

The need to belong

By [Kabelo Kale](#), issued by [Keys Communications](#)

26 Nov 2020

The universal need to belong, stay connected and be in touch with your community and people, the world over, also finds similar meaning and even deeper truths in the Townships.

Township communities are digitally divided from other communities, and therefore disconnected from the rest of South Africa and the world. Outside of unavailable resources, the internet is widely perceived to be expensive in South African, and therefore inaccessible.

In a world where internet access is almost as pertinent as human rights, it is within this context that for brands to connect on a deeper level with the largest audience in South Africa, they need to do this through WIFI access, and connecting Townships with the world, to be the enabler of access to information.



Standard Bank has shown us that IT CAN BE done by taking up the opportunity to provide a platform for continuous audience engagements and for connecting township communities with this world.

This done by transforming township streets into broadband connected communities, and driving increased consumption, brand development and Standard Bank MyMO brand messages, and for continuous engagement with this captive audience, and forming a basis for loyalty.

This was done in our latest offering, Keys Communication Community WIFI Zones and WIFI Enabled Neighbourhood, which successfully connects an entire community within a minimum of a Square Kilometer radius with uncapped WIFI connection, with a minimum of 100 people connected and dominated by the advertising brand at any given moment.

Standard Bank has chosen the Orlando West Social & Culture Precincts, which is a Square Kilometer radius, which

houses the Orlando West Community, and the ALL the tourist hot spots and informal businesses in Orlando West. This includes the Vilakazi Heritage Precinct which houses the Tutu House, Mandela Museum, Sakhumzi, and all the social and lifestyle convergence spots in the precinct.

Also within the Square Kilometer radius is Hector Peterson Museum and Art District, and the Orlando West residential community, and supported this with 10 striking MyMo Branded Wall Murals/Media done in Ultra-High Definition Airbrushing.



Standard Bank also Supported the Art and Youth Development through this campaign, by giving WIFI Access to the FUNDA Community Centre in Soweto, for recreation, arts and youth skills development.

Need more information on Keys Communication Community WIFI Zones and WIFI Enabled Neighbourhood offerings?

Need relevant convergence points in Township consumer paths to effectively market your brand?

Looking for in-depth Township media space insights that allow you to make strategic campaign decisions?

Looking for the best Township Advertising production finishes, and platforms?

You know where we're at! #KeysCommunications

▪ **Introducing our innovative outdoor advertising solutions in Mozambique** 7 Mar 2024

▪ **3D interactive Wi-Fi-enabled walls in the township** 21 Jul 2023

▪ **Rising Star for Innovation in OOH** 31 May 2023

▪ **WiFi enabled walls** 25 May 2023

▪ **The power of the township market: Creating job opportunities and driving economic growth in Africa** 17 May



Keys Communications

Keys Communications specialises in Out Of Home advertising in township and alternative urban spaces.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>