



Company Profile



About Adreach



Adreach is a leading **out of home advertising and marketing solutions provider**, that pioneered Street Pole Advertising in South Africa as an effective way for clients to grow their businesses and build their brands.

As one of the authorities on street pole advertising, we offer small, medium and large clients a range of **innovative out of home solutions**- from the original Street Pole Ads format to larger styles, specialised mall applications and digital advertising options.

We combine the impact and reach of street pole advertising with complementary marketing solutions to create powerful amplified campaigns that deliver results.

Our modest beginnings as Adopt-a-Light, a joint venture partnership with the City of Johannesburg, to channel advertising revenue generated from street pole adverts to improving infrastructure in impoverished areas like Alexandra. This is the basis of our deep-rooted commitment to uplifting businesses and helping communities in need. This has seen **Adreach** uniquely positioned in the out of home market through our **innovative shared-value blueprint for corporate social investment (CSI)**. This model enables big businesses to make a meaningful difference to uplift small businesses while increasing their revenue, strengthening their brand and earning BEE points.



Our Promise



Core to our philosophy is the belief that as a **purpose-led company**, we can do good while yielding an excellent return on investment through our **Adreach Adopt-a-Project** approach. This supports small businesses and communities in need and so helps to encourage economic growth.

Making meaningful improvements in the communities in which we operate has been integral to our business since inception in 1998.

Our business is based on strong relationships built on trust and delivery, in testament to this is our many long-standing clients and supporters.

In line with our focus on uplifting small business, we are committed to having solid empowerment credentials. We leverage our expertise, experience, infrastructure and relationships to deliver innovative marketing and business solutions that **support the growth** of our customers, partners, suppliers, the communities in which they operate and the broader South African economy.



Solutions

Through our **flexible approach**, we partner closely with our clients to find marketing and business solutions that support and strengthen their business.



Marketing solutions

- Our marketing solutions enable you to reach your target audiences in unique and persuasive ways (that other media cannot).



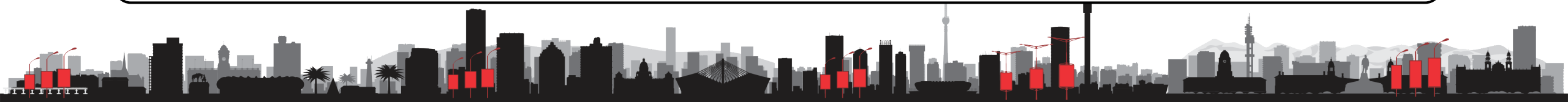
Expertise

- We find innovative ways to build businesses and brands using out of home media and, where appropriate, combine out of home with other media formats such as radio or online, to create a powerful package that enables impactful conversations with your target market.



Local is lekker

- Street Pole Advertising campaigns are highly effective at promoting local businesses as they becomes part of the community. Placed in near proximity to local businesses and seen daily, Street Pole Ads can be carefully targeted to create high awareness and above average message recall.



Storytelling



Storytelling is helpful and important in creating **memorable messages**. Our brains are activated by stories, creating strong connections with the messages we read or hear. Adreach's unique run of 3 format (using Street Pole Ads or Supalites) allows you to tell bold, compelling stories.

Digital driver

According to Nielsen, out of home advertising is the most effective non-digital medium for driving people online. Research from Ocean Neuroscience found that, *"consumers are 48% more likely to click on a mobile ad after being exposed to the same ad on an out of home ad first."* Out of home can **amplify other media in an integrated marketing plan**, driving mobile, social and digital, and thereby assist in telling the story/message.

The non-digital difference

People increasingly move parts of their lives online, and advertising has followed. This has however been hampered by privacy concerns, social media regulations, bots, ad blockers and fake news. Out of home, on the other hand, is unavoidable, non-intrusive, talks to a captive audience and cannot be blocked.

Data used in out of home is anonymous, making it a friendlier, safer option for reaching target audiences and measuring campaigns. A Marketing Sherpa survey said, "Consumers think out of home advertising is more trustworthy than all digital advertising formats." (2017)

Reach



There is no better out of home medium that provides **extensive reach, excellent impact, brand storytelling and targeted messaging** than Adreach products. These include Street Pole Ads, Supalites, Icon boards, digital boards, die-cuts, brand activations, specialized mall applications and transit advertising.

We are committed to delivering your message, to the audience you want to reach, in innovative ways: from introducing new formats and materials, to constantly evaluating audience measurements and introducing new digital technology.

