

Bizcommunity creates hype

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Bizcommunity.com partnered with mobile media specialists, Media Hype, in an innovative brand activation. Promoters, wearing Bizcommunity T-shirts, paraded around Margate beachfront with the Media Hype TV screens worn as backpacks, showing the latest photographs from around and about Loeries, set to music and interspersed with Bizcommunity branding.



"It's mobile media in the extreme that creates a vibe," said Media Hype's Warren Mitchell, who has secured the southern African media rights to this new mobile format.

How it works is as follows: the 7.5kg pack is strapped to the promoter's back and loaded with images, sound and client branding. The presenters - also branded - walk around with the TV screens on their backs, providing instant, fun and highly visible branding opportunities at major events, such as Loeries.

Bizcommunity.com's brand activation with Media Hype over the Loeries weekend generated huge interest from the industry, gaining both brands massive exposure wherever the industry was gathered in significant numbers, chilling out and networking.

The visuals put together for the weekend have also been archived on the Bizcommunity site for posterity.

Funky

Innovative and eye-catching, the 17 inch mobile LCD screens with powerful speakers are worn as backpacks to bring an advertiser's multimedia content - whether commercials, product demonstrations, flash presentations or promotions - closer to the point of sale than other traditional mediums, with true interaction and full mobility.

This funky new mobile medium is ideal to support product promotions, inform and entertain consumers at exhibitions, conferences, launches, concerts, sporting events, pubs, clubs and many other events and venues. The Adscreen has its own media player that has the ability to play most media platforms so content can easily be uploaded via a memory card. Pictures taken on the spot can be loaded and played on the screens immediately. The player has several features including auto run, time-sync, repeat function and volume control.

Media Hype is a specialised media sales company, comprising a nationally based professional sales force that focus purely on the sales of targeted advertising space within various electronic mediums.

As Mitchell explains: "Everyday consumers are bombarded with hundreds of messages about hundreds of different brands, each with its own 'unique selling points', out in the public space and directly into their very own private space. With the ever-increasing 'noise' of a brand trying to be heard and seen over and above the 'clutter' of all the others, how does the marketer reach his targeted consumer?"

With "information overload", the consumer is becoming more difficult to reach. Media Hype identifies mediums that are targeted and highly captive, providing a more effective means to get your brand and message across.

Media Hype is already doing in store promotions, mall media and branding at events for clients such as MTN and Sharks Rugby.

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