

ad>antage

THINK BIG | MEDIA | MARKETING | ADVERTISING

TRANSIT MEDIA GUIDE 2012



The way to
the future



Keep your future looking rosy.



When you work in advertising, media or marketing, life can't help but look rosy. After all, you're young, talented and the future looks bright with Loeries to be won, trips to Cannes to be made and unforgettable parties to be had. But what if life takes a dark turn? What if that account you've been busting a gut on decides to move to another agency or cuts its budget? What if you get retrenched? Would you still be able to pay for that trendy apartment you've committed half your salary to?

That's when you need the ABF and the vital support it offers people in South Africa's advertising, marketing and media industry. Between 1969 and 2000, the ABF has paid out almost R5.5 million in assistance, taking care of people who have served in these sectors but, for whatever reason, have fallen on hard times.

The ABF is a charitable fund dependent on donations. Help us continue our good work by supporting our events and by becoming a member today. For the very small annual fee of just R310 (R28.50 per month by debit order) members receive a wealth of benefits - from free 24/7 lifeline counselling to a host of discounts on everything from flowers to air tickets.



Keep your future in the pink. Make a donation today.

For more information email Sharlene at sharlene@abf.co.za • www.abf.co.za • www.facebook.com/ABFSA • www.twitter.com/ABFSA

CONTENTS

ad>antage

TRANSIT
MEDIA
GUIDE



The way to the future	4
A changing world	6
Safe, efficient, reliable and affordable public transport	10
2012 the year of infrastructure delivery	12
Integrated systems and urban regeneration	14
SAARF AMPS	18
Trends in transit by Craig Page-Lee & Erik Warburg, Posterscope SA	22
Media providers trends	29
Taxis/Cars	31
Buses	39
Aviation	41
Rail	49
Media Services	52

The way to the

In this the second Annual Transit Guide, we take up from where we left off in the first Transit Guide. Hence, the theme of this year is: 'The way to the future'

➤ **Last year's Guide examined the transit landscape, where it had come from up to the present.** The second Annual Transit Guide takes this one step further and looks to the future, and what Government has planned for this sector in the years to come. We then take it even further and examine issues of emerging economies, urban regeneration, sustainability and green issues in the context of public transport.

These are all important components in determining the transit environment in the future, if our transit system is to play a role in assisting our country to create employment, overcoming poverty and providing a better quality of life for its citizens. The country has to, as a whole, plan for the social dimension of transport if it is to be truly successful.

Cities all over the world are battling with issues of living space, quality of life and transport systems. Urban regeneration goes hand-in-hand with the transport system. The built environment is no longer considered in silos but with all parts integrated to function optimally and efficiently. We have to ensure this happens in SA, especially as we have the additional legacy of Apartheid's spatial planning, among others to also contend with.

We need to examine the new developments in the transit sector critically. While the Gautrain is a wonderful addition to the

public transport systems, are its stations close to economic and business hubs? No, they are not, and this reduces the number of people using this service because they still have to get from the station to their places of work.

Many businesses offer a shuttle service for their employees to the stations and back. The Gautrain buses, after some issues this year, are now running more frequently from Sandton to other areas such as Fourways. It is a sad sight, however, seeing these empty Gautrain buses driving up and down all day.



Danette Breitenbach, editor

ad>antage

THINK BIG! MEDIA | MARKETING | ADVERTISING

© Copyright AdVantage Magazine 2012

EDITOR

Danette Breitenbach
danette@advantagemagazine.co.za

PRODUCTION EDITOR
Gill Abrahams

ART DIRECTOR
David Kyslinger

ADVERTISING

ADVERTISING EXECUTIVE
Sherrie Weir
Tel: 082 373 6149
Email: mediasales@iafrica.com

MEDIA24 BUSINESS & CUSTOM

PUBLISHER
Danette Breitenbach
Email: danette@advantagemagazine.co.za

PRODUCTION MANGER
Angela Silver

PRODUCTION ASSISTANT
Tarien Lampen

SUBSCRIPTIONS

SUBSCRIPTIONS MANAGER
Petro van As
Tel: (011) 217 3222
subscriptions@advantagemagazine.co.za

ADVERTISING
mediasales@iafrica.com

POSTAL ADDRESS
PO Box 784698, Sandton, 2146

future



With over 8.7 million people living in Gauteng, the economic powerhouse of the country, the issue of eTolling has to be addressed. As an element of our transit landscape does it contribute positively to the economic upliftment of the people in the province? No.

While the progress of the Gautrain and bus services such as Rea Vaya and MyCiTi are to be applauded, it does not mean we must not look at them critically and see how they can constantly be improved. This does not mean criticising these services because we can, and as so many people do, yet they have never travelled on the train or used these buses. We also need to re-engineer the way in which we think about public transport.

If we could, so far, stand together against eTolling, we should also be able to make positive inputs into the public transport sphere.



PHYSICAL ADDRESS
Media24 Magazines Business & Custom
5 Protea Place, 3rd Floor, Sandton
Phone: (011) 217 3210 Fax: 086 271 4275

PRINTING
Printed and Bound by Paarimedia

MEDIA24

CEO MEDIA24 MAGAZINES
John Relihan

CFO MEDIA24 MAGAZINES
Raj Lalbahadur

FINANCIAL MANAGER Jameelah Conway
email: jameelah.conway@media24.com

The views expressed in this publication aren't necessarily those of the publisher or its agents. While every effort has been made to ensure the accuracy of its contents, neither the editor nor the publisher can be held responsible for any omissions or errors. Reproduction in whole or part of any contents of *Advantage* without prior permission is strictly prohibited. © AdvantAge Magazine. All rights reserved. Requests to lift material should be made to the editor-in-chief.

www.media24business.com

www.advantagemagazine.co.za

Media 24 | Business & Custom
MAGAZINES



A changing world

We are living in an era of unprecedented change, rivalling the changes that the Industrial Revolution brought to the world. With the recession came a seismic shift in the global business landscape that saw a shift of power to the East



SOUTH AFRICA ECONOMIC INDICATORS

3% - the averaged growth a year since 2009

2.7% - the percentage real GDP growth is likely to fall to this year

3.6% - the projected growth rate for 2013

4.2% - the projected growth rate in 2014

4.4% - the percentage GDP in 2014 that the deficit on the current account of the balance of payments will widen to from 3.3% in 2011

23.9% - the unemployment rate

7.1% - the public-sector borrowing requirement percentage of GDP in 2011/12

5% - the public-sector borrowing requirement percentage of GDP in 2014/15 (this will then rise rapidly as the infrastructure programme of government accelerates)

R905 billion, or 27.4% of GDP - estimated total government revenue for 2012/13

R1.1 trillion or 32% of GDP - expected total government expenditure in 2012/13. Spending is expected at R1.1 trillion and R1.2 trillion over the next two years

R844 million - expenditure in infrastructure over the next three years

R3.2 trillion - the worth of government's potential or existing 'mega projects' infrastructure

Ten years ago, there were fewer than 10 million internet users on the continent. Today they number almost 100 million – (The Budget Speech, 2012)

➤ **This is according to the global survey, *The New Digital Economy*: how it will transform business**, by Oxford Economics in collaboration with AT&T, Cisco, Citi, PwC and SAP (June 2011) which provided insights into how corporations are responding to the key economic and technology megatrends reshaping the global marketplace. The survey says that the economic downturn has led to an increase in the speed of the adoption of key technologies. The survey names these as: 'mobility, cloud computing, business intelligence and social media' stating that these are 'transforming businesses and sparking a new wave of wealth creation, particularly in the emerging world'.

Economic growth and technology are inextricably linked. Current economic conditions are fostering investment in technology as emerging markets ramp up their demand for technology to fuel growth. Rising middle classes in China and India offer extraordinary potential for companies that understand their needs, but they are not alone and all emerging economies have set their sights on advanced economies.

The survey identified six key shifts that companies will have to address over the next five years, and of these two are relevant to emerging economies.

The digital divide reverses

The first is the digital divide reverses, which means that economic power is shifting to the East with developing countries' growth outstripping their developed counterparts. The second is that the emerging market customer will take centre stage. Rapid population growth, urbanisation and rising income levels are

working to the benefit of emerging economies, offering huge opportunities for companies that can adapt to their needs.

Developing economies have easier access to capital, talent, intellectual property and other resources today that were unavailable to them in the past. Emerging economies will be able to leapfrog technologies bypassing normal technological states of development because they don't need them (Tim Weber, BBC business and technology editor).

We have seen a great uptake of social media in SA, with Facebook users in the country numbering 4.7 million with 3.4 million on mobile phones (out of a total one billion users globally). Social networking in SA is one of the biggest in the world and while for many users it is the most important activity, for some it is also their only activity. In SA and Sub Saharan Africa, social networking is more relevant than email. Three-quarters of internet users check Facebook weekly (TNS Digital Life conference, February 2012).

mPesa is an example of how (mobile) technology has enabled people to transfer money safely, quickly and easily. It is an emerging market invention.

The emerging market customer takes centre stage

This is the second key shift in the last five years, the Chinese economy has expanded by 60% and India by about 45%. A recent World Bank study argues that 'new growth poles are redefining the global economic structure'. This study predicts that emerging economies will grow on average by 4.7% a year, while advanced economies will grow by about 2.3% ➤



between 2011 and 2025.

In markets such as China and India disposable income growth is soaring (8% vs. 2% in the US). The

result is that more consumers in the

developing world are entering the middle

class income class. In SA, we are seeing the rapid movement of LSM 1 -4 to LSM 4 -6. Moreover, these consumers are buying – phones, appliances, and other services and products. Even the low-wealth income segment in emerging markets is an opportunity for brands. While industrial markets have an aging demographic, developing markets are characterised by a youth dominated demographic.

By 2020 Brazil, Russia, India, China, Mexico, Indonesia and Turkey will hold a greater share of the world GDP than the G7. A new tier of emerging markets, of which SA is one, will take off in their slipstream. Already Africa is the second fastest growing region in the world. This growth is sustained by high commodity prices, but also reflects a youthful, increasingly educated population, rapid urbanisation and a new entrepreneurial spirit.

How is this relevant to transit in emerging countries?

It is relevant because the emerging market is on the move and provides a 'new' market to brands. Mobile phones are also giving marketers new channels to communicate to commuters. On the upper end of the commuter landscape, (such as

*In 2012, global output is projected to expand by **3.3%**. Advanced economies are expected to grow **1.2%**, while developing Asia will grow by **7.3%** during 2012, and Sub Saharan Africa by **5.5%***

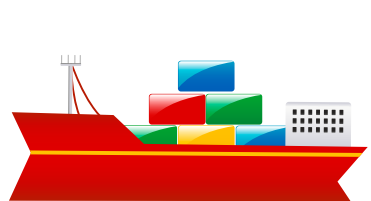
(The Budget Speech, 2012)

users of the Gautrain), a relatively new development in SA, mobile internet will be key. One of the Deloitte's 2012 media predictions is that the 'Catch Up commuter' who uses smartphones, tablet computers and portable media players will become a force in the competitive 2012 electronics market.

The surge in tablet and smartphones sale – with 500 million expected to be in people's hands by the end of the year – will drive the market.

