

Provantage Out of Home Media activates KFC Fangaea foosball

Issued by [Provantage](#)

19 Aug 2010

As a wind-up of KFC's Fangaea campaign, a foosball activation was rolled out, giving excited sports fans an opportunity to come together and have fun.



The elements included a giant branded 12 x 5m human foosball, which was inflated in Maponya Mall's parking lot outside the main entrance and food court. Thirteen energetic promoters dressed as cricket, rugby and tennis players got the ball rolling by playing and enticing the enthusiastic crowds. A human foosball referee cracked jokes and cautioned players ensuring that clean play and a positive vibe was maintained during the thrilling games. Fun was had by all as members of the public formed teams and battled it out for the next goal. "True Fans" who had the most fun and gave the most support received KFC meal vouchers including Streetwise 2, Snackboxes, Family Meals and KFC Family Buckets.



▪ **Provantage launches SA's first real-time, place-based media audience measurement tool – Protrack** 30 Apr 2024

▪ **Provantage and T+W launch Ant Lion - A full service digital content agency** 10 Apr 2024

▪ **Outsurance announces partnership with South African Schools Netball** 3 Apr 2024

▪ **Cape Town International Airport makes the top 3 in the world – and big brands are noticing** 6 Mar 2024

▪ **Outdoor Network's rotating digital billboard network goes national, maximising ROI for advertisers** 5 Mar 2024

Provantage



Provantage is one of the largest and most innovative end-to-end integrated marketing solutions and media businesses in Africa, extended over multiple key consumer touchpoints and covering a range of environments and audience segments.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

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