

Dominating the Joburg skyline

Visa has commissioned Wideopen Platform to dominate the Johannesburg CBD skyline with a towering brand presence, committing to a five-year contract and maximising awareness of the brand beyond the 2010 FIFA World Cup.



The Visa brand is leveraged through the high visibility of the media owner's Mega Sign on multi-storey 78 Fox Street in the heart of the Johannesburg CBD.

"This is one of the most prominent skyline sites in Gauteng, visible from both the M1 and M2 highways; the partnership of strategic media placement from MediaEdge and creative from Grey Worldwide has worked well," says Caryn Cohen, CEO, Wideopen Platform.

Erected at the beginning of 2007 by Media Foundry, Visa will add lustre to the cityscape until after the world cup – literally elevating the brand. The neon light also illuminates the evening sky, extending exposure from day to night.

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