

# Minibus Taxi Advertising 2.0

Issued by [Digital Network Advertising](#)

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What if you could advertise on taxis wherever you wanted to... whenever you wanted to... for as long as you wanted to... and with 100% exclusivity for your advertising?



## Digital media unit and taxi wrap combination ANYWHERE, ANYTIME

Research shows that 69% of the South African workforce use minibus taxis daily (Research by INTERACT RDT, published BizCommunity, 19 November 2014). Using minibus taxis for advertising is an effective means of advertising with amazing brand recall...but only if there is a fleet of taxis with TVs in them near your business, and usually the cost of advertising on taxis is, well, a lot. Taxi wraps are extremely effective too, but they are usually also very expensive...

Having perfected stable digital systems over the last five years, DNA now offers the ability to market to **your local area audience** on a **daily basis** within their everyday environment, with **100% advertiser exclusivity!**

DNA offers something truly unique: a **3G digital taxi TV and taxi wrap combination, geared for** local area marketing. The screens and the wraps are placed in minibus taxis **anywhere in South Africa and then removed after the campaign closes.**

Each taxi is selected for routes within the advertiser's local area marketing footprint, or regionally or nationally within South Africa. This can be within a town, a township, a metro, a province or across the country.

The advertiser has **total exclusivity on the digital screen as well as the taxi wrap**, offering unprecedented marketing exposure and cost effectiveness.

**No clutter, no competitive advertising, no confusing messages to the captive local area audience. All this for less than the cost of a traditional full wrap!**

Whether you represent a Mom and Pop shop on the corner or a retail chain of stores nationwide, DNA can offer you coverage on your LAM, or regionally or nationally, or a strategic combination of all three.

DNA offers a **full service**: they will wrap the taxis, install the digital units, create advertising and content, digitise and upload the content and track the campaign. At the end of the campaign DNA will remove the wraps and remove the digital screen units.

## Exclusivity for you, the advertiser

The entire airspace on the digital platform as well as the external wrap space is for the exclusive use of the advertiser.

The digital platform offers live (and auditable) Twitter, Facebook and RSS newsfeeds, SMS and USSD, QR codes and full video advertising with or without sound and with subtitles. In addition each digital unit offers Wi-Fi to the passengers for the

duration of the campaign, allowing further unique marketing opportunities for advertisers. Each taxi can be host to a unique advertising message - both on the digital screen and on the external wrap.

A typical campaign is three months: that is 13 hours per day, every day for three months. This time can be filled with advertiser content (including live feeds) and advertising, and is updateable in real time on a daily and *even hourly* basis. This is unparalleled intensive advertising to a captive audience within a store's local area.

DNA has festive season and back to school specials on right now, so visit DNA's website for more details ([www.dnatv.co.za](http://www.dnatv.co.za)), or contact them on 0861 222 335 to discuss your requirements.



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