

Stealing the big screen

Following on its success last year, Standard Bank has once again won the Most Innovative Stand award at the 2006 International Franchise Expo (IFE) held at Sandton Convention Centre, 4 - 6 May. Designed by PR and brand activation agency Magna Carta, the stand featured a 'mini movie theatre' for screening 'The Franchisee' (a 5-minute 'behind the scenes' look at what goes into becoming a franchise), complete with Hollywood 'blue' carpet entrance with flashing logos, comfy cinema seats and an ultra large movie screen with high-tech lighting and sound - and a never-ending flow of free popcorn.

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