

## Doing it around the baggage carousel



Primedia Outdoor negotiated special rights with ACSA at Durban International Airport (DIA) on behalf of Signalroom and mutual client, Nike, to place Nike-branded shoe boxes amongst the luggage of passengers arriving at DIA for the Comrades Marathon. The promotion builds on the success of a recent Nike campaign flighted at Cape Town International Airport for the Two Oceans Race.

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