

DSTV appoints Provantage Media

Provantage Media, a leading provider of brand activation, experiential marketing and transit media, has been awarded the DSTV Compact and Premium account.

Provantage Media will be implementing a fully integrated below-the-line campaign for DSTV Compact, utilising mall activations, shoppa shows, Stokvels, exterior Quantum taxi branding and Transit TV to promote the compact offering and to increase the percentage of market share in the South African market. The DSTV Premium campaign will utilise Provantage's transit media offerings of taxi branding and Transit TV. Both campaigns will run over a period of 12 months.

For more, visit: <https://www.bizcommunity.com>