

Why you should be booking beach media early

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With half of the year gone and summer coming up in a few months this means holidays, tourists, shopping and festivities.



“The summer period will be with us in a few months; it starts in November and runs through April. It is imperative to start planning your campaigns now to target the right market at the right time,” says Simon Wall, Managing Director of Tractor Outdoor. Beach media is an exciting and different approach that Tractor offers in addition to your usual OOH platforms. You get the opportunity to have your brand seen on blue flag beaches across the Western Cape, KwaZulu-Natal and the Garden Route.

“Media agencies are often quite busy this time of year and find themselves booking campaigns in advance to avoid missing out on great locations to advertise. This is why we are offering our beach media packages early this year,” says Remi du Preez, Sales Director at Tractor.

Beach media is a fantastic initiative providing employment, services to tourists and holiday makers, municipal revenues and great brand exposure.

For early beach media deals and other advertising solutions, contact Tractor by emailing info@tractoroutdoor.com.

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