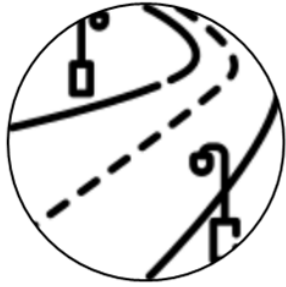
Street Pole Ads are **cost-effective, targeted and offer high exposure**. They have the highest recall of any out of home advertising medium, ensuring that more people see and remember your brand from a Street Pole Ad, than any other type of out of home media.

This may be why it is the [second fastest-growing ad medium in the US](#). Out of home cannot be blocked, skipped, closed or viewed by bots instead of real people. It is always on, 24 hours a day, wherever people are on the move.



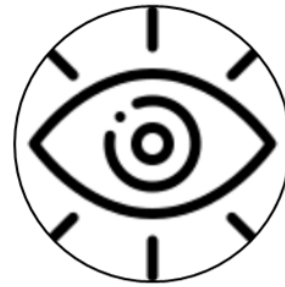
Versatile, Visible, Valuable

Out of home offers flexibility, creativity and almost unlimited potential, through its:



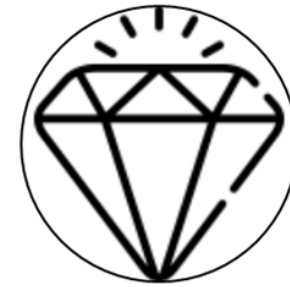
Versatility

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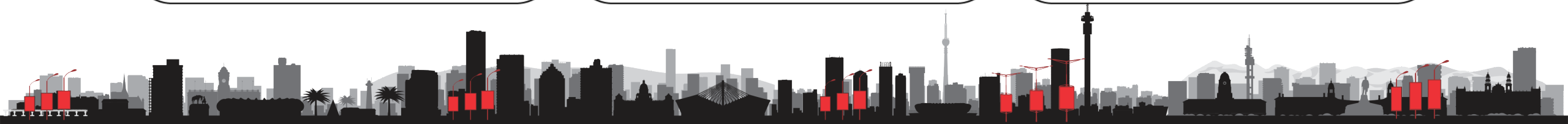
Visibility

- From highways to city streets, taxi ranks and shopping malls; from urban centers to townships and outlying areas.



Value

- Powerful messages, constantly repeated and reinforced, available 24 hours a day, attracting attention.



Media Mix



The value of out of home in the media mix

Out of home is **unavoidable and impactful**, offering extensive reach and superior return on investment, while being cost effective.

Street pole ads offer the highest exposure at the most affordable rate in out-of-home advertising. For the cost of one billboard or other large format ad, you can get MULTIPLE street pole ads, giving you greater reach and frequency.

SPAs play a similar role to billboards, providing a platform for **short, impactful messages**. But they are more cost-effective, so suitable for businesses of all sizes, and offer repeated exposure of the brand message and therefore greater recall.

Adreach out of home products can reinforce the message you convey in other media, as they amplify above the line advertising, online and the in-store experience.

Business Solutions



Our innovative **shared-value blueprint for corporate social investment** (CSI) combines **doing good**, with **doing good business**. This model enables big businesses to make a meaningful difference to uplift small businesses, while increasing their revenue, strengthening their brands and earning BEE points.

Our solution enables businesses to **sponsor the advertising campaigns of small and medium enterprises** (SMEs) while displaying their own branding on the artwork.

Clients earn enterprise and supplier development points on their **BEE scorecard** for promoting SME businesses, while at the same time benefiting from **positive brand exposure**. Under the B-BBEE Codes large companies must support and develop SME suppliers as part of their supply chain, to achieve points.

Adreach's unique blueprint allows companies to earn BEE points on spend they were going to use anyway to advertise their business.

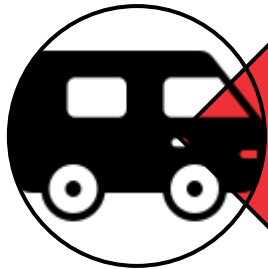


Experts at the ready



Our Adreach team, of out of home experts, are here to help you. Since our inception in 1998, we have worked on delivering the most effective out of home advertising to ensure your campaigns work to grow your business and build your brand.

As one of the leading authorities on Street Pole Ads in South Africa, we work closely with our clients, of all sizes, to create powerful campaigns with impactful messages and great recall.



Creating messages for people on the move

- Keep your message simple. In general, audiences will only see your ad for a brief time, so it's important to keep the number of words to a minimum and to use attention-grabbing visuals. Be memorable and include a powerful call to action.



