

# Provantage Media Group launches Street Smart Media

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**Leading out-of-home company Provantage Media Group has launched Street Smart Media. The portfolio encompasses street furniture within the commuter shelter network in the greater Johannesburg and Cape Town areas.**



Street Smart Media provides advertisers with the opportunity to harness the power of commuter shelters within a highly desirable geographic area. The portfolio is wide, with an excess of 870 strategically placed Commuter Shelters in Johannesburg and over 270 in Cape Town.

Mauro Black, GM Sales: Provantage Media, says: "The audit, subsequent changes and positioning of our street furniture business are very exciting and will change the small format advertising landscape. Clients will benefit from several opportunities that we have unlocked. Furthermore, a dedicated team has been set up to focus exclusively on Street Smart Media. Our expert team has spent the last few months getting completely immersed with the street furniture category and have started engaging clients with bespoke solutions that are underpinned by data and creativity."

In Gauteng alone there are 4.2 million motorists on the road every week, 2.6 million (62%) of which notice Commuter Shelter advertising. Furthermore, of these 2.6 million motorists, 65% are mid to high income earners (AMPS 2014). Each Commuter Shelter is noticed, on average, in excess of 700 times a day!

"The beauty of Street Smart Media is that it holds exclusive rights to branding all Commuter Shelters within the entire public transport commuter facility provided by the City of Johannesburg and the City of Cape Town. It is an exciting prospect to be able to provide these platforms to advertisers wanting to make their brands visible to millions of motorists, commuters and pedestrians," explains Candice Meyer, Retail Sales Manager - Street Smart Media.



As a result of this high frequency and excellent exposure, Street Smart Media Commuter Shelters are the preferred tried and tested choice for retailers and SME's to drive feet into their businesses.

## The benefits of Street Smart Media include:

- Wide reach and frequency
- High quality, highly visible advertising media
- Strategic placement to maximise brand awareness
- Connect with consumers during their day-to-day lives, whether commuting for work, shopping or out and about for other leisure activities
- Drive recognition of a brand in specific areas to target a specific audience around key locations such as shopping centres, business nodes and retail outlets
- Effective for small and large businesses alike

"Street Smart Media offers innovative solutions to branding needs. Creative can be adapted to really harness the potential of the shape, size and location of commuter shelters. It's a great medium for brands who want localised, high visibility combined with effective creative," concludes Meyer.

For more information on Street Smart Media contact Candice Meyer on 0861 776 826 or [candicem@provantage.co.za](mailto:candicem@provantage.co.za) or go to [www.provantage.co.za](http://www.provantage.co.za) or follow [@ProvantageSA](https://www.instagram.com/ProvantageSA).

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