According to the prediction, globally, smartphone and tablet owners will watch five billion hours of catch-up television content on their devices while on public transport in 2012, as the age of the 'catch-up commuter' starts to take off.

One of the major events for the future will be the commuter who



will spend time on commercial flights using Wi-Fi-powered tablet devices on aircraft instead of the traditional cumbersome and expensive in-flight systems.

Mobile communication can take several forms regardless of the market it is reaching as long as it is relevant to that market. It can be in the form of providing information. A great example here, and a very successful one, is the Gautrain SMS service (see the section on Trains for more detail on this service).

It is also a channel that marketers can utilise to get their brands to audiences. Already locally there exists well-developed medias to reach the commuter market, from advertising on and inside taxis, to television channels in taxis and buses, to station and rank advertising which includes television, radio and billboards as well as in airports, on aeroplanes and inside them. There is also truck and car advertising. Utilising mobile to reach this emerging market, which is rapidly moving up the LSM ladder is the next step. In fact, it is already being used by many of the media companies operating in this space, in one form or another.

Innovation is a key characteristic of the media companies operating in this sector, for example, television in taxis and buses, and how they will use technology to reach this market will explode. More recently Provantage launched its latest innovation AirportTV. This is a fully fledged dedicated television network in all the main airports in SA. Using it in conjunction with present media solutions will offer marketers that one key factor they have been yearning for all these years: feedback.

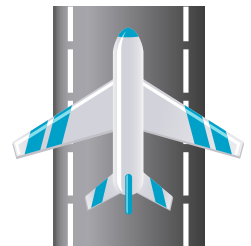
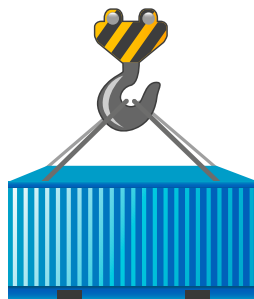
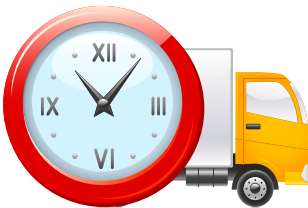
While the media solutions in this sector are well developed, the issue for many marketers has always been feedback. Many

undertake research to fill this void, but with mobile phones, measuring the audience and their response to a campaign has never been easier. As a marketer advertising on a metered cab, the media company can tell you almost everything about that cab – where it travels, the distances it travels in a day, night week or month, and who is its primary passenger.

The feedback possibilities associated with the mobile phone is unprecedented. And it could well be the turning point for transit media, which has, while seeing good growth over the past few years, been regarded as the poor cousin for many big brands, who typically spend their budget in traditional media and if there is any left, ask transit media (and out of home) for a campaign.

Transit media is like emerging markets; it is growing rapidly and it is increasingly sophisticated. Marketers need to realise and understand this just as much as they need to understand that the world as we know it has changed and if you are not on the bus, you will be left behind.

(Sources: New Digital Economy: how it will transform business, by Oxford Economics in collaboration with AT&T, Cisco, Citi, PwC and SAP (June 2011), TNS Digital Life conference, Johannesburg, February 2012; The Budget Speech, 2012; http://www.gcis.gov.za/resource_centre/news_and_mags/buabriefs/120223.htm Deloitte's 2012 media predictions, FEBRUARY, 2012)



Safe, efficient, reliable and affordable public transport



Access to transport is an integral part of building a democratic SA. Since 2010, with the World Cup held in SA, the government has been working to make this a reality by investing massively in the transport infrastructure in the country

31% the number of South African households who have access to a car

30% of households spend 11% plus of their income on public transport

18% of households spend 20% plus of their income on public transport

14 000 the number of road fatalities PA

40% the number of pedestrians killed PA

- Road accidents are the leading cause of unnatural death among 4 to 7 year olds
- Road accidents are the main cause of injury-related death among women
- A major reason work seekers give as to why they are discouraged is the cost of transport



➤ **The multibillion rand** investment from government for transport has, and will be radically changing the way South Africans from all walks of life travel, from the richest to the poorest, from urban to rural areas commute. It follows what the transport minister, Sibusiso Ndebele, called 'decades of underinvestment in public transport'.

In SA, a major constraint is the country's sprawling low-density cities, which impact detrimentally on the viability of public transport. The historical reasons for this sprawl include:

- The absence of major geographical barriers
- Apartheid spatial planning and forced removals
- Auto-mobilisation and suburbanisation of the white middle class

Unfortunately instead of government recognising this, the location of RDP houses, which numbers 3.1 million, has added to the sprawl problem by building them large distances from the workplace. Adding to this is poor planning capacity, weak administration and a continued infrastructure bias against public transport and mixed-use settlement patterns.

The effect is that the majority of the middle and working class as well as poorer citizens have to commute over large distances to access work and other opportunities. South African cities are the worst in the world in this regard, together with Los Angeles, in the US. The economic effect is that transport patterns move from a high peak demand for only a period of time, with fleets and public transport staying idle for longer periods. It also has the negative effect of empty return trips.

Quite simply put the country cannot afford to continue building more roads and parking facilities in cities as this simply encourages more traffic over the medium term. The transport plan for the country, approved by cabinet in March 2007, recognises this. Apart from this, there are also considerations of safety while travelling and the ever-rising cost of travelling.

(Source: Transport - the struggle for universal access, Jeremy Cronin, deputy minister Transport, October, 2011, Sandton; Transport dept gears for 2012, 26 Jan 2012; Overview of public transport policy developments

in SA, Prof Jackie Walters, Department of Transport and Supply Chain Management, University of Johannesburg; Urban Regeneration and transportation, Llewellyn van Wyk, CSIR Built Environment)

PROVANTAGE
OUT OF HOME MEDIA

Call:
0861 776 826

"All shall be free to travel without restriction from countryside to town, from province to province and from SA abroad"
- The Freedom Charter 1955



Household expenditure on transport:

• R0 – R500:

35% of household income

• **R501 – R 1000: 23%** of household income

• **R1001 – R2000: 14%** of household income

• **83.1%** of households earn R6 000 or less in SA

• **10.7%** of households earn R 6 000 or more in SA

% of households spending >20% of income on public transport:

49% - up to R500

18% - R501 – R1000

10% - R1001 – R3000

Average monthly expenditure on public transport:

R172 train

R201 bus

R222 taxi

Average public transport trip length:

Tshwane - **25.4 km**

London - **8.6 km**

Moscow - **7.7 km**

Investment by government into public transport:

By 2011: **R66 billion**

By 2013/14: **R80 billion**

Spatial distribution of population in Gauteng

Gauteng - **8.7 million** people

London - **7 million** people

Paris - **8 million** people

Jakarta - **16 million** people

Main mode of travel to work:

32% car

25% taxi

23% walking

9% bus

6% train

Public transport modes for work purposes in SA:

63% taxi

22% bus

15% train

Public transport modes for work purposes in urban areas:

77% taxi

18% bus

5% train

Public transport modes for work purposes in metropolitan areas:

59% taxis

23% trains

18% bus

Public transport modes for work purposes in rural areas:

55% taxi

43% bus

2% trains

The average commuter travel times in minutes by mode of transport:

87 train

68 bus

50 taxi

34 car

26 walk

44 other

43 all

2012

the year of infrastructure delivery



An expansion in infrastructure investment is one of the central priorities of the 2012 Budget. President Zuma effectively declared 2012 the year of infrastructure delivery in his State of the Nation address, giving strong emphasis to the country's R300 billion public infrastructure programme

➤ **The draft National Development Plan** identifies several key objectives of which one is increasing public infrastructure spending. Steps are proposed over the next three-years to achieve the goals of this increased spending.

The Presidential Infrastructure Coordinating Commission has made considerable progress in identifying projects and clarifying long-term investment plans to drive economic change.

The infrastructure plan requires reprioritisation across government, with a clear shift of spending from consumption to investment in laying the basis for the country's long-term prosperity.

These include:

- Government placed the Infrastructure Development Bill before Parliament during 2012 to address various issues.
- The infrastructure programme requires coordinated issuing of permits and licences, environmental impact assessments and resolution of land servitudes.
- It requires tight coordination between the three spheres of government and with public entities.
- Government is developing focused project-management systems and clear performance dashboards to identify the state of progress with building programmes to enable the three spheres to intervene early and decisively.

Partnerships are at the centre of the infrastructure development programme

In creating a public-public partnership model to drive infrastructure development, the Industrial Development Corporation and the Development Bank of Southern Africa working with the main state-owned enterprises will provide financial support within their mandate areas:

- The Presidential Infrastructure Summit will highlight opportunities open to the private sector.
- Government will work with retirement funds on opportunities for long-term infrastructure investment that match their long-term pension liabilities to members.
- Collaboration with our international partners include Brazil, Russia, India, China and South Africa (BRICS) and Gulf Cooperation Council countries to tap capital from sovereign wealth funds and private investors.



PROJECTS

- The R21 billion freeway improvement scheme
- An 18 year, R86-billion programme by the Passenger Rail Agency of South Africa to replace its aging coach and locomotive fleet
- The R23 billion Transnet multi-product pipeline, which will secure South Africa's inland fuel supplies

KEY ELEMENTS FROM THE BUDGET SPEECH 2012 REGARDING TRANSPORT INFRASTRUCTURE



- The Budget Review lists **43 major infrastructure projects**, adding up to **R3.2 trillion** in expenditure.
- Over the MTEF period ahead, approved and budgeted infrastructure plans amount to **R845 billion**, of which just under R300 billion is in the energy sector and R262 billion in transport and logistics projects.
- The budget for transport, energy and communication services increases from **R84 billion in 2012/13** to R98 billion in 2014/15, rising by an annual average of **8.4%**.
- Additional allocations of **R10.3-billion** would be made over the next three years for **transport infrastructure and services**, including **R3.8-billion** for maintenance of the **coal haulage road network**, financed from the increased levy on electricity collected from Eskom.
- An additional **R1.5-billion** would also be allocated to provinces for **road maintenance and weighbridges**, as part of a new conditional grant for roads infrastructure.
- A further **R2.5-billion** goes to municipalities for **public transport systems and infrastructure**.

REACHING ECONOMIC POTENTIAL

Government has identified five strategically located infrastructure development projects to unlock economic potential:

- **Limpopo:** to develop and integrate rail, road and water infrastructure around Waterberg in the western part of the province and Steelpoort in the eastern part.
- **Mpumalanga:** There are plans to expand rail transport that connects coalfields to power stations. This shift from road to rail in the transportation of coal will help preserve the roads.
- **KwaZulu-Natal-Free State-Gauteng Logistics and Industrial Corridor:** Planned infrastructure investment will improve the movement of goods and economic integration of the main economic hubs of Durban and Johannesburg.
- **Eastern Cape:** Government will develop a major new south eastern node that will improve the industrial and agricultural development and export capacity of the region, and expand the province's economic and logistics linkages with the Northern Cape and KwaZulu-Natal. The State is committed to building a dam using the Umzimvubu River as the source in the Eastern Cape to expand agricultural production.
- **North West:** The eastern parts of the province will benefit from the greater focus on infrastructure development connected to mining and mineral beneficiation. This province will also gain from the expansion of the rollout of water, roads, rail and electricity infrastructure. Moreover, 10 priority roads will be upgraded.



