

# Soweto Gold captures the market with its free Wi-Fi-enabled 3D wall murals

Issued by [Owakhe Media](#)

13 Sep 2018

[Soweto Gold](#), the golden lager expertly brewed in Soweto, captures the market with its free Wi-Fi-enabled 3D wall murals.



The Soweto Gold brand dominates the vibrant Soweto townships from its skyline down to its bustling streets. Dudu Cindi, an out-of-home strategist planner at Posterscope, says that Soweto Gold wanted to contribute to making social gatherings eKasi just a little more special by commissioning Soweto Gold wall murals with built-in free Wi-Fi. Posterscope partnered with [Owakhe Media](#), an outdoor production and management company, to produce the vibrant, one-of-a-kind Wi-Fi-enabled 3D wall murals.



The location-based strategy positioned the Soweto Gold brand near car washes, barbershops, taverns, parks and other popular hotspots where amaJita as'eKasi hang out in large groups to watch local diski while sharing a beer. Township wall murals remain a powerful and popular outdoor marketing medium that allows brands to remain top of mind for the valuable and influential township consumers. Soweto Gold's 3D wall murals, which are strategically placed around high-volume areas in Soweto are Wi-Fi-enabled.



The bold wall murals also run Soweto Gold advertisements directly on their target audience's mobile phone whenever they connect to the free Wi-Fi. With the introduction of Soweto Gold's Wi-Fi-enabled 3D wall murals, the brand is constantly connected with its consumers through its outdoor brand placement and online. The Wi-Fi-enabled 3D wall murals allows the Soweto Gold consumer to connect with friends and family while enjoying a cold quart of Soweto Gold lager – emphasising the brand's focus on brotherhood in the community.

Given the statics regarding the data usage of the Soweto Gold Wi-Fi-enabled 3D wall murals, consumers are no doubt in close proximity to the wall murals for long periods of time and are also at the same time interacting with the brand directly on their mobile devices. A win-win for both the target audience and Soweto Gold who wanted to win the hearts of locals by being a brand that remains true to its roots in the Soweto community that first supported the brand.

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