

Riding ad rights at OR Tambo

Indiza Media, a subsidiary of Primedia Outdoor, has secured the advertising rights for OR Tambo International Airport's (ORTIA) airport busses for five years.

 By [ActivRetail](#) 27 Jan 2009

Indiza Media offers clients branding opportunities on the eight busses ferrying passengers to and from the airport's various car parks to the airport terminal buildings.

"At any time of the day or night, several busses are visible on the airport concourses and between the terminal buildings," says Mzi Deliwe, Managing Director, Indiza Media.

ORTIA hosts a total monthly audience of around 2.9-million. Included in this figure are the people in 420,000 vehicles that utilise the car parks and 135,000 vehicles parking where consumers board transport to relevant terminals.

"If calculations assume an average of two passengers per vehicle, the busses transport about 270,000 passengers per month, one way. If you further assume that the same number of passengers return to their vehicle using the same bus, an estimated 540,000 passengers are exposed to the message monthly," he says.

The busses traverse the upper and lower ring roads, and the drop off and pick up zones, shuttling passengers between terminals and car parks. The longest transport distance is 5km. On this route, passengers travel to the Super South parking area via the R21 highway, taking the Griffith Road off ramp. Each bus runs between 5 and 15 minutes intervals, depending on how busy the airport is. "This ensures further message penetration," confirms Deliwe.

"The message targets audiences that include the 'external' passer-by, the passenger waiting for and entering a bus, and the 'internal' passenger who has a longer dwell time to absorb more comprehensive messages," Deliwe concludes.

ABOUT ACTIVRETAIL

The strategic partnership between ActivRetail and BizCommunity offers the best news of its kind to the retail industry. In a strategic positioning agreement, ActivRetail and Retail.Bizcommunity have created an association by bringing a joint offering to this sector in terms of news, information, research, services and product news. This creates the best retail media, business and trade services to stakeholders within this vibrant industry. Please continue to submit news and updates to editor@rmcg.co.za. Or visit: [ActivRetail](#)
[View my profile and articles...](#)

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