

Provantage unveils its rebranding

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Leading out of home company Provantage has just unveiled its new corporate structure and brand identity and will now be known as Provantage Media Group (PMG). The rebranding was driven by a new vision and expansion strategy that will deliver focus, innovation and specialisation in selected sectors within the southern African media landscape.



Provantage Media Group

Over the course of eleven years, the company has undergone aggressive expansion, transforming the media landscape with innovative media platforms such as airport.tv®, a fully-fledged digital television channel broadcasting in all 9 ACSA airports, as well as TRANSIT.TV™, which broadcasts across taxi ranks, train stations and in commuter taxis. Other offerings, including new commuter shelters, IRT advertising as well as a more focused activations business - ProActive - have also been launched.

Focus is key

Under the newly launched Provantage Media Group brand, three strong identities - ProActive, Provantage Out of Home Media and Airport Ads - will ensure a more focused, yet integrated, methodology. And to ensure that PMG is able to provide the best possible solution to its clients, the group has employed the best talent within the various disciplines and divisions. This not only provides a dedicated team of specialists, but further ensures that clients have access to a full service support team that operates under the PMG umbrella. The teams are able to provide a dedicated and effective service to clients while at the same time draw in other resources that can assist in providing a fully integrated 360 degree approach. The new PMG umbrella brand will also be key in providing a suitable brand and company structure that will enable the company to operate within selected African markets.

New brand, new logo

With regards to the design of the new logo, Provantage Media Group MD Jacques du Preez says: "We have a company culture that celebrates innovation and thinks global and we needed our brand to fully reflect this."

The new identity integrates elements from the original design, including the target and the colour palette of red, white and black. "Visually we wanted a new identity with strong visual lines that also incorporated elements of the original Provantage logo. We also needed a stronger brand positioning that would reflect our integrated approach and expands our media portfolio, enabling us to look at opportunities outside the out of home segment," continues du Preez.

Further into Africa

With Africa and digital platforms reflecting key growth areas in the imminent future, the rebranding provides the group with the ability to deliver best of breed solutions across the entire media spectrum. "Africa is a key growth area for us. We are well positioned with effective resource and supply teams and are pushing North," says du Preez.

Research

To further reinforce its leadership in the media space, PMG will invest further resources into in-depth research so as to continue providing targeted solutions that are based on relevant, sound and reliable data. "Research is an integral part of our service delivery. The media landscape is changing at a rapid pace and we need to constantly understand how, where and when the consumer interacts with and consumes media. In order to effectively deliver for brands, we need to

effectively deliver to consumers," says du Preez.

In a relatively short period, the group has proven to be not only a leader in the industry but a significant innovator that has introduced exciting new platforms to the media landscape. "Our aim is to ensure that PMG is at the pinnacle of innovation, service delivery, professionalism, integration and focus. We look forward to continuing and expanding the value offering available to brands and consumers across southern Africa," concludes du Preez.

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