

Coca-Cola IRT bus advertising in Cape Town

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Coca-Cola branded the new Integrated Rapid Transport (IRT) busses in Cape Town to amplify their FIFA World Cup sponsorship in the Mother City.

Provantage Out of Home Media were contracted by Coca-Cola to brand the entire fleet, consisting of 43 brand new busses over the World Cup period. The IRT busses were a primary transport mode for football fans in Cape Town and delivered fantastic exposure for Coca-Cola in a city with limited outdoor opportunities.



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