Location, location, location

- Out of home advertising works very well for local businesses. Advertisers must consider where to place their ads to have the most significant impact and direct customers accordingly.



Our Formula



- **The right format to stand out:** design your ad for the right format, size and shape.
- **Memorable storytelling:** create connections with your audience through drawing on the power of storytelling.
- **Big, bold creative:** to catch the eye (and attention) of people on the move.
- **Targeting the right crowd:** our data insights allow us to target audiences by location, demographics and behaviour.
- **Integrated solutions:** extend reach and frequency through complementary marketing solutions.
- **Boost campaigns:** through the right call to action, drive audiences to other media, including mobile, social and digital.

Adreach Adopt-a-Project



Improving lives through the power of business.

When Brad Fisher founded Adreach in 1998, he was determined to show that innovative business initiatives can **effectively drive socio-economic development**, while yielding **positive returns on investments** (profits). He went on to prove this is possible and remains passionate about this commitment over two decades later.

To date, Adreach has generated over R180m for socio-economic programs, helping the communities and people that live in them.

The common thread through all Adreach's Adopt-a-Project initiatives is to **uplift and support South Africans in ways that create real shared value**.

Adreach believes strongly that big businesses should help drive the growth of and support SMMEs by using their resources and influence to uplift businesses.

Adreach will continue to live up to its promise of, "uplifting business" and encouraging other businesses to do the same.



Adopt-a-Project



Adopt-a-Light



Adopt-A-Light was the first such initiative, a joint venture with the City of Johannesburg.

Advertising revenue generated from adverts on streetlights, in business nodes like Sandton, was channeled into the installation of streetlights in neighboring impoverished areas like, Alexandra.

This saw the creation of **Adreach**, named for “**advertising driving outreach**”.

Adreach’s innovative and unique business approach caught the attention of high-profile businessmen who invested in the business. This to date has generated hundreds of millions for several Adopt-a-Project initiatives that have greatly benefited impoverished communities in areas where we operate.



The Soweto Canoe & Recreation Club (SCARC)



The Soweto Canoe and Recreation Club (SCARC) is a youth development initiative. It was launched in Soweto in 2003 and uses the power of sport to uplift young people by **embracing their athletic potential** and developing **life and career skills**.

In line with the Adopt-a-Project philosophy, the Soweto Canoe Club was adopted by Dabulamanzi Canoe Club, based at Emmarentia Dam in Johannesburg. The success of the SCARC initiative inspired an internationally acclaimed film “Beyond the River”.

Sponsorships



In addition to our Adopt-a-Project initiatives, Adreach **sponsors projects** aligned to its philosophy of uplifting and supporting South Africans in ways that create shared value.

Adopt-A-River

Adopt-A-River is a non-profit community-based organisation that focuses on **improving the water quality and health of South Africa's rivers.**

Working with partners including DUCT, WESSA KZN, the Umgeni Estuary Conservancy and Tufbag, and funded through sponsorships by Adreach, Tufbag, Masakhe Media and the Department of Science and Innovation, Adopt-A-River's involvement includes bio-monitoring, waste management, community engagement and river health research on rivers in KwaZulu-Natal.

Adreach has sponsored Adopt-A-River since inception, while providing free Street Pole Adverts to promote the initiative and giving business support including helping to develop their website.

We are Adopt-A-River's committed media partner.



Our Products

Street Pole Ads SPAs are hyperlocal and in the heart of residential areas

Street Pole Ads are an excellent campaign extension, which form a conduit between what's happening above the line and the in-store experience.



Street Pole Ads

Supalite Ads

Icon Boards



Supalite Ads



Frame Size of Supalites: 3410mm X 2310mm
(7,87 sqm per Face 23,61 sqm in total)

Supalites are large, illuminated 7,87m² signs that deliver strategic and commanding outdoor branding campaigns 24/7.

Supalites are located on central road islands only, approximately three meters above the ground, ensuring high impact and visibility in Johannesburg.

Street Pole Ads



Frame sizes of Street Pole Ads:

1.8 sqm = 1750mm X 1210mm

1.5 sqm = 1575mm X 1085mm

A0 = 866mm X 1214mm

Street Pole Ads are a hard-working OOH medium delivering high levels of frequency and brand awareness.

Available in runs of 3, you get triple the opportunity to communicate your message and tell a story.

