

## Provantage ranks 8.ta

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To create brand awareness for funky new cellphone service provider 8.ta, Provantage have branded numerous taxi ranks nationally. The branding, with messaging such as *Free Minutes. Any number. Any time* and *Unlimited Call Mes*, dominates the commuter environment and is clearly visible to passing traffic and taxi commuters. Each rank has 120m<sup>2</sup> of branding which is up for four months at a time.







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