

# Provantage takes Sony to the car wash

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Provantage was commissioned by well-known electronics brand, Sony, to run activations at selected car wash sites.

The sites were branded with eye-catching Sony branding and motorists were encouraged to bring their vehicle for a wash so that they could experience the edutainment. Patrons were entertained by vibrant promoters and DJ's playing great music. They also stood a chance of winning phenomenal prizes including Handycams, Cybershots, home theatre and car sound systems. The response was highly positive with motorists and members of the public enjoying the promotion of a favourite brand.



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