

# Join the protest against bad activations

ComutaNet's message was simple: we focus on the audience and their needs.



ComutaNet, recently joined millions of South Africans in a protest of a different kind: one against bad activations.

Launching their "new", six times bigger, interactive division, the leaders in commuter marketing combined their creative genius with their usual innovative approach to business to bring an essential message, accompanied by a good dose of fun, to creative agencies in Johannesburg and Cape Town during August.

Proving that they have what it takes to break through the clutter, ComutaNet approached agencies in mock protest arriving in a wooden "taxi" and rallying staff to a central point to perform their flash mob style routine with a specially composed and choreographed jingle and dance. On-the-spot photographs were also distributed to serve as leave behind business cards. Agency staff were left with a parting memento in the form of wacky staff photos with a branded frame to remind them of day's excitement.

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