

# Tractor Outdoor launches Beach Media with a bang

Issued by [Tractor Outdoor](#)

14 Feb 2013

Tractor Outdoor recently launched its Beach Media division by running a nationwide coastal campaign for McDonalds over the summer period with more than 600 umbrellas scattered across beaches in coastal cities and tourist destinations across South Africa.



It was one of the biggest and most challenging projects that Tractor has undertaken during the entire year and a huge success in terms of brand activation for McDonalds. It took their branding to a new level of awareness.

"This was the first time that McDonalds has made use of Beach Media as a brand activation and it was a tremendous success all round," says Simon Wall of Tractor Outdoor.

It was something different than selling billboards or transit media for Tractor. "It was a tough few weeks for me with constantly being on the phone back and forth with McDonalds overseeing that everything was perfect," says Mandy Price, the account manager responsible for the campaign.



This year Cape Town and KwaZulu-Natal beaches were swarming with tourists and locals alike. On the busy beach days the beaches were labelled "the red sea" of umbrellas and there was a lot of social media buzz about the amazing impact that the umbrellas created both on these beaches.

Tractor worked closely with the City of Cape Town in its initiative to provide additional employment opportunities as the City identified unemployed previously disadvantage individuals who were given the opportunity of earning an income from the rental of beach umbrellas.

Tractor and McDonalds were also able to provide much needed shade to the Atlantic Seaboard Lifeguards through the donation of umbrellas and various gazebos.

More info - [www.tractoroutdoor.com](http://www.tractoroutdoor.com)

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Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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