform recently branded eight east-facing levels of the Sandton-based Johannesburg Securities Exchange for Nedbank Business Banking, conceptualised by creative and media agencies Net#Work BBDO and Nota Bene respectively. Running until mid-March 2007, the production process involved 806m² of See-Thru applied to the JSE's glass surface by Media Foundry, using a gondola and cherry picker. The campaign is supported by traditional outdoor billboard sites and TV exposure.

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