

# Provantage turns heads with Metropolitan Life campaign

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Provantage have harnessed their vast experiential marketing knowledge to take Metropolitan Life's products to the target market.



Provantage ran eye-catching activations in 17 malls and interchanges nationally. To draw consumers' attention, industrial theatre was used in the form of oversized talking heads. Each head represented a character with a specific financial need. The objective of the show was to educate consumers to identify basic financial needs and present Metropolitan's FutureBuilder product range as a solution, be it funeral cover, retirement annuities or education plans. The overall campaign messaging was: "Take your first step toward a brighter future with FutureBuilder from Metropolitan. Your loved ones will thank you."



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## 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.

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