

Media company opens schools to corporate marketing

SchoolMedia, newly founded by Khethi Ngwenga, a 21-year old Soweto entrepreneur, is a media company that strives to build up communities through connecting them via display systems that make information available to students and families alike, including regulated advertising of relevant projects, products and services.



According to the company, it is the first in South Africa with this concept and as the only media platform of its kind that has been granted the distribution rights into schools. Utilising the founder's creativity, passion and drive, the initiative informs the youth in schools and members of the community and offers a specialist media platform to corporates and government.

Erecting product in schools across Soweto, the company has created a space in that community for projects as well as relevant advertising and marketing messaging. Companies and organisations can now purchase space in schools to advertise. In turn a share of the advertising spend is given back to the schools in order to encourage development.

"The vision is to act as a conduit for direct communication to the communities in their own environment while providing marketers with an accessible, effective and cost effective medium across the country," says Ngwenga.

For more, go to www.schoolmedia.co.za.

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