

Provantage wins commuter shelter tender

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Leading out-of-home agency Provantage has recently won the tender to brand all commuter shelters in the City of Johannesburg.

Provantage has recently won the tender to brand all commuter shelters that make up the entire public transport commuter facility provided by the City of Johannesburg Municipality. Provantage Out of Home Media, in partnership with the Taxi Operator Investment Company, will be operating the commuter shelter branding under the name Public Transport Media. The company will own the advertising rights for a period of twelve years.

The commuter shelters will incorporate Gautrain buses, Metrobus, PUTCO, other private bus companies, public transport feeder routes and taxi operators. So far 1400 commuter stops have been identified by the city and Provantage will be rolling out shelters in these locations over the next 24 months. What does this mean for advertisers? Advertisers will now have the opportunity to brand an entire shelter with additional branding opportunities envisaged to roll out in the next few months.

"This is an exciting opportunity for us as we can provide clients with another highly visible branding platform. The City of Johannesburg has over a thousand commuter stops situated all over the city allowing for impactful advertising," says Skhumbuzo Nkosi, Media Director at Provantage.

For more information, please contact Skhumbuzo Nkosi on sn@provantage.co.za or 0861 776 826.

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