



Billboard Campaign – OR Tambo International Airport 2007

To launch its Heritage month activities, the Foundation embarked on an aggressive billboard campaign beginning at OR Tambo International Airport. The goal of this campaign was to continue with branding the Foundation and to capture the interest of foreign tourists and South Africans who use the airports frequently. The airport campaign of 20 billboards due to conclude on 30 November 2007, actually ran until February 2008.

The exposure for the Foundation was measurable in the number of comments received.

Billboard Space funded by: Airport Media
Venue: OR Tambo International

