

OR Tambo/ Mango... where is the branding hoo haa?

Joburg International became OR Tambo and SAA launched Mango but I have seen no big hoo haa branding at the airport. Am I missing something?

I been to the airport a couple of times since the OR Tambo name change and the launch of Mango but I saw no real branding of what I think are big marketing opportunities. All I saw was one Mango pull up banner. Is SAA not supposed to be capitalising on Mango? And why is ACSA so quiet about the rebrand?

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