(Sources: The Budget Speech 2012, http://www.gcis.gov.za/resource_centre/)

Integrated systems and urban regeneration

The built environment is the stage upon which we live out our daily lives. An integral part of this environment is the transport system it offers. In SA the development of transport systems is linked to the upliftment of its people



➤ **The aspirations of South Africans** for economic growth and social demands for access to services have to be reconciled with the costs of traffic movements. As such the social dimension of transport planning has to be acknowledged and catered for. In SA the only way to approach our transport issues is to recognise that while transport is a derived demand, it must allow people to access key socio-economic services at reasonable costs, in reasonable time and with reasonable ease. When factors such as physical exclusion, geographical exclusion, exclusion for facilities, economic exclusion, time-based exclusion and fear-based exclusion are present, they act as barriers to sustainable transport access and mobility. In SA, many of these factors were present pre-1994, and most still are.

Quality of life

Contemporary sustainable social transport challenges in SA must therefore be solved through an intervention of integrated policy measures and packages. The starting point has been the Public Transport Strategy Action Plan (2007) which is based on shifting from an 'operator-controlled, commuter-based, uni-modal routes... to a user-orientated publically controlled, fully integrated mass rapid public transport network operation(s)'. This is in line with contemporary transport literature that

stretches the concept of transport sustainability and mobility beyond economic sustainability. Poverty alleviation, distribution, equity and social services to the poor and marginalised strongly feature into the discussion covering sustainability.

The international thought that the inter-connectivity of transport and quality of life are linked has been recognised in the USA through the establishment of an Interagency Partnership for Sustainable Communities, a partnership that strives to help improve access to affordable housing, more transportation options and lower transportation costs while protecting the environment in communities.

Transit Orientated Development

Strategically considered and applied transportation investment can positively support urban regeneration and this is where Transit Orientated Development (TOD) supports the government's policy of promoting public transportation and mobility, especially for the poor.

TOD refers to residential and commercial centres designed to maximise access by transit and non-motorised transportation, supported with other features to encourage transit ridership. A typical TOD has a rail and/or bus station at its centre and

is surrounded by relatively high-density development. When properly applied TOD increases accessibility and transportation options though land use grouping and mix and non-motorised transportation improvements. It reduces transportation costs and externalities, increases travel choice and reduces land paved per capita. It can also increase transit service efficiency and contribute to a more liveable community. It benefits all population groups and can significantly benefit lower income earners.

What is government doing?

In his 2012 Budget Speech, the minister of finance, Pravin Gordhan said cities would receive special focus from the government, pointing out that it was cities that had 'immense potential for inclusive growth' and were home to many of the country's poor.

He announced several measures to improve infrastructure project implementation and build management capacity, including a new Cities Support Programme that will get under way this year, initially in eight metropolitan authorities, focused on improved spatial planning, public transport systems and management of infrastructure utilities. Minister Baloyi will also establish a Municipal Infrastructure Support Agency this year, which will focus on rural municipalities that lack planning capacity.

Under this premise, public transport functions have been devoluted to the municipal sphere through the National Land Transport Act (2009) making them directly responsible for public transport development.

This is to ensure that integrated rapid public transport networks are set up and run efficiently in most metros. It requires all municipalities to have an integrated transport plan, including rural municipalities with public transport in rural area a key objective of government. The goal is to 'open up opportunities for accelerating investment and change in the urban landscape and how cities promote their local economic development'.

Mistakes made

However, in 2010/11, only R178 billion was spent out of a planned R260 billion, or just 68% on infrastructural development. This points to a lack of planning and management of capital projects by state enterprises,

municipalities and government departments.

Other mistakes have already been made. In *Urban Regeneration and Transportation*, Llewellyn van Wyk, principal research, CSIR Built Environment, points out that the five key design principles for TOD are 'notably absent' at Gautrain stations, such as Rhodfield. "The Midrand Station depicts this oversight more starkly as the station has been conceived as a transport node, not as a TOD. The main reason is the distance between the transport node and the city centre." He also says the Hatfield Station, despite being located in an existing urban centre, ignores the design principles of the TOD and 'does little to maximise the benefits on this transportation investment'.

Africa's crisis

As the world is changing rapidly, Africa's inability to address current transport problems will lead to it finding itself in a crisis. This is according to Dr George Banjo, senior transport specialist in the European and Central Asian region of the World Bank. "Users of the African transport system are increasingly less willing to accept the *status quo* in light of the rise of globalisation, raised expectations and the internet." He says that development in Africa will only be enabled if we work towards using the 'least possible resources to implement and deliver appropriate solutions to our challenges'. For him this means not reinventing the wheel but building on what we have. An Africa with an efficient transport service is a better global partner and a better place to do business; therefore, it is imperative for African governments to enable them to do so. The private sector has an important role in assisting with this, he said.

The government aims to provide 85% of a metropolitan city's population with access to a public transport network within a kilometre

(Sources: Budget Speech 2012, *Urban Regeneration and Transportation*, Llewellyn van Wyk, principal research, CSIR Built Environment, *Social dimensions and the impact of sustainable transport and mobility on social development**, James Chakwizira, senior researcher, CSIR Built Environment, SATC Conference 2011)





GREEN TRANSPORT

With the sustained economic growth the country has experienced over the last 12 years, has come the growth in the number of cars on our roads. With more cars come more emissions into the environment

Transportation is responsible for approximately 15% of global emissions. It is the largest emitter in SA. This is because of the country's poor modal mix, i.e. road vs. rail vs. maritime, cars vs. public transport, minibuses vs. mass carriers, motorised transport vs. non-motorised transport as well as a lack of sufficient mitigation incentives and a problematic socio-economic geography.

Transport as a contributor to climate change is being debated and discussed not only in SA but also globally. Managing travel demand, developing integrated, effective public transport systems are crucial in addressing this. In conjunction with this, developing compact, sustainable cities and promoting residence and workplace proximity is key.

THE POSITIVES

There is a general realisation that public transport has a significant role to play in:

- **enhancing urban mobility**
- **reducing road congestion**
- **decreasing the impact of the environment through harmful emissions**
- **better servicing the economy**

PECULIAR TO DEVELOPING COUNTRIES

SA, like so many developing countries has a public transport system that is characterised by peculiarities only found in these countries (and absent in developed countries). However, it must be stated that the country is in the process of tackling most of these issues.

These characteristics include:

- An abundance of low capacity vehicles (i.e. 16 seaters)
- The dominance of low capacity vehicles of the public transport sector
- Associated with this are issues of vehicle maintenance, inter-association rivalry, industry sustainability and fleet age profile
- A lack of adequate financial resources to fund sustainable subsidies, this leads to issues of a lack of timely capital investments to replace rolling stock, a lack of integrated transport planning, absence of a firm commitment to public transport
- Most captive users of public transport are not in an economic position to contribute significantly to the fares
- Law enforcement is often deficient and problematic, leading to unlawful operations and poor driving habits

BARRIERS TO SUSTAINABLE TRANSPORT ACCESS AND MOBILITY

- **Social barriers:** communication, disability, affordability, awareness and assistance
- **Psychological barriers:** personal security, self esteem
- **Structural barriers:** infrastructure, pedestrian environment, vehicle design, planning and information



THE CHANGING FACE OF TRANSPORT AND MOBILITY IN SA

SA transport industry prior to 1994	SA transport industry post 1994*
Exclusive transport development and social development agenda	Inclusive transport socio-economic transformation development agenda
Fragmented human settlement development where townships for blacks were essentially located as far as feasible from socio-economic opportunity areas and suburbs through the creation of buffer zones	Integrated human settlement development through the densification and mixed zone development
Massive focus on infrastructure investment in roads, railway lines and infrastructure development	Increased emphasis on the development of multi-modal infrastructure facilities and interchanges
Scant attention paid to the externalities of the transport industry such as noise, emissions etc.	Strong movement towards sustainable transport mobility
Concerned with economic return, benefit and financial viability of transport infrastructure investment	Focus towards people and users in the transport industry
Promotion of car and road-based mobility	Stretching of the concept of sustainability beyond economic return, benefit and financial viability
	Promotion of people based and alternative public transport mobility to include social impact assessment, environment impact assessment and user/beneficiary needs

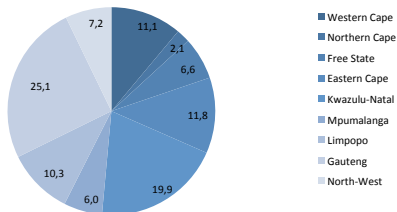


(Sources: Budget Speech 2012, Urban Regeneration and Transportation, Llewellyn van Wyk, principal research, CSIR Built Environment, Social dimensions and the impact of sustainable transport and mobility on social development*, James Chakwizira, senior researcher, CSIR Built Environment, SATC Conference 2011)

SAARF AMPS

The following charts and tables are provided by the South African Advertising Research Foundation (SAARF) from the AMPS survey which covers the total adult population

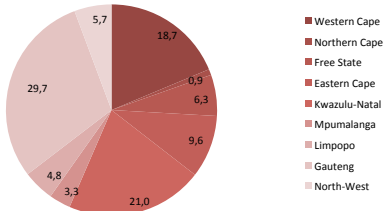
Province - Billboard Adverts (Past 7 Day Cume)



Source: AMPS Jun '11
Population: 21 908 000
Sample: 18 134



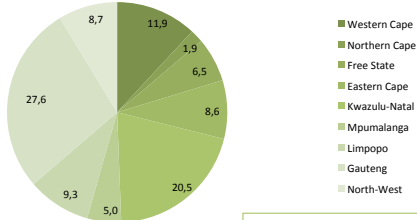
Province - Bus Shelter Adverts (Past 7 Day Cume)



Source: AMPS Jun '11
Population: 13 429 000
Sample: 12 486

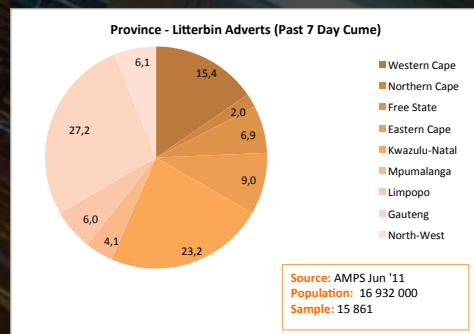
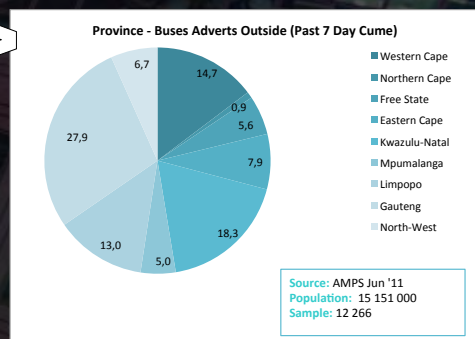
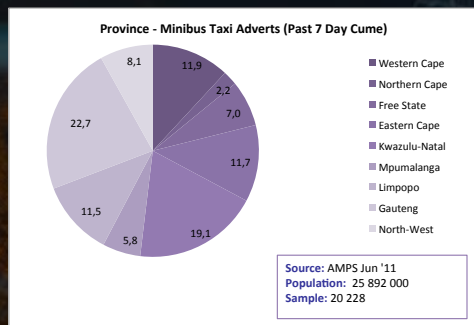


