

Tractor and Coca Cola launch bus campaign

Tractor Outdoor in association with Media Shop Johannesburg and Coca Cola South Africa have unleashed the largest bus campaign to date across the Cape Town CBD.



Eighteen of Golden Arrow buses that specifically service the Cape Town CBD and Green Point Stadium were selected and branded in the Coca Cola's iconic "Open Happiness" livery.

The Cape Town buses are just a small part of a massive investment that Coca Cola has put into World Cup 2010. The principle booking was run by Media Shop Johannesburg and artwork designed by Royale Metropole Johannesburg.

For more, visit: <https://www.bizcommunity.com>