Icon Board Ads



Frame Sizes of 4 sqm: 3030mm X 1200mm

Adreach Icons offer brands and businesses the opportunity to achieve high impact awareness in specific areas. The elegant format has been designed to dominate the landscape.

Icons are highly visible, attention-grabbing messages

Sold as single boards or in a run of 3.

Sold in Johannesburg, Pretoria and Ballito only

Suburban Ads



Frame sizes of Suburban Ads: 1800mm x 450mm

Suburban Ads are found strategically placed at entrances to a town or suburb, with an advertisement panel underneath the road traffic sign.

24/7 exposure which creates top of mind brand awareness

Cost effectiveness - very low cost per thousand

Can be used for directional purposes

Sold in Ekurhuleni only

Nelson Mandela Bay Exclusive Products



Bus Shelter Ads

Either 6 seater or A types are available.

The shelters are fixed structures along main road bus routes throughout the city.

Routes are determined by client's requirements so messaging can be planned strategically.

The maximum contract period is 12 months.

Nelson Mandela Bay Exclusive Products



Bus Back Ads

The most mobile of ads, advertise on the back of a bus (exterior) where traffic behind will get a clear view of your ad.

Available in Nelson Mandela Bay metro, industrial, commercial and residential areas. We will match the client brief to the closest pre-determined bus route. Certain routes may be repeated a few times a day.

Buses travel predominantly on weekdays from 06:00 and 19:00.

The maximum contract period is 12 months

Nelson Mandela Bay Exclusive Products



Bin Ads

You can advertise on litter bins with 4 advertising panels per bin.

These can be placed at intersections, or between intersections (By-laws apply). They cannot be moved as sites are predetermined by Council.

Up to 4 different artworks can be used per bin.

The maximum contract period is 12 months.

Northwest Exclusive Products



Billboards

Prime advertising on a large scale.

Impressive illuminated static displays strategically placed next to the N12 highway.



Trailer Ads

Mobile displays excel in efficiency.

Inexpensive setting up cost.

Manoeuvrable to client's specifications.

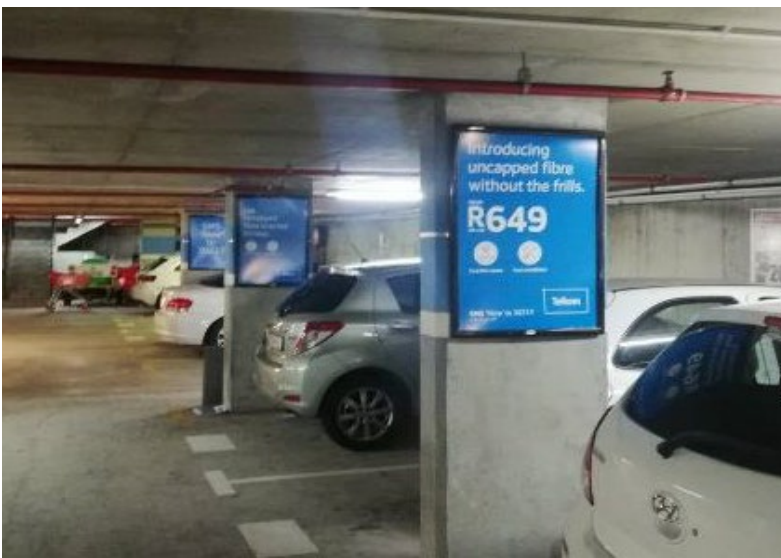
Mall Ads – Cape Town



Frame Size of Mall Ads:
A0- 866mm x 1214mm
A1- 635mm x 890mm

Mall Pole Ads A0 and A1
Wall frames A1

Adreach offers advertising opportunities in high impact areas in Malls (External). This medium offers cost effective targeting of consumers at the point of purchase or consumption. They act as the last mile for a sale conversion



- Tyger Valley Mall
- Somerset Mall
- Paarl Mall
- N1 Value Centre
- Bayside Mall
- Tokai on Main
- Capricorn Square Centre
- Cobble Walk Centre
- The Emporium Centre
- Piazza Da Luz
- De Ville Centre

Digital Screen - Tshwane



Size of Digital Screen:
3000mm x 6000mm

Your OOH campaign is guaranteed to stand out with crystal clear, bold image quality and a colour palette to enhance any ad spec.

With digital displays, you benefit from the option of spicing up your campaign with a visual delight of moving images, or simply creating a heightened awareness with increased enjoyment of viewing.