Province - Trailer Adverts (Past 7 Day Cume)



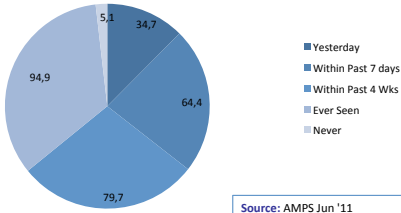
Source: AMPS Jun '11
Population: 12 206 000
Sample: 10 839





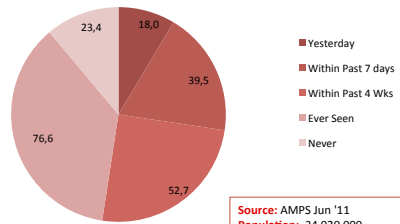
**Cume: The cumulative unduplicated total audience over two or more time periods.*

Billboard Adverts Cume Frequency



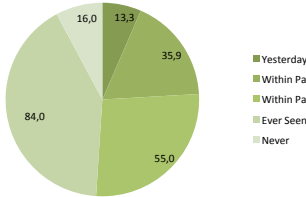
Source: AMPS Jun '11
Population: 34 020 000
Sample: 25 160

Bus Shelter Adverts - Cume Frequency



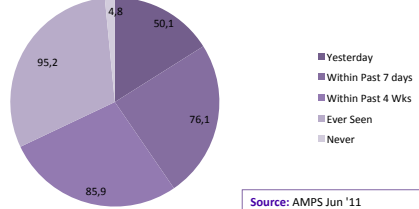
Source: AMPS Jun '11
Population: 34 020 000
Sample: 25 160

Trailer Adverts - Cume Frequency



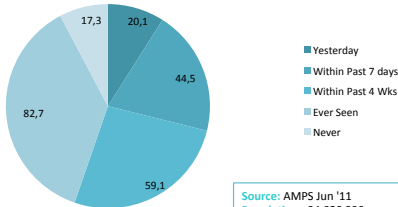
Source: AMPS Jun '11
Population: 34 020 000
Sample: 25 160

Minibus Taxi Adverts - Cume Frequency



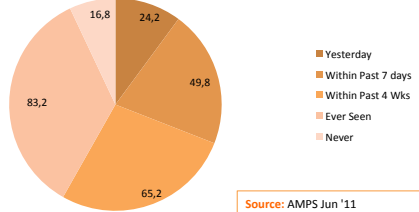
Source: AMPS Jun '11
Population: 34 020 000
Sample: 25 160

Buses Adverts Outside - Cume Frequency



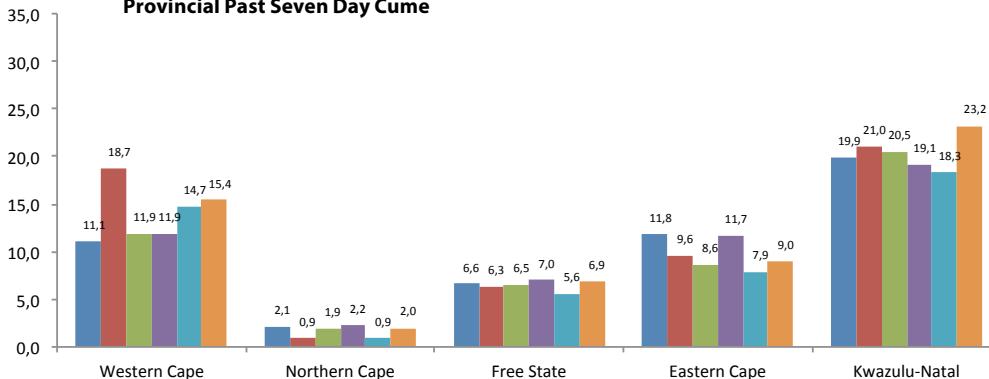
Source: AMPS Jun '11
Population: 34 020 000
Sample: 25 160

Litterbin Adverts - Cume Frequency

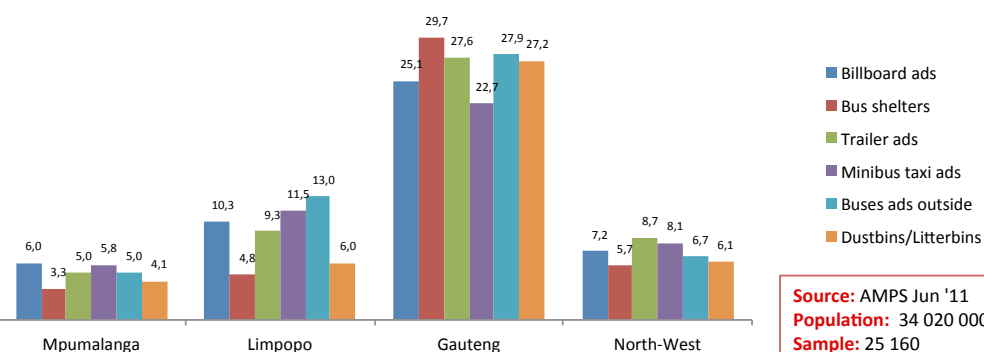
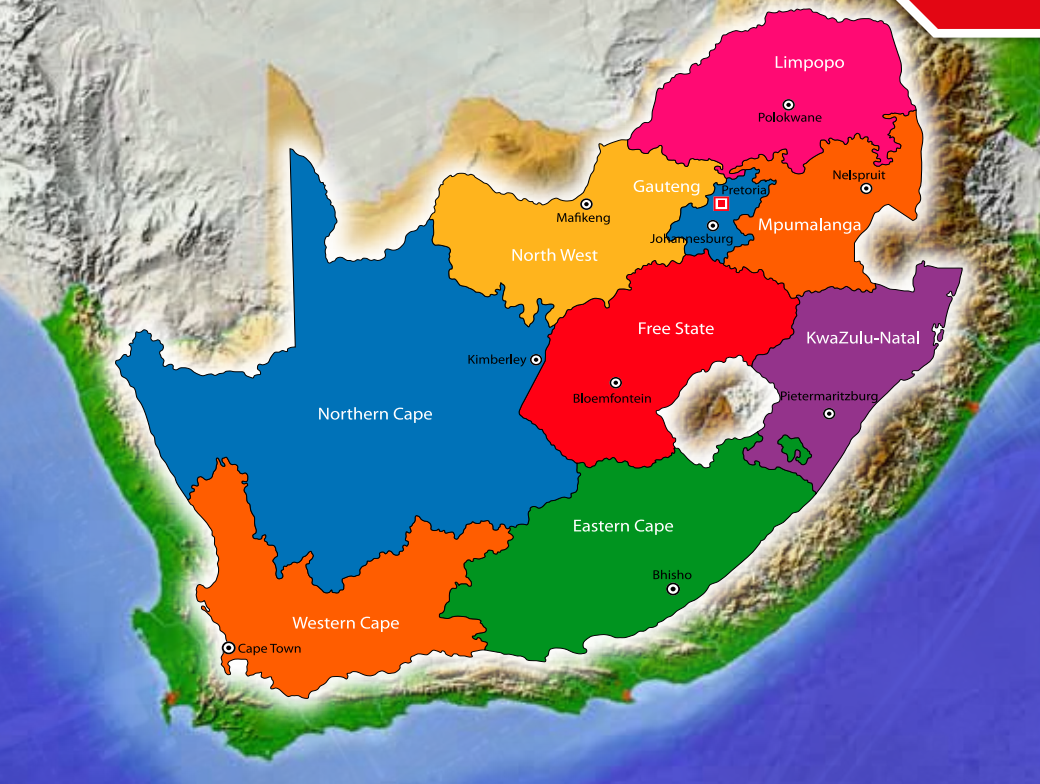


Source: AMPS Jun '11
Population: 34 020 000
Sample: 25 160

Provincial Past Seven Day Cume



*Cume: The cumulative unduplicated total audience over two or more time periods.



Source: AMPS Jun '11
Population: 34 020 000
Sample: 25 160

Trends in transit

By Craig Page-Lee & Erik Warburg, managing directors, Posterscope South Africa

Commuting is one of those unavoidable routines much like taking a shower and getting dressed in the morning. As with everything else, there are trends, phases and technological developments and it is up to advertising agencies to capitalise on these to the benefit of their clients

➤ **Stand still time is becoming shorter, mobile connectivity is on the increase, more commuters are resorting to public transport as their preferred means of getting to and from the office.** The media marketing sector has no option other than to observe trends and developments and adapt accordingly.

lowest income areas of Cape Town, including Khayelitsha and Mitchell's Plain, over the next 15 to 25 years. The long-term benefits for both cities are unquantifiable. Not only will an increased number of prospective commuters have a better way of travelling (in terms of speed, safety and affordability), but the more extensive the networks, the further the long-term

Better public transit options

Rea Vaya launched in August 2009 aiming to provide Johannesburg with the beginnings of decent public transport system. A key objective was to connect commuters along 330km of major metropolitan roads in Johannesburg, affording 80% of Johannesburg's urban and peri-urban residents the chance to catch a bus.

Following in close succession, was Cape Town's MyCiti network launch in 2010, just prior to the 2010 World Cup. As with Johannesburg's Rea Vaya, the objective was to offer Capetonians a dependable, affordable, safe transport system.

Long term benefits for the city include rolling out the MyCiti network to the



benefits are experienced, including a reduction in the number of vehicles required to transport more people.

A world-class rail network in Gauteng

June 8, 2010 signalled the first Gautrain journey open to the public - just in time for South Africa hosting the 2010 FIFA World Cup. The maiden journey was between OR Tambo International Airport and Sandton Station. With the exception of Park Station (due to technical problems), all Gautrain stations are currently operational.

The effects of the Gautrain transport system can already be seen.

Over the past five months (September 2011 – Jan 2012) there have been over 700 000 trips averaged per month. Most of these would have been commuting via road pre-Gautrain. A key objective of the Gautrain is to reduce the traffic on the N1 Ben Schoeman Highway by 20%. The effects of this will be far reaching.

The Gautrain rail service also includes roll-out of the Gautrain buses, which lift passengers to and from the stations. Although the uptake of this mode of transport is not as successful as planned, any increased usage of the system will have long term benefits in the reduction of road traffic levels in Johannesburg.



PRIMARY MODES OF TRANSPORT (TOTAL SAMPLE) DURING THE WEEK

Taxi	45%
Bus	7%
Train	3%
My own car	23%
My own motorbike	0%
I walk	15%
My bicycle	0%
I get a lift from friends/family	6%

- **16%** of people spend more than an hour each weekday on the bus
- **14%** of people spend more than an hour each weekday on the train
- **28%** of people spend more than an hour each weekday in a car
- **18%** of people spend more than an hour each weekday in a minibus taxi
- **26%** of people are bored when waiting for the bus, train or taxi
- **27%** are relaxed when traveling on a bus, train or taxi



Toll Roads in Gauteng are changing traveling patterns

The much-spoken about and debated toll roads in Gauteng are still shrouded in mystery. At the time of writing, it is unclear as to when, or if, the implementation of the toll-road charges on the N1 ring road around Johannesburg will commence.

