

Provantage powers Mageu Number 1 Smooth

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A taxi campaign implemented in various provinces is working smoothly for Mageu Number 1 Smooth!



Eye-catching pink taxis are turning heads in the provinces of Gauteng, Limpopo, North West and Mpumalanga. The full wrap taxi branding is driving the message "my number 1 power drink" on high traffic roads in major metropolitan hubs. The campaign will run until February 2012, ensuring high frequency and high visibility for the power drink.

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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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