

Iconic innovation at Entebbe Airport

Clear Channel Outdoor in Uganda have designed and built a unique landmark site for MTN at the Entebbe International Airport.



The client's brief to the billboard advertising company was to come up with a concept that would cut away from the standard airport advertising media types. It was to make a statement not only for the brand, but also offer a landmark site at the airport.

Deon Viljoen, GM, Clear Channel Outdoor in Uganda comments, "With the Commonwealth Heads of Government Summit due to begin in Uganda, most TV news coverage will pan in on the MTN Globe to signify Entebbe International Airport and then continue with the news report covering the arrival of delegates. This will offer MTN additional televised global coverage - what client could ask for more? "

"The client is so pleased with this project that they have briefed us to secure the rights for key traffic circles in Kampala to replicate this iconic innovation," continues Viljoen.

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