The value of the toll fees will have dramatic impacts on Gauteng's traffic volumes. Many road-users will choose to select routes that avoid the highways, which will put added pressure and strain on the secondary roads. Increased traffic and reduced maintenance (in the form of pot-holes) is expected.

People are spending more time out of their homes

According to the latest OCS study*, a greater number of people are spending more time out of their homes than two years ago. In addition to this, evidence suggests that 73% of people in full time employment actually spend more time at work than they were two years ago. Understanding when and where to connect with these consumers – and what message to deliver (needs state) has become even more important.

A similar study in the UK found that the average person is

spending 33% more time out of home than they were 10 years ago, making this a global phenomenon. As cities expand, and traffic intensifies, the amount of time required to reach your destination increases too. The current economic climate has seen that people are prepared to travel even further if it means that they can secure a steady job – an ideal opportunity to capture audience attention.

People are spending more time traveling

One of the major reasons that people are spending more time out of home is predominantly because of the increased time travelling between home and work, and between home and retail stores. According to the OCS 2011 forecast, the typical South African spent two hours and 21 minutes travelling. This is made up of a combination of car, bus, taxi, metered-taxi or train travel.

Although initiatives like the Rea Vaya, MyCiti and the Gautrain are improving travel times and travel experiences in those particular cities, they are still some years away from full deployment. As South Africa's population rises and urbanisation continues (by over 1 million people per year on average over the past decade), the infrastructure comes under increased



pressure, and road networks get congested, causing traffic and delays. Urban sprawl adds further time to the typical journey, as the average worker is travelling further to get to work now than they did previously (currently the average driver drives 16.5km per day in South Africa – obviously more certain areas than in other.

Township traveling patterns are changing

Historically township travel has been heavily focused on inter-township and city travel i.e. much of the traffic into and out of the township and the CBD. Other than commuters getting to work, a large reason for this travel was for retail. Township-dwellers travelled far distances to do their weekly or monthly shopping.

However, this is changing, and at a fast rate. As has been seen with Maponya Mall in Soweto (and soon to be Diepkloof Mall, too), the large shopping malls are being built within the township environments. This is having major effects on the travel patterns. The intra-township taxi traffic is now far more important, as it is taking township-dwellers directly to the point of purchase. This is affecting Out-of-Home (OOH)



DID YOU KNOW THAT THE COMMUTE TO AND FROM WORK HAS THE FOLLOWING STATISTICS?

- **21%** of people say that they spend a lot of time in the traffic travelling to and from work
- **32%** of people working full time say that they spend a lot of time in the traffic travelling to and from work
- **58%** of people travel the same route to work each day
- **65%** of people are thinking about work when they are travelling to work in the morning
- **42%** of people are thinking about breakfast when they are travelling to work in the morning
- **55%** of people are thinking about what to watch on TV when travelling home after work in the evenings
- **31%** of people are focused when travelling to work in the morning
- **30%** of people are tired when travelling home from work in the evenings
- **17%** of people are happy when travelling home from work
- **51%** of people are thinking about what to do that evening when travelling home after work

advertising in a big way, as reaching the township market via a few highway billboards is no longer as effective as it once was.

More time to engage in conversation – listen / understand / react

As consumers are spending more time in traffic, the optimum opportunity for brands exists in the successful deployment of integrated campaigns across multiple OOH touch points. Brand awareness is driven predominantly through use of the primary OOH medium – namely that of billboards, while targeted conversation (product and service promise) is delivered through a closer, more personable medium in the form of Citilites, and price, product features and benefits is delivered through the ‘up front and personal’ medium of streetpoles. The variable messages are consumed in direct relationship to the proximity and relevance of the medium to the audience in the daily journey – as well as pause time at the various touch points during the day-part journeys. Self-drive increases awareness and brand /product recall – more ‘pause’ time to recall brands.

Changing the game plan

The increased use of Gautrain, specifically by higher LSM groups and business and international travellers will have a

long-term impact on OOH medium placement in and around OR Tambo airport. This, coupled with heightened pressure on travellers (state of mind in the consumer journey) could result in a decreased awareness of traditional OOH medium on approach and exit routes to airports. Placement of media at specific (measured) approach and exit points to airports needs to address customer needs’ state in the transient mindset – possibly just brand awareness purpose and not specific sales drive.

Start the Conversation

Make it highly interactive. Capture attention at the ‘pause’ moments. Deliver a clue, a price, a promise, a prize! Capture information in the promise of an entry into a highly valued competition etc. ALL of this is possible in a transient or mobile state. Increase the ‘pause moment’ at traffic lights for the day at a major intersection. Increase the interaction momentum en-transit in public transport systems etc. Present the brand, explain the proposition and set the context for trial.

Shape / own the Conversation

Consumers do not want to be left waiting ‘on/in’ their journey of brand experience. They want to be fed with brand information, and are entitled to make decisions on brand take-up (buy-in) during the journey.

AND WHAT ABOUT DURING THEIR LUNCH HOURS?

- **45%** of people are thinking about the shopping they need to do when travelling over lunch time
- **41%** of people are thinking about their finances when travelling over lunch time

Apart from travellers commuting to and from work, we identified another form of commuter, namely the housewife (or in some cases, the househusband). This commuter spends her/his time running the home and carting their children to and from school, as well as to their various extra-mural activities.

- **2pm – 4pm** is the most popular time to fetch and carry kids, with 12% of people doing so
- **17%** of people think that they spend most of their time fetching and carrying kids
- **35%** of housewives/househusbands think that they spend most of their time fetching and carrying kids

WHERE ARE CONSUMERS NOTICING OUT-OF-HOME (OOH) MEDIA AND WHICH FORMS DO THEY TRUST?

- Over **80%** of respondents notice street pole posters and billboards
- **85%** of respondents notice advertising outside a shopping mall
- Bus advertising is the most noticeable mobile medium, over **80%** of people notice the ads



- **78%** of people notice activations at shopping mall forecourts
- Billboards have influenced the opinion of brands for **76%** of people
- Shopping mall advertising has influenced the opinion of brands for **80%** of people
- **75%** of people trust billboards
- **61%** trust bus shelters
- **76%** of people trust advertising in shop windows
- **85%** of people trust advertising inside a shopping centre
- **77%** of people trust advertising on the side of a bus
- Free samples have made **75%** of people buy something that was advertised
- **73%** of people will notice a billboard more if the creative is changed regularly

CAR MARKET

- **46%** of males tend to look out for car adverts
- **4 out of 10** students tend to look out for car adverts
- The majority of people, **42%** who tend to look out for car adverts are aged between **25 and 34**
- **82%** of people agree that value for money is the most important consideration when buying a new car
- **7 out of 10** men tend to shop around for the best deal when looking for a new car
- **67%** of people who agree that the look and feel of a new car is the most important consideration fall between the ages of **18 and 44**
- Only **38%** of people tend to shop online when looking for a new car



ENTERTAINMENT

- **1 in 4** students tend to look out for entertainment adverts
- **1 in 4** people working full time tend to look out for entertainment ads
- **4 out of 10** males tend to look out for cinema adverts
- **46%** of students tend to look out for cinema adverts
- **4 out of 10** people who look out for cinema ads fall within the 15 to 34 year old age gap

BANKING

- **52%** of people who look out for banking ads are aged between **25 and 44 years old**
- There is **no male/female bias** towards people who look out for banking adverts
- The majority of people who tend to look out for banking ads are **employed full-time, with 51% of them being self-employed**

WHAT ARE COMMUTERS LOOKING OUT FOR ON BILLBOARDS?

- **58%** of people tend to look out for ads that show food brands
- **46%** of people tend to look out for ads that show sweets, chocolates and snacks
- **45%** of people tend to look out for ads that show music brands
- **47%** of people tend to look out for ads that show cellphones

HEALTH & BEAUTY

- **44%** of scholars tend to look out for health and beauty adverts
- The majority of people who tend to look out for health and beauty ads are aged between **25 and 34**
- **4 out of 10 women** tend to look out for health and wellness adverts
- **43%** of people who tend to look out for health and wellness adverts are between the ages of **35 and 44**
- The majority of people who tend to look out for health and beauty ads are **based in Gauteng (51%)**

CELLULAR

- **47%** of people tend to look out for cellular adverts
- **53%** of people who tend to look out for cellular adverts are students
- **46%** of people who look out for cellular ads are employed full time
- **45%** of people who look out for cellular ads are self-employed
- The majority of people who tend to look out for cellular ads are **based in Mpumalanga (55%)**

Media providers trends

We asked the media providers in the transit space to give us their trends going forward in the transit sector

> **brandyourcar.com**

- The **toll roads** will be implemented, albeit at reduced rates. Due to our dependency on our own cars as well as the lack of alternative transport, it is going to put strain on household budgets, but consumers will find the money by saving on other luxuries, as they must commute to earn a living.
- People will continue to become more aware to avoid driving under the influence of alcohol and as a result explore alternative avenues like roadtrips, taxis etc. as another safe alternative. Law enforcement in this regard has played its part to change consumer behaviour.
- Despite noises coming from government in terms of reducing the **maximum speed levels**, we don't foresee it coming into effect in 2012. Things are just moving too slow to ensure quick turnaround here and more needs to be done in terms of research.

Six Degrees Media (Pty) Ltd

- Advertisers will focus on specific **target markets** and LSMs. Advertisers and media buyers are becoming increasingly specific with regards to identifying their target markets and allocating advertising spend accordingly.
- **Experiential marketing** becoming more prevalent in advertising campaigns. Advertisers want their customers to experience their products in an environment conducive to enjoying their products.
- Year-on-year increases in number of passengers flying. Airline passenger market becoming a significant market for advertising.
- **Increased pressure** on media planners and buyers to find advertising that has measurable return on advertising spend. Captive audiences provide advertisers with the ability to create campaigns with built in measurables to evaluate the success of post campaigns.



ComutaNet

•Bringing transit into the **night life**. The latest in reflective vinyl technology being used for outdoor billboards has transformed outdoor advertising from a daytime only experience to a 24/7 engagement

•**The sense of smell** is somewhat of a forgotten sense in marketing and advertising. Using technology developed by the French, any smell in the world can be replicated. A specific fragrance is analysed producing a 'safety data sheet' of the chemical

breakdown causing the olfactory stimulation. Using this chemical composition, the smell is reproduced and almost any object (glass, PVC, paper, foam, you name it) can be infused with this chemical.

- **Scrolling transit billboards:** Transit advertising that moves, allowing for more impressions per advertiser displaying multiple scrolling "billboard" type messages. Light delivery vehicles are installed with a shared scrolling billboard making it possible to have three sides of the vehicle active at once producing about 2 million impressions monthly.
- Your advertising is not necessarily **bigger but smarter**. Advertising a watch brand on bus handles is a wonderful example, as it has the customer effectively 'try on' the watch, a classic sales move. Another could be advertising a floor polish brand along the aisle strip of the bus with a sparkling clean (washable) vinyl. Interiors reach a captive audience who is often looking for visual stimulus to break the monotony of public transport travel, and Interiors are perfect for either long copy or direct response style executions.
- **Screens** are increasingly being installed to keep passengers using metered taxi services engaged. The advertising and entertainment value of the platform ensures that the already

captive audience remains captivated. Reaching out to the audiences in captive contexts allows advertising to be seen as a welcome distraction. New technology is allowing us to provide better experiences in such contexts.

