

## "Celtel... this is your control tower"

Clear Channel Independent Africa have been awarded the rights to brand the control tower at Zanzibar International Airport. The site has been sold to Celtel, the biggest cellular phone company in East Africa. It dominates the area from all sides - the air, the car park, the runway and all roads within a one kilometer run up to the airport. CCI Tanzania's general manager Brian Smith says: "The comments we have received from client, the airport authority and the public have been exceptionally positive - another example of how powerful outdoor advertising can be for an advertiser."

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