

TRANSIT.TV's new image is bolder, bigger and better

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With its new tagline, 'We are the people of TRANSIT.TV™', Provantage Media Group's hugely successful offering has been refreshed in line with the culture, the energy and the vibe of its sought-after audience.



The highly effective digital network flights nationally in taxis, taxi stations and train stations and has established itself as a key player in the local broadcasting and out of home media scene. The network celebrates a hugely successful first year in operation, a year that has exceeded expectations in terms of brand appeal and overall demand. Furthermore, during the course of 2014, the network will be rolling out to more key commuter nodes and will reach well over 7 million economically active commuters monthly.

"In the one year that it has been flying, TRANSIT.TV™ has made an enormous impact nationally with numerous brands, including those in the pharmaceutical, FMCG, retail and fast food arenas, taking advantage of the offering," says Jean Coetzee, GM Media Sales, Provantage Media Group.

Innovation is Key

One of Provantage Media Group's key drivers and unique selling points is innovation. In order to innovate, lead and remain at the forefront of world trends in the out of home broadcasting arena, a high calibre team created a fresh, dynamic, contemporary new look and feel that reflects the energy and the excitement of the extensive and influential digital network.



"The new image and content for TRANSIT.TV™ is fresh, energetic, vibrant and inherently South African, providing an ideal canvas for marketers to spread their message. Furthermore, if we consider that this audience is highly mobile and made up of economically active household decision-makers, the channel represents a marketer's dream out of home platform," continues Coetzee.

Transit Track™ Research

In line with providing client's a 360 degree approach to marketing, a research tool called Transit Track™ has been created in collaboration with Millward Brown. The Transit Track™ research shows that TRANSIT.TV™ is as effective, and in some cases more effective, than traditional television. Furthermore, the beauty of TRANSIT.TV™ is that it is available at a fraction of the cost of traditional television and offers a captive audience, excellent frequency and creatively packaged content that is relevant and entertaining. The research also shows that most commuters shop within a 15-minutes' walk of a taxi rank or

drop off zone, thus demonstrating that with TRANSIT.TV™ the power to influence shopping behaviour is high.

"We've carried out extensive research within this highly desirable market segment to ensure that we know when this audience shops, where they shop, how they shop, how often and more. Our tagline, *We are the people of TRANSIT.TV™*, reaffirms this," continues Coetzee.

Content that is relevant and engaging

The channel content has been created, sourced and packaged to appeal to the commuter and features a variety of slots including news, weather, sports, entertainment and short form films. It provides an ideal medium, one that not only enhances brand communication but effectively builds and retains brand loyalty, in an environment that is captive, familiar and part of the commuter's daily journey.

Coetzee is excited about the potential and explains, "We've seen how innovative, creative solutions have yielded impressive returns and truly exceptional marketing communication. We'd like to invite the industry to meet with us and explore how TRANSIT.TV™ can take their products and services to new heights."

Provantage Media Group looks forward to yet another year of TRANSIT.TV™ success.

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