- On the international front advancement on whole bus **advertising wraps**, new low energy flat screen technology has allowed video ads to be displayed on buses in addition to traditional static printed panels. Product recall is greatly enhanced by having clearly branded and easy to read bus campaigns and they act to reinforce messages delivered through other mediums. On the flipside of the coin, the maintenance of such panels would be extremely expensive, and risky. Perhaps it's best to wait for the solar powered version. . .
- **iPads in taxis:** More than just a screen pushing ads, the interactive touch-screen device gives the user something to do as they make their way across the city. While it may be a while before South African's get to enjoy a good gammified brand advert (advertising in game format), the commuter market will certainly be ready for the transition as they are already abreast with the latest smart phone technology.

MASSIVETV

- **Smart ads** which are location based advertising so when the taxi or bus comes within one km of a designated point (buying opportunity) an ad specific to that location pops up on the screen



- **Real time geo tracking** of all screens and ad playouts. Moving towards google type accountability.
- The commuter no longer just wants ads thrown at them; they want to be **engaged with**, entertained and informed. Big focus on quality content with regular content updates.



V TAXIS/CARS



#1

**TAXI
ADVERTISING
SINCE
1992**

www.comutanet.co.za

JHB (011) 807 2111 CPT (021) 422 1774

NOW
AVAILABLE

GET ON THE BUS

WITH PROVANTAGE BUS SHELTER ADVERTISING



**BUS
SHELTER**
MEDIA

4.6 Million Commuters weekly
710 Bus Shelters on major routes throughout the Johannesburg Metropolitan region
High Impact and Visibility
LSM 7 - 10

Call us now to book your routes:

0861 776 826

www.provantage.co.za

PROVANTAGE

OUT OF HOME MEDIA

MINIBUS-TAXIS



15 to 16 million
the number of people transported
per day by the taxi industry

130 000
the number of taxi
operators in SA

R35 billion
the amount the taxi industry
contributes to the SA's GDP



The minibus-taxi and the informal sedan taxis are the largest urban public transport service provider in SA.

The industry has grown from a small-scale operation in 1982/3 to carrying an estimated 65% of all commuters in the country.

However, the industry, due to the lack of a proper regulatory regime, operated in a *de facto* deregulated environment.

As such, this led to poor service standards, low quality and generally unsafe vehicles. Rivalry for routes between different operators has also been a characteristic of this industry.

This led to the government looking to introduce initiatives to regulate and upgrade these services as well as integrate them to form part of a broader public transport infrastructure for the country.

The government's approach to formalising the minibus-taxi industry has been one of creating formal structures and procedures. Hence, the National Land Transport Transition Act (NLTTA) through which a number of the Taxi Recapitalisation Programmes (TRP) was realised. The NLTTA also established a hierarchical representative structure within the paratransit sector that allowed for engagement between government and the paratransit sector on a national level. As a result

of the democratisation of the sector, in 2001 in Durban the South African National Taxi Council (SANTACO) was formed. It represents about 94% of the taxi operators nationally.

However, government's attempts have not always been met with a positive response. Instead, the industry, which is often characterised by violence, has at times resisted these initiatives, sometimes with violence.

Generally even it's TRP had limited results with the 80% of vehicles targeted for replacement between 2006 and 2010 by October 2009 only 28 318 vehicles had been scrapped. The programme is valued at R7.7 billion and aims to:

- Replace the existing 16 seater with 18 and 19 to 35 seat vehicles
- To improve the safety and reliability record of the industry. New taxis have to comply with the South African Bureau of Standards (SABS) safety requirements
- To reduce the number of vehicles estimated to be operating in the industry from 120 000 to 85 000
- To address the economic sustainability of the industry
- The new vehicles have to meet new standards regarding roll-over protection safety belts for all passengers, commercially

MINIBUS-TAXIS

rated tyres, type 2A braking systems, speed governors and the introduction of antityre burst devices and other safety features.

- The transport authority will take control of routes and ranks

The minibus-taxi certified are:

- **Toyota Quantum (14 seater)**
- **Nissan Interstar (15 seater)**
- **Fiat Ducato (15 seater)**
- **Mercedes Benz 308 CDI (16 seater)**
- **Peugeot Boxer HDI (16 seater)**

A number of mini-buses have also been certified by the SABS.

The operators were offered a once-off scrapping allowance valued at R50 000 to trade in their old vehicles. More than 2 500 taxis were scrapped at an allowance cost of R50 000 per taxi.

The target for scrapping of minibus-taxi is as follows:

- **2006/7: 5 000**
- **2007/8: 20 000**
- **2008/9: 30 000**
- **2009/10: 20 000**
- **2010/11: 15 000**
- **2011/12: 5 000**
- **2012/13: 5 000**

Through the TRP the taxi drivers' minimum wage was also determined to be R1 350. It also sought to regulate driving hours.

However, the government initiatives have not gained the traction and success wanted or needed. The transformation of the sector into business entities that would be able to tender for public services did not materialise.

The introduction of the Bus Rapid Transit (BRT) in Gauteng and the Western Cape demonstrated the long way government still has to go.

Firstly, the minibus-taxi parties were not engaged on the restructuring and inclusion in the BRT operations in the early stages of the policy programme. Also parties that did not share SANTACO's official recognition claimed they were never consulted (although evidence to the contrary exists).

In Cape Town a series of town hall meetings and summits were eventually abandoned due to the disruption of these by paratransit groupings. The approach then taken was one where only the operator association leadership was consulted. In Johannesburg the discussions also focused only on the operator association leadership of the affected routes. In Nelson Mandela Bay there was wider representation. The ultimate result has been varied success for the different BRT operations since their implementation.

(Source: Overview of public transport policy developments in SA, Prof Jackie Walters, Department of Transport and Supply Chain Management, University of Johannesburg)

(Source: Regulating minibus-taxi: A critical review of progress and a possible way forward, Herrie Schalekamp, Roger Behrens and Peter Wilkinson, Centre for Transport Studies, Department of Civil Engineering, University of Cape Town)





SA Infrastructure report: The country has more than **73 506km** of paved roads (60 km per 1,000 km² of land area)

Transit ads (together with out of home) have grown significantly over the last five years. (PwC)

Average weekly reach: **76%** taxis and trucks

Together with railways, roads account for the **majority of transport infrastructure industry value in SA**

In 1998:

- **28%** of the national road network was more than 25 years old
- **15%** was 21 to 25 years old

By 2007:

- **60%** of the road network was more than 25 years old
- **75%** of the national road network was more than 20 years old

Type	km
Surfaced national toll and non-toll roads	15 600
Surfaced provincial roads	348 100
Un-proclaimed rural roads	222 900
Metropolitan, municipal and other	168 000
Total	754 600

Since 1994, billions of rands have also been spent on the improvement of rural road infrastructure.



The bell tolls

➤ In SA, the ***percentage of households with access to a motorcar is 26.1% with an average of .40 cars per household**. Even at the lower end of the household income access to a motorcar is possible. With SA developing a middle class very quickly, there has been a rapid increase of previous users of public transport that now use car.

The highest number of cars per 1 000 population is to be found in the metropolitan and urban areas. However, although this number is low compared to first world countries, it is not good for public transport services.

Despite recent government initiatives such as the BRT systems and in Gauteng the Gautrain, households still complain that public transport is not available or too far away. Work trip by car are still the favoured mode of transport (followed by minibus-taxi). The car is also still the fastest on average of any of the public transport modes.

The South African National Roads Agency Limited (SANRL) oversees the management and maintenance of the country's road sector. In 2008, it raised R460 billion for major ways, one of which was the now infamous Gauteng Freeway Improvement Programme (GFIP). In 2009, it raised R9.5 billion (US\$1.17bn) to fund projects through three bond auctions.

The total debt associated with the GFIP is R20 billion.

However, the total cost of the e-tolling collection system will be R14 billion plus the R20 billion spent on existing roads. Motorists will also be paying 14% VAT on the toll fees; therefore they will literally be paying tax on top of tax. In the 2012 budget

speech, it was proposed to contribute to a further reduction in the toll burden, that a special appropriation of R5.8 billion is proposed, to be included in 2011/12 expenditure. This will reduce the debt to be repaid through the toll system, and will make a steeper discount possible for regular road users.

The move was due to the reaction of the public and many associations and Cosatu about the proposed e-tolling on the GFIP. The Open Road Toll billing plan was scheduled to take effect in February 2012, but was then delayed after the announcement that it would cost motorists 66 cents per kilometre. The growing public opposition snowballed rapidly and concern over the current tolling model has been demonstrated recently by the very low purchase by the bond market of SANRAL bonds (estimated at only 15% compared to previous oversubscriptions), the launch of anti-toll websites (www.TollfreeGP.co.za and www.no2toll.co.za) and the escalation of threats of legal action by the City of Cape Town against the implementation of tolls in the Western Cape and the recent Cosatu leading the march in Gauteng.

* On the 4 April the general fuel levy and diesel was increased by 20c and the Road Accident Fund by 8c to 88c/l.

STOP

Concerns raised by the various parties include:

1. Current Terms and Conditions, to be signed by toll road users, does not make any provision for the redirection of fraudulent toll transactions caused by cloned plates conservatively estimated at a minimum of 15% of Gauteng vehicles.

The enforcement of non-payment seems to be a big grey area at present.

Apart from the additional lanes, 34 interchanges were upgraded, four flyovers and 47 new bridges were constructed, and 134 existing bridge structures were widened. According to Sanral the cost per km is about R87 million. The project consists of 49 gantries on Gauteng highways, which charge motorists by electronically identifying the number plates of vehicles that drive under them. So each time a vehicle passes, a toll is charged. The kilometre distance determines the cost that the gantry represents.

The system is controversial as it is very costly, impossible to implement properly because of its complexity, and many view it as a threat to the province's economic wellbeing.

One of the biggest issues is that the e-tags require you to give credit card or bank account details, but there has been no public disclosure of the systems that will be used to ensure data security and integrity. With 10% to 20% of car number plates illegal in SA, the concern is how would a motorist be able to prove someone is illegally using a license plate registered under your name. The tolling bureaucracy will have unrestricted access to debit your account and you will be charged for it. There is also no apparent recourse for a motorist who is incorrectly charged. Given the municipal billing crisis in Johannesburg where residents have been billed for thousands of rands incorrectly, this does not inspire any confidence.

Once the loan is paid off in 2031, Gauteng motorists will have paid a R57 billion for 201 km of upgraded highway or R284.8 million a km. Provision was to have been made for a good and efficient public transport system before the toll roads kicked in.

The problem all along has been a lack of transparency. As Gary Ronald (Public Affairs Manager: AA) said on *Carte Blanche*, For Whom The Tolls? 04 September 2011: "It just seems as if this whole process has had a distinct lack of transparency. Some of the information behind the tolls is freely available and Sanral and the Department of Transport are quite happy to share with us, but some of the nitty-gritty has certainly not been forthcoming."

