

Guinness World Record hat-trick for Provantage Events

Issued by [Provantage](#)

15 Apr 2009

Provantage Events, part of the Provantage Group, were tasked to add special flair to the 20th Anniversary of World Aids Day for Khomanani, which was held at Sahara Kingsmead stadium last year.

In addition to a well choreographed event which was attended by the Deputy President, Baleka Mbete, and Health Minister, Barbara Hogan, the event was made even more historic by the creation of the World's largest Pledge Ribbon. Measuring 33 metres long and 16 metres wide, the ribbon was made up of poly-twill fabric that had AIDS pledges written on them by members of the public. "Our purpose here was to create something that a larger part of the South African community could participate in by making the pledge, as well as providing a news angle that would create the opportunity to spread the World Aids Day messages even further," says Dom Smith, MD of Provantage Events.

"Whilst the conceptualisation and delivery of world class events is top priority at Provantage Events, the ability to tie the event in with other out-of-home or marketing tools provides our clients with campaigns that have greater impact and value," concludes Smith.

Provantage Events other Guinness World Records are: The largest cricket bat for LG which was built for the Cricket World Cup in South Africa in 2003 and the largest Cereal Bowl which added surprise factor to the schools nutrition campaign for Kelloggs in 2007 during Breakfast Week.

We once again extend our gratitude to our various partners on this project, namely Magna Carta, Izwi Multimedia and Sizwe Ntsubala RSVP, a proud cause related project well done!

▪ **Provantage launches SA's first real-time, place-based media audience measurement tool – Protrack** 30 Apr 2024

▪ **Provantage and T+W launch Ant Lion - A full service digital content agency** 10 Apr 2024

▪ **Outsurance announces partnership with South African Schools Netball** 3 Apr 2024

▪ **Cape Town International Airport makes the top 3 in the world – and big brands are noticing** 6 Mar 2024

▪ **Outdoor Network's rotating digital billboard network goes national, maximising ROI for advertisers** 5 Mar 2024

[Provantage](#)



Provantage is one of the largest and most innovative end-to-end integrated marketing solutions and media businesses in Africa, extended over multiple key consumer touchpoints and covering a range of environments and audience segments.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

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