

Come walk with us and watch your brands grow...

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Township communities are highly pedestrian, research done by [Keys Communications](#) in partnership with [Ask Afrika \(Pty\) Ltd](#) Target Group Index shows that walking is by far the most prevalent mode of transport eKasi as Township communities juggle the realities of commuting and public transport on a daily basis.



By sheer nature of their strategic placement and size, Township Wall Media/Murals always on eye-level, and walking the streets of South African townships is akin to walking the aisle of a Superstore which immediately places you on a shopper and consumer dimension, enjoying product information and brand news at eye level.

We all know the one principle of visual merchandising that states that Eye-Level is Buy-Level, because products receive most attention and traction at the lower shelves.

This just shows the power of advertising on Township Wall Media/Murals as one of the most powerful and engaging platforms on the ground, which passes as transactional advertising with the highest potential for conversion rate by those walking the streets.

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

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