

Provantage Interactive - integrated online, social and media solutions

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Provantage Out of Home Media and Silverstone CIS have joined forces to create a joint venture called Provantage Interactive.

With the launch of Provantage Interactive, world-class mobile, together with activation, strategies can now be offered to clients. With the expertise and recommendations of both the Silverstone CIS and Provantage teams, interactive online and viral campaigns can be tailor-made to client specifications and be fully integrated with face to face media solutions.

SilverstoneCIS brings many years of new media knowledge to the portfolio. The group was awarded the Global and EMEA Awards for Best use of Mobile in Cross-Media Integration at the 2010 Mobile Marketing Association Global Awards in Los Angeles. They have also received an International Echo Awards finalist spot for Business and Consumer Services, and Direct Marketing Association Nkosi Assegai Award for platform innovation and digital marketing campaign effectiveness in 2008.

"We're passionate about the power of interactive web and mobile to support, amplify, or lead integrated marketing strategies. Provantage Interactive is a vehicle to break down the silos and accelerate the adoption of effective mobile and digital marketing practices in the traditional media and marketing space - from the inside out. Our approach in the joint venture with Provantage is to offer true 360 degree integration and to maximise ROI and amplify effect for our clients, with the least amount of friction or third party coordination," says Raymond Buckle, CEO of SilverstoneCIS and Co-Chairman of the Mobile Marketing Association.

As recipients of the MOST Innovator of the Year 2010 award, Provantage offer a complete range of out of home media solutions including activation, transit media, outdoor, tavern and events that are measurable and results driven. They have brought significant innovation into the out of Home Media space.

"For us innovation is key. We are always looking to evolve the way media is presented to both the client and the consumer. With the skills and expertise brought by Silverstone CIS combined with the multi-faceted Provantage offerings we can now provide precise, professional, cutting edge delivery of interactive, digital and mobile services that will further enhance brand activation service offerings for our clients," says Vaughan Berry, Director at Provantage.

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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.

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