

## Go flying with Golf Unlimited

Golf Unlimited will feature a new client for two months, advertising on the GPS based golf cart units around four and five star South African golf courses. ACSA (the Airports Company South Africa) will promote its competitions and prizes at the duty free shops within airports. The campaign will focus on creating awareness of the unique shopping experience available at airports. One of the prizes on offer is a golf cart. Travellers are required to spend R250 or more to qualify for the competition. At each duty free or retail shop, a dedicated competition box will be available for consumers to drop in their easily completed competition form. ACSA has targeted its communication to several different lifestyles, which is in line with the varied offerings the company is giving away.

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