Slot Duration: 15s -10 slot loop
Back-up Power: Yes
Income Group LSM10

Sold in Tshwane only

Digital Screen - Cape Town



Size of Digital Screen:

5376mm x 3072mm

Landscape, 16:9 Ratio

With digital displays, you benefit from the option of spicing up your campaign with a visual delight of moving images or simply creating a heightened awareness with increased enjoyment of viewing.

Cape Gate is considered a prime shopping destination with over 160 stores, 9 entrances into the center and over 11 million shoppers each year.

Positioned in the food court.

Slot Duration: 15s -10 slot loop

Back-up Power: Yes

Income Group LSM10

Sold in CT – Cape Gate Shopping Centre

GreenRiders - Cape Town



Own the streets!

Take your brand on the move and increase your reach and frequency.

R1500 excl. vat per Bike
Min 25 Bikes

Production R600 excl. vat per Bike

The campaign offers clients an opportunity to link the advertising efforts to the broader business objectives, such as Job Creation and Climate Action. These added benefits support corporate compliance efforts on BBBEE and ESG.

Lightstone Data



Adreach makes use of measurement data provided by Lightstone. Through their partnership with Tracker data, Lightstone can pinpoint exact site locations and provide the **reach, frequency, impacts** (number of times noted) and **cost per thousand** for the Street Pole Ad (SPA) sites we have on offer. The data is weighted up to total audience so you get **accurate stats** about how many viewers will see your SPA.

For each site you book Lightstone provides **key stats** (reach, frequency, impact, cost, CPT) as well as **mode of transport** typically reached by that location, and you get a **photograph** of the (3 SPAs at the) site. Through this data rich system, you can be assured you have the stats you need to ensure your campaign is reaching your desired target.

Package Group of 3: ADR 208414 ma, ADR 208412 ma, ADR 208413 ma,

View on google

Reach	288 587
Frequency	2.98
Impacts	860 273
Monthly Rental	R3 045.00
Cost per 1000	R10.55
Road Grade	Impact
Size	3 X 1.5m ² Frame

Target Market Segments

Road Traffic Profile

- PASSENGER 66%
- WORKING 14%
- UNKNOWN_SEGMENT 13%
- TRUCKS 5%
- MINIBUS 1%
- BUS 0%

Potjie & Beer

Comfortable metro housing with property prices ranging between R1.2 - R1.6 million. The population is generally older white people, evenly split between English and Afrikaans speaking, with some younger black people moving into the areas. There is an even distribution of all ages of children. The education level consists of degrees or a post-matric qualification. Houses are within easy reach of retail centres and shops. Most households have 2 cars, but some may be older cars.

Data provided by: **Lightstone**
We simplify the complex

Reach	288 587
Frequency	2.98
Impacts	860 273
LSM	LSM 10
Monthly Rental	R3 045.00
Production Cost	R1 425.00
Cost per 1000	R3.54
Road Grade	Impact
Size	3 X 1.5m ² Frame

View on google maps

Age/LSM Profile

- Age <30 - LSM 10 - 16%
- Age >60 - LSM 10 - 2%
- Age 30to45 - LSM 10 - 28%
- Age 45to60 - LSM 10 - 13%
- Age Unknown - LSM 10 - 41%

Data provided by: **Lightstone**
We simplify the complex

Demographic View Example

Site Visual View Examples



Why Street Pole Ads



Immediate and continuous response: Supplement with web/contact info.

Impact: BOLD & COLOURFUL, always on and always visible!

Lowest cost per thousand: Unmatched in impressions, coverage, reach and frequency.

Consistent brand reinforcement: Continuous presence equals unmatched frequency. The only media type that has constant exposure (no changing stations, page-flipping or swiping away)!

Hyper local relevance: Strategically placed near places of work, play, travel, shopping and day-to-day life, including your outlets.

Sustained awareness: Repeat exposure, delivering your message over and over again.



Total reach: Broad coverage and epic reach. Media so close it hits your audience head on.

Point of Purchase: Your name, service or product, kept fresh in the consumer's mind - influencing purchasing decisions.

Endless opportunities: Quirky, clever messaging now enhanced with die-cuts, call to action, moving mechanisms and integrated online strategies.

Wide target potential: Reach mass audiences while targeting specific groups.

Directional: Direct potential clients right to your doorstep.

Integrated Support Medium: Bridging the gap between messages heard on TV/radio, seen in print/online and at point of purchase.





Thank you





Directors: NM Malefo* (Chairman), Z Mbatha, GM Robbertse, LM Zeppe, (*Non-Exec)

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