At the end of April the Gauteng North High Court granted the interdict requested by the Opposition to Urban Tolling Alliance and halted the process for a full review. The government delayed tolling for a month.

A victory for the citizens of Gauteng, but one that earned the SA National Roads Agency Limited (Sanral) a black mark from Moody's Investors Service. According to the Service: "Sanral relied extensively on borrowed funds to finance its operations and capex, benefiting from the implicit guarantee of the government of South Africa. In the past five years, the agency raised more than R33.5 billion from local investors and is currently one of the largest borrowers in the country."

It then stated: "A decision to halt GFIP tolls would be an event of default for the R10bn in government-guaranteed notes, (equal to half of the GFIP debt) and could trigger immediate debt acceleration by bondholders."

Two months before this the rating agency had cut Sanral from A3 to Baa1 with a negative outlook.

(Source: Overview of public transport policy developments in SA, Prof Jackie Walters, Department of Transport and Supply Chain Management, University of Johannesburg, Carte Blanche, For Whom The Tolls?, 04 September 2011, Business Report, April 2012)

S'HAMBA SONKE*

This means walking together and it was the first programme to be launched by the Department of Transport that secured dedicated funding for road maintenance. The programme was a bid to address road maintenance, particularly potholes, on secondary and rural roads. It uses labour-intensive methods of construction and maintenance.

A total of R6.4 billion has been set-aside for 2011/12, R7.5 billion for 2012/13 and R8.2 billion for 2013/14, amounting to R22.3-billion over the medium-term. This is over and above provincial and municipal funding for rural road infrastructure.

(Source: BuaNews)*



comutanet
COMMUTER MEDIA SOLUTIONS

#1

**BUS
ADVERTISING
SINCE
1997**

www.comutanet.co.za

JHB (011) 807 2111 CPT (021) 422 1774

**>
\$
BUS**

**Average weekly
reach: Buses: 45%**

(PwC, South African
entertainment and media
outlook 2011-2015)

Rapid systems not so rapid

South Africa is entering an exciting new era in which Bus Rapid Transit (BRT) systems and Integrated Public Transport Networks start to transform our cities into 'people-friendly, rather than car-friendly' places. However, progress has been limited with implementation of BRT systems being slow

➤ **The implementation of Integrated Rapid Public Transport Nodes (IRPTNs) throughout South Africa has been legislated by the National Department of Transport (NDOT).** The policy applicable to the commuter bus industry in SA is found in the White Paper on National Transport Policy of 1996. The tender system between the Department of Transport, and organised labour, and the Southern African Bus Operators Association (SABOA) is regulated by a Model Tender Document and the Heads of Agreement (HOA) between the parties.

Government started to implement Bus Rapid Transit systems before 2010, and in Johannesburg, the first phase of the Rea Vaya system was in place for the World Cup in 2010. Since then, the system has been expanded and a total of 325km of BRT routes will be laid out in the greater Johannesburg area.

The idea of the BRT systems is to entice motorists out of their cars. These systems have been used elsewhere in the world very successfully. However, in SA these systems have not been implemented as successfully. This has been due to a number of factors, including resistance from the various sectors because of the flawed process of engagement. Despite the National Department of Transport launching its policy programme to revitalise passenger transport systems in 2006 already, of the 12

cities initially targeted to construct BRT systems by the World Cup, only Johannesburg, Cape Town and the Nelson Mandela Bay Metropole had made some progress. Since then the MyCiTi in Cape Town and Rea Vaya in Johannesburg are leading the way.

MyCiTi

Following MyCiTi's successful implementation of its airport to the city centre route, it extended its network to include a 'trunk' (main) route between the central city and Table View, 'feeder' services around the Table View areas, and a service around the central city. This year will see MyCiTi open a new network in and around the central city to as far as Hout Bay.

The new services that will begin later this year will serve areas including Woodstock, Salt River, Gardens, Oranjezicht, Tamboerskloof, the suburbs along the Atlantic Seaboard, and Hout Bay and Imizamo Yethu. These services will link up with the existing routes at the Civic Centre station, which is the MyCiTi hub. In coming years, services from across the city will converge at this station.

Eventually, all rail and all road-based public transport in Cape Town will be integrated into a single network called MyCiTi, and the brand will become as recognisable as the most familiar of the brands.



2.6 million – the number of trips on MyCiTi since its launch in May 2010

286 000 – the number of trips made in January 2012

10 800 – the average number of passengers on weekday journeys each day

10 000 the number of commuter buses in SA

1 100 the number of municipality buses

7 119 the number of buses included in the DoT subsidised system

Tapping into the future

➤ **Innovative new technology is playing a crucial role in BRT systems and contactless payment cards are the latest innovation.** Cape Town and Durban have been the first to join a number of cities around the world, such as Curitiba, Singapore and Bogota, in using automatic fare payment systems.

Cape Town pioneered the new contactless card system and was the first in SA to meet the automated fare-collection regulations prescribed by the National Department of Transport in June last year.

The National Government aims, in time, to bring all the different modes of public transport in the country under one umbrella. This means passengers could pay for all travel on public transport using a myconnect or similar card. Similar cards are already being developed for the Gautrain and Rea Vaya bus network in Gauteng. In time, the cards used on the Gauteng and Cape Town systems will be compatible.

myconnect

In late January this year, a groundbreaking new card system called myconnect was introduced to MyCiTi, replacing all paper tickets previously used on the service. Cape Town is the first city to introduce the technology on public transport but similar cards will eventually be used on all public transport systems in South Africa.

The myconnect card is available at MyCiTi stations for an activation fee of R22, which is refundable if the customer hands in the card with the original receipt.

The cards gives passengers much faster, easier access to buses and stations by doing away with the need to queue at the ticket office or pay for tickets on buses.

There is also no longer a need to carry around the right amount of change to pay for bus fare. Instead, passengers can plan ahead and pay upfront for their travel for a week, month or more.

Later in the year, bulk purchases will become available to regular travellers. There will be concessions on these bulk purchases, and discounts for off-peak travel will also be introduced.

Myconnect cards also function as a debit card, allowing people to buy goods costing up to R200 at shops and kiosks at outlets where PayPass transactions are accepted.

About 20 000 myconnect cards were sold in February, and the technology is catching on fast. Already at least one major bank and a taxi association in the central city have issued similar

cards, which are compatible with the MyCiTi system.

It is expected that before long all commercial banks will issue cards with similar payment options, and commuters will be able to use their own bank cards to pay for public transport.

The National Department of Transport has praised Cape Town for setting an example to other towns and cities planning to introduce their own BRT services, and for pioneering the technology behind myconnect.

Muvo Card

In 2011 the Ethekwiní's Public Transport system also introduced the City's first large-scale cashless transit tariff system, in the form of a public transport smartcard. Called the 'Muvo card', it was rolled out to commuters in April 2012. This is the first phase of eThekwiní's journey towards implementing its Integrated Rapid Public Transport Network (IRPTN).

Initially, the Muvo card will be used on Durban Transport buses only but as the IRPTN is phased in, the smartcard will eventually be usable on all modes of public transport, including trains. In addition to using the Muvo card, which functions as an 'electronic wallet', on public buses, commuters will also be able to use the smartcard at retail outlets to buy groceries and other goods and services.

The Muvo card was piloted on the People Mover buses for six weeks in February with 23 People Mover buses kitted out with electronic ticketing devices. The 'tap and go' cards will be issued to commuters. It will be possible to buy the cards and load them with money at ticket-selling kiosks along Durban's inner city bus route.

Following the pilot phase on People Mover, the Muvo card started rolling out in April 2012, reaching commuters in Umlazi, Ntuzuma, KwaMashu and Rossburgh. Pensioners, people with disabilities and scholars will also be catered for with the new system through a concession card programme that will follow a simple and convenient application process.

(source: Overview of public transport policy developments in SA, Prof Jackie Walters, Department of Transport and Supply Chain Management, University of Johannesburg; Reviewing mini-bus-taxis: a critical review of progress and a possible way forward, Herrie Schalekamp, Roger Behrens and Peter Wilkinson, Centre for Transport Studies, Department of civil Engineering, University of Cape Town, MyCiTi, Cape Town)



V AVIATION



#1

RANK BRANDING SINCE 2000

www.comutanet.co.za

JHB (011) 807 2111 CPT (021) 422 1774

Technology for the airports of tomorrow

While evidence of ACSA's upgrading of its airports (OR Tambo and Cape Town International Airport), and the building of a new airport in KwaZulu-Natal, King Shaka, its investment into making these the airports of tomorrow extends beyond bricks and mortar to the implementation of technologies

➤ **While these are not visible to travellers, they are an integral part of the airport experience.** Air travel has increased as it has become more accessible to the citizens around the world. This has meant that airports have become places of high volumes of people, with baggage, queues and crowded spaces.

Technology plays a key role in establishing a customer centric airport. With the advent of social media, one customer's complaint is now amplified across the entire traveller's online social interaction, impacting the brand and influencing the attitudes of other customers.

In 2007, ACSA commissioned NXT\ to develop and implement a state-of-the-art digital strategy that would enable the company to view all customer feedback via a central web console and be in line with international measurement standards for customer care – as stipulated by the International Air Transport Association (IATA).

A two-fold approach was undertaken. The first level saw the implementation of a mobile service to provide passengers with real-time flight and parking information, that is a personalised communication specific to a passenger.

The second tier of the project involved the implementation

of a central web reporting system. Called Viewing Deck it allows ACSA to observe customer feedback data in a single view, from all kinds of platforms, both direct and indirect platforms. Data is also incorporated from sites such as Hello Peter. The system logs all customer comments and feedback (or data) in the time order in which they were made. Within 20 seconds of the data being logged, customers receive a confirmation of receipt notice and a reference number. Customers are also updated on the status of their comment or query.

By trending customer queries, ACSA is able to identify what the problem areas are in the airport. The system also allows the airport to monitor the management of problems within the various operational structures. Using this information, marketing teams are able to better manage perceptions of the brand amongst the public, while also addressing major concerns which the general public might have. This technology has recently been expanded into other departments of ACSA, such as the human /resources department.

(Source: NXT\ Digital Innovation: ACSA Improves Customer Experience With Award-Winning Technology from NXT\ Digital Innovation, January 2012)



The airport is where a passenger's journey begins and therefore they have the power to create a traveller's first and lasting impression of any destination.

NEWLY LAUNCHED

MOBILITES™



- Large format Illuminated outdoor units constantly on the move
- Visible 24hours per day
- 42m² of branding space
- Flexible route selection in JHB, Cape Town & Durban
- GPS Tracking on all vehicles
- Optional truck branding to maximise exposure

Call us now to book your routes:

0861 776 826

www.provantage.co.za





SKYTRAX WORLD AIRPORT AWARDS FOR CTIA

In April, it was announced that the Airports Company South Africa, Cape Town International Airport (ACSA CTIA) had once again been awarded the Best Airport in Africa and the Best Airport in Africa for Staff Service Excellence at the SKYTRAX World Airport Awards.

Prior to this Airports Council International also named the airport the Best Airport in Africa.

King Shaka International Airport also received the Best Regional Airport SKYTRAX award.

