

New Debonairs campaign hits the road

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Debonairs is taking to the mobile market to inspire on-the-go consumers with a hunger for pizza. The campaign will run over a year, with the creative changing every three months, and will be rolled out using Primedia Outdoor's Rank TV and Brandmarks.



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Located at major South African taxi ranks, Rank TV is a powerful network of audio-visual screens, featuring world-class high resolution, LED and audio technology. They allow for the airing of both TV and static ads. According to SANTACO (the South African National Taxi Council), the top 15 ranks deliver a cumulative monthly captive duplicated audience of 166 million commuter trips or 29% of the total duplicated commuter volumes in South Africa.

Similarly, Brandmarks are positioned prominently within taxi ranks, close to or within retail centres or outlets nationally, and reach heavy traffic by foot as well as vehicle. (These are 4.5m x 2.5m container-based structures that act as 4-sided billboards, offering 40.32 square metres of advertising space). The top

100 ranks deliver a cumulative monthly captive duplicated audience of 504 million commuter trips, or 87% of the total duplicated commuter volumes in South Africa (SANTACO).

According to MediaShop's Business Unit manager Jedd Cokayne, "we set out to identify our target markets for the Debonairs campaign, and decided on the transport environment as a means to reach as many people as possible, with a set budget. Taxi ranks form central hubs, and so reach a large number of repeatedly returning customers."

"It's great to have Debonairs on our platform", says Primedia Outdoor's Sales and Marketing Executive, Peter Lindstrom. "The reach and audiences of Rank TV and Brandmarks make for a great fit. It's a synergistic partnership and we look forward to good results."

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