

# Provantage Media launches Tavern Media

Issued by [Provantage](#)

12 May 2008

Provantage Media has announced the launch of Provantage Tavern Media, a new media platform enabling brands to reach a large segment of the young, fashionable black population through targeted brand activations in township taverns and bars. The launch of Tavern Media bolsters Provantage Media's ability to deliver focused and integrated township marketing campaigns.

Provantage Tavern Media is a subsidiary of the Provantage Group. Kagiso Mokoka is the majority shareholder and will head Provantage Tavern Media. Kagiso previously held positions at SAB as Area Sales Manager and Regional Manager for Premium Brands in the Egoli region.

The Department of Trade and Industry estimates that there are currently 265 000 liquor selling outlets in South Africa, with over 69 000 of them classified as on premises liquor selling outlets in townships. Around 50% of these cater for predominantly sit down business, creating a tavern universe of around 35 000 outlets. "Around 15% of this market is classified as premium in terms of product mix," says Mokoka. "These taverns stock a wide range of green bottled beer and a selection of whiskeys, attracting black consumers within the 5 to 10 LSM segment." According to the TGI (Target Group Index 2007) over 4.3 million people visit taverns and bars at least four times a month, with a quarter of these consumers falling into the LSM 8 to 10 segment.

"With the introduction of Provantage Tavern Media we are now able to expose brands to the top end of the black township market," comments Mokoka. "This medium is ideal for all lifestyle brands and not for liquor brands. It presents and opportunity for brands to interact with this illusive market in a laid back and social environment." Tavern Media will offer permanent media platforms such as interior and exterior mini billboards, smart activations, a Tavern TV channel and sales development services. "We have secured space in selected taverns ensuring brands get exclusive media rights for exposure during campaigns," he continues. The mini billboards outside the taverns, provided by an elevated illuminated double sided, 2m by 1m exterior sign, will provide exposure to passing traffic. Priority is given to taverns on busy streets.

In addition to brand activations conducted during normal trade, Provantage Tavern Media will also offer out-of-trade brand activations in the form of focus groups. "We partner with the tavern owners, majority of whom are females, who will arrange these focus groups and engage with various brands in the tavern during out-of-trade periods," says Mokoka.

Provantage Tavern Media will be going live with Tavern TV in August this year. This will be a narrowcast television channel that will reach over 4 million consumers a month by the end of 2009. Provantage Tavern Media will develop the content, which will host a 60/40 content/ad split, with ads repeating every 30 minutes and content every two hours.

"The launch of Provantage Tavern Media ensures we are able to offer our clients a wall-to-wall integrated township marketing solution, and adds a new dimension to our ability to reach every black consumer segment," says Jacques du Preez, Managing Director of Provantage Media. "This offering compliments our additional services of taxi rank and township mall activations, taxi branding, Provantage Transit TV and our growing brand van operation that targets the wholesale township market. Provantage Media is now positioned as the leading provider of township marketing solutions in the South African market," he concludes.

**" Provantage launches SA's first real-time, place-based media audience measurement tool – Protrack "** 30 Apr 2024

**" Provantage and T+W launch Ant Lion - A full service digital content agency "** 10 Apr 2024

**" Outsurance announces partnership with South African Schools Netball "** 3 Apr 2024

" Cape Town International Airport makes the top 3 in the world – and big brands are noticing 6 Mar 2024

" Outdoor Network's rotating digital billboard network goes national, maximising ROI for advertisers 5 Mar 2024

#### [Provantage](#)



Provantage is one of the largest and most innovative end-to-end integrated marketing solutions and media businesses in Africa, extended over multiple key consumer touchpoints and covering a range of environments and audience segments.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

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