

Outdoor advertising is unrivalled in its ability to reach the consumer you're targeting. It's the one medium where your customer can't switch off, change channels, turn the page or click onto the nextlink.

Street Pole Ads are set apart in their ability to repetitively and cost-effectively target highly defined, captive commuting and pedestrian audiences.

Street Pole Ads deliver in your face exposure on high traffic volume routes nationally, with double-sided display panels allowing for specific directional messaging.

Illuminated Street Pole Ads enhance the effect of Street Pole Ads by offering inescapable brand exposure 24 hours a day. The captive impact of repetitive illuminated messages ensures your message is driven home day and night.



**MORE
FREQUENCY**

**MORE
CAPTIVATING**



get more out

**STREET
POLE
ADS**

**Find out how you can earn
BEE Socio-Economic points while
advertising on ADreach products**



STREET POLE ADS

WHY STREET POLE ADS?

REPETITION WORKS

Messages can be repeated over three, four or five sequential boards, thereby constantly re-enforcing your message.

MAXIMUM REACH

Budgets can be widely spread over many areas to allow for maximum reach at a minimal cost.

OWN AN AREA

Intense area exposure is created when campaigns/brands "own" entire sections of streets or suburbs in a targeted area.

IN YOUR FACE ADVERTISING

The proximity of the poles to roads results in unavoidable high impact brand exposure.

TARGET MARKETING

Very particular market segments can be targeted via LSMs, location, duration and timing of the campaign. One of Street Pole Ads' most unique and powerful benefits is that specific sites can be selected to capture the attention of the desired audience.

MEDIA SYNERGIES

Campaigns can be strategically linked with other media to achieve maximum reach and influence. Transform your radio campaign into an interactive competition with calls-to-action on Street Pole Ads; or utilise the medium in a repetitive lead-up to a large billboard for optimal exposure.

COST EFFECTIVE EXPOSURE

Competitive flighting costs facilitate high frequency of messaging at an affordable price.

LOW PRODUCTION COSTS

Low production costs allow for increased reach via a far greater volume of signs; also giving you the flexibility to adapt or change your artwork as frequently as required.

QUICK TURN AROUND TIME

Signs are simple to install and remove, enabling quick turnaround from finalisation of artwork to flighting of the campaign.

VERSATILITY

The flexibility of Street Pole Ads enables you to customise your campaign by:

- Selecting the number of signs in a row per run.
- Rotating artwork or implementing face changes on one or all of your signs – this can be successfully implemented for effective teaser campaigns, date specific campaigns, special offers and product launches
- Moving your campaign (for a nominal fee) to extend your exposure to additional key locations.
- Storing seasonal and annual campaigns that will re-utilise creative.

CAPTIVE MARKETS

Prime positions on high traffic volume routes, including locations outside schools, gyms, nightclubs, office parks and shopping centres, guarantee repeated exposure to a captive commuting audience.

OPTIMUM VISIBILITY

Ads are erected above the clutter at a height of 3m above the ground. Many are positioned on the centre median of the road facing oncoming traffic, thus avoiding competition with any surrounding advertising.

TRAFFIC CONGESTION IS GOOD NEWS

With our roads becoming more and more congested, an effective Street Pole Ads campaign is guaranteed to reach millions of captive commuting audiences.