

# THE AVENG GROUP

Johannesburg, 15 March

## **ORCHID ADVERTISING AWARD FOR AVENG**

The Aveng group's advertising received the Saturday Star Orchid award for advertising this weekend.

Acknowledging our latest advertising campaign, Brendan Seery says the following:

### **STADIUM BUILDER SCORES WITH ITS FEEL GOOD ADS**

We're finally starting to see some excitement around the World Cup, and quite justifiably, some of those involved are standing back and looking with pride on what they have done to make the tournament a success. One such is construction giant, Aveng, which has been involved in building our new stadiums. The construction company's ad campaign - in print and on radio - strikes just the right note. It is full of pride, the pride of a job well done and the pride in a country which is about to step up to the world stage. It is a reminder even to the doubting Thomases that we are about to make history in the way few other countries have been able to do. It has echoes of the positive vibes from the Madiba era but at the same time looks forward to a brave new South African world.

It could have been so cheesy, so plainly aimed at promoting itself. But instead it is mature, thoughtful and classy. An orchid for Aveng and its ad agency (not known).