

Primedia Outdoor and Twizza gear up to hit the streets with 80 branded taxis

Issued by [Primedia Outdoor](#)

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Primedia Outdoor has branded a large fleet of taxis for Twizza, a proudly South African soft drink company, to raise awareness for its "Summer Fo Sho" competition and to provide a rich brand experience.

Effective from November, this campaign is set to roll out on key commuter routes in four different provinces namely Western Cape, Eastern Cape, Free State and North West. Taxi branding is one of the most viewed channels for OOH advertising, with 73% of the South African population recall seeing taxi advertising in the past four weeks (AMPS 2015, re-weighted).

"The mobility of taxi branding allows advertisers to enjoy the dual benefit of exposure at large convergence areas and, substantial audience viewing whilst en route," says Lance Coertzen, Twizza's Representative. "Ideally, this campaign will serve as responsive mobile billboards which promise to catch the eyes of many commuters and pedestrians on the move," he added.



The campaign is built on calling out consumers to stand a chance of winning their share of R1m when buying any Twizza carbonated soft drink. In essence, the campaign is set to deliver a more personalised experience and allows consumers the opportunity to connect and engage with the brand more effectively.

About Primedia Outdoor

Primedia Outdoor is the premier provider of out-of-home media solutions within sub-Saharan Africa. A Level 1 BBEEE contributor, Primedia Outdoor is currently the largest wholly South African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor's total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to

purchase journey.

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