

Burger King - big on buses

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Burger King has put their money where their mouth is with their current bus-back campaign.

The 45, full bus-backs applied to PUTCO buses running various routes in Gauteng make a bold statement, with the eye-catching creative and the impressive presence of the artwork that includes the entire rear area.

Visually, the "Whopper" burger advertised on the bus back, is on the money for this medium - big, bold and singular in its message.

Livia Lupini the OOH Strategist at Posterscope, in thanking Primedia Outdoor, said, "They were rolled out incredibly quickly and the client is very happy - this was a large number of buses to roll out and it was managed very seamlessly."

Steve Duck from Primedia Outdoor added. " Bus backs are a well-established media, providing advertisers with targeted reach determined by the various routes being utilised. Burger King has literally jumped on this vehicle and we're confident that it will work well for the brand."



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