

Samsung and Tractor Outdoor change Cape Town's skyline

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Samsung Electronics have recently taken ownership of the branding rights of one of the tallest buildings in the City of Cape Town . This site was previously known as the "Shell" Building when it was first built in 1976 and Samsung is only the third brand in almost 40 years to grace this iconic location.



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"We have spent almost 18 months planning and implementing this project and worked very closely with both SAMSUNG and their agency Starcom/Mediavest" says Simon Wall of Tractor Outdoor "Samsung were looking to entrench their market dominance in Africa and the fact that Cape Town is one of the most visited cities on the continent meant that this site was perfect platform for them. We are extremely pleased with the result. The site itself has been manufactured with the most environmentally friendly products we could source for a site of this nature; using an aluminium structure clad with a flex-fa cromadek sides and backing - utilising energy efficient LEDS we have ensured that power consumption has been kept to absolute minimum, drawing on only 12 amps per side"



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SAMSUNG contracted the services of leading and innovative Cape Town-based corporate signage manufacturer Craftsigr to manufacture and install its artwork to its exacting standards

All four sides have been branded with SAMSUNG'S iconic branding and it is the most dominant sign in the CBD of Cape Town -visible from every angle in the city.

"This placement opportunity is certainly another way that we as Samsung once again demonstrate our local and global leadership position as a top 10 global brand. Of course the demonstration of this leadership in an iconic city is significant

us as we strive to lead and remain at the top of the consumer electronics market. We will continue to market our brand strategically and investigate valuable outdoor opportunities to remain top of mind" says Michelle Potgieter, Head of corporate marketing and communications at Samsung South Africa

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