

MWeb Wi-Fi campaign on the move with branded cabs

As part of its free Wi-Fi OOH marketing campaign, MWeb and Posterscope partnered with New Wave Outdoor Media to use 17 branded cabs in the Western Cape and KwaZulu Natal, from July until the end of September 2014.

"Transit but more specifically taxi/cab media is a successful way to create impact with clear custom-designed messaging in an uncluttered environment. Targeting audiences and consumers in areas where traditional media has no presence, vehicle wrapping proves an effective advertising solution that also cannot be switched off, tuned out or turned over in the manner of traditional media advertising," says MD of NWOM, Warren Weiner

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