The SKYTRAX World Airport Awards were launched in 1999 and uses satisfaction surveys from those who matter most, the passengers, to determine quality and global passenger satisfaction. ACSA CTIA has won the two awards a number of times over the years since 2006, with the Best Airport in Africa Award having been won in 2006, 2008 and 2010 with the Staff Service Excellence scooped in 2010 and 2011.

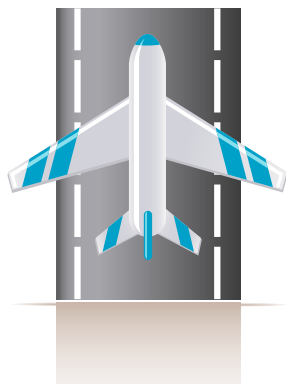
Delivering an excellent customer service experience is an ongoing focus for CTIA and its airport community.

I'm a passenger

➤ **Over 9.2 million passengers travelled through the Airports Company South Africa's (ACSA's) countrywide network of airports from November 2011 and January 2012 (2.9% up from the previous corresponding period).**

Overall, traffic results showed that ACSA facilitated a total of 29.9 million arriving and departing passengers between April 2011 and January 2012, an increase of 2.6% over the previous corresponding period.

Cape Town International Airport



This was mainly because of the summer period that added to the Cape Town International Airport's number.

CTIA's November 2011 traffic in international passenger travel also grew by 12% in November and 17% in December and January. In spite of tough market conditions as a result of poor

economic performance, the three months of November 2011 to January 2012 showed that 9,2 million passengers, representing a 2.9% growth when compared to the same period a year ago, were facilitated through.

The airport reports that 2011 now records the highest number of passengers processed to date. For the past four years, 2007 has had the highest record of passenger numbers but this has now been surpassed. With just under 8.5 million passengers processed in 2011.

King Shaka International Airport

The airport had a 7.1% increase in traffic from 28 November to 9 December 2011 because of the 17th Conference of the Parties (COP17). This is 10 380 additional visitors. International traffic grew by 105%, with average flight occupancy of 95%.

O.R. Tambo International

While it is the county's busiest airport, O.R. Tambo only experienced 1.5% growth during the three comparing months. However, it is still SA's gateway with an average of 1.6 million passengers making their way through the airport monthly.



SKYMESSAGING

Give Your Brand New Heights!



Marketers are constantly looking for new and exciting methods of reaching the ever-increasing mobile consumer, yet most marketers engage in only the usual mix of television, radio, print and billboards. Together with social networks, online campaigns and rich Internet applications, the consumer experiences a complete sensory overload, meaning that the majority of the marketing efforts are distorted, leading to simple avoidance – just think of the thousands of billboards in Gauteng.

As a result, Sky Messaging (Pty) Ltd, offers businesses a new way to reach and captivate their audience, by flying full colour banners in Johannesburg, Pretoria and Cape Town.

As a highly visible medium, aerial advertising is a unique way of reaching people assembled in mass audiences, such as heavily travelled commuter arterials, since aerial banners relieve the monotony and tedium experienced by the millions of commuters that are trapped in traffic congestion, thereby creating the perfect method of capturing their attention. Aerial banners provide a prominent canvas for showcasing graphic messages, call to actions and even product/price advertising and are optimal for building brand recognition and equity, as well as increasing product awareness and recall.

Sky Messaging's clients have the option of targeting a particular area, depending on their LSM/demographic, or alternatively blanketing the entire market place. Aerial

advertising is not annoying or obtrusive, and by utilising the sky as a backdrop, banners have no ad clutter, and more importantly no competition. And since Sky Messaging owns the patent of this flying methodology nationwide, exclusivity agreements can be arranged.

Research shows that aerial advertising has an incredibly high recall rate: at the beginning of 2011, a completely unknown Sky Messaging conducted a survey whereby the brand in questions was the actual "Sky Messaging" brand. After having performed only 50 hours of flights over three months, over 28% of all respondents knew the Sky Messaging brand – of which 92% remember it solely from the sky! After having flown a total of 100 hours over six months, the survey was repeated and 47% of all respondents recalled the brand, of which 93% remember seeing the Sky Messaging banner. On average, 80% of all respondents agreed that the banner was completely readable and clear. The amount of social media engagement by users who have seen the banners is tremendous, especially on Facebook and Twitter. Few other advertising media can match the cost effectiveness of aerial advertising, nor the very high recall rate.

Sky Messaging offers complete transparency to all its clients through its own Flight and Business Management System that allows clients to monitor and track their investment including detailed flight scheduling as well as flight duration. Furthermore, this system accepts tracking for each flight that interlinks with the Google Earth/Maps environment.



For more information, a complete portfolio and case studies please visit www.sky-messaging.com or contact 021 418 0412.

728 – the total of 728 airports in SA

146 – of these have paved runways

21 million – the number of passengers OR Tambo, Africa's busiest airport, is capable of handling in a year

7.5 million passengers – the number of passengers King Shaka Airport can handle in a year. By 2060 passengers through this airport will increase to 45 million

R22 billion – or US\$2.6 billion, the total amount spent by ACSA in upgrading its airports by this year

Air transport (non-military) is controlled by the Ministry of Transport through the Civil Aviation Authority (domestic and international air services) and Airports Company of South Africa (ACSA), which owns and operates the country's airports.

South Africa's three main airports:

- **OR Tambo, Gauteng**
- **Cape Town International Airport, Western Cape**
- **King Shaka Airport, KwaZulu-Natal**

Not so velvet

➤ **According to Velvet Sky's website, 'liquidation proceedings have ended and Velvet Sky will announce its plans to resume flights as soon as possible'.**

Launched on 22 March 2011, Velvet Sky was the country's newest low-cost carrier. It offered flights with the best airfares between Johannesburg, Cape Town and Durban. It would have opened its route to Port Elizabeth in April 2011

The airline's motivation for starting up was out of the numbers of the 2010 World Cup. They believed that the world had also come out of its recession. Stats from the

International Air Transport Association (IATA) and Airports Company South Africa (ACSA) said the South African air travel market was expanding rapidly. The increased number of current air passengers, have led both organisations to forecast positive growth in the commercial aviation market in coming years.

Velvet Sky is a low-cost airline, which was to operate between Durban, Johannesburg and Cape Town, offering a safe and reliable service to business and leisure travellers in the domestic air travel market.

Established in 2008 by a diverse group of local businessmen, Velvet Sky was South Africa's first 100% Broad Based Black Economic Empowerment (BBBEE) airline company.

The inaugural flight departed from OR Tambo on 22 March 2011 on the Johannesburg/Durban route, with the Johannesburg/Cape Town route following on 24 March. This year the airline's flights were grounded since an application to have it liquidated was brought in court by its service providers. A low-cost airline, it still stated that one of the elements that would differentiate them would be 'a commitment to reliability that will differentiate them'.

connecting people



Airline Advertising
Charter Branding
Long Haul Coach Branding

In-flight Magazines
Conceptual Design
Post Production Services

www.six.co.za
+27 861 66 33 42

SIX DEGREES MEDIA
connecting people

FOLLOW US



Exclusive advertising opportunities at all the Gautrain stations!



Fast-track your brand to a new platform!

Inside, outside and around...our multi-formats abound!
Digital * Light Boxes * Billboards * GauFrames * Wraps

Whether you buy a bespoke package or single site you'll be reaching your discerning target market with these unique touch points.



Tel: (011) 514 1400
www.continentaloutdoor.com

CONTINENTAL
OUTDOORMEDIA



RAIL >

Railways and roads together account for the majority of transport infrastructure industry value with rail accounting for 43.4%

20 872 km (17 km/1000 km²) – the amount of railways that are available in SA

R25 billion – or US\$3.08 billion is the amount of money PRASA is investing in total into rail in SA

R4 billion – allocated to begin purchasing new coaches

R1 billion – allocated to build three depots and upgrade signalling in Gauteng, KwaZulu-Natal and the Western Cape

R97 billion – the cost of the rail upgrade programme by DoT which will be rolled out over 18 years

R2.5 billion – to municipalities for public transport systems and infrastructure

R30.2 billion – to be spent improving the passenger rail system over the next three years

72 000 to 100 000 – the number of job opportunities for skilled and semi-skilled labour force that will be created over the 18-year period of long-term investment in the New Rolling Stock Programme

"It is rail, not private cars, that is the future of our public transport system."

– Transport Minister Sbu Ndebele, February 2011



#1

RANK TV SINCE 2002

www.comutanet.co.za

JHB (011) 807 2111 CPT (021) 422 1774



Rail is the future

South Africa is embarking on a comprehensive rail upgrade aimed at putting rail at the centre of our freight and commuter movement

➤ **These were the words of Transport minister, Sbu Ndebele, last year when he addressed a media briefing at Parliament in Cape Town. According to him, the modernisation and upgrade of SA's long-distance passenger and freight infrastructure was an urgent matter that could be delayed no longer.**

It has been apparent for some time that the current rail system in the country is under severe pressure caused by a failure to replace old stock with new updated equipment. At this life cycle stage, rail requires huge investment to make up for the massive historical underinvestment in the sector.

While the limited set of trains procured during the mid-80s are still running effectively in the Cape region, the majority of the current fleet and the entire SA rail system has reached the end of its design life. The system – technology, operations and service design – is no longer able to meet effectively passenger and economic demands and therefore is largely unreliable and characterised by overcrowding and poor on-time performance.

This is coupled with growing demand for rail. For example, passenger trips on Metro Rail have grown at an average of 7.2 % over the past three years and will average about 5% over the medium term.

The effect is clear – the commuter rail service continues to under-perform, and therefore to under-serve the commuting public, undermining productivity in the workplace and restricting new business prospects throughout the country.

To change this requires investment figures that are staggering. Commuter rail services require an investment of R93 billion and an investment ranging from R260 to R300-billion.

In February 2012 Prasa announced it would spend R136 billion on 7 000 new trains, the upgrading and the modernising of train stations. Of this, R13 billion is to be spent on infrastructure

development and about R3 billion on the construction of new depots in Cape Town and Gauteng. The first new trains are expected in 2015, with about 500 to 600 coaches to be delivered each year up to 2032.

The new coaches see the introduction of modern rail technology, which uses less energy and will include modern public announcement systems and information screens indicating the name of the station that the train is approaching. They would also reduce travelling times between Johannesburg to Pretoria.

The investment will also allow Prasa to introduce new routes and destinations nationally.

A shining light

The Gautrain Rapid Rail Link between Johannesburg and Pretoria opened last year. The system can carry 40 000 passengers each way in under 38 minutes.

On 2 August when the Gautrain opened its Hatfield to Rosebank route at 5:26 AM, it had accommodated 2 000 passengers in an hour and a half. Two hours later that number added up to 5 000. The first Gautrain route between OR Tambo International Airport and Sandton, just serviced about three million commuters in just over a year. In 2010, KPMG International selected the project as a Top 100 global project for its contribution made to the infrastructure sector in conjunction with the Infrastructure Journal.

As a rail project, Gautrain is acknowledged as a leader in the field together with similar infrastructure initiatives such as the Canada Line Rapid Transit, Gotthard Base Tunnel, London Crossrail and Guangzhou-Shenzhen-Hong Kong Express Link. Gautrain is also the largest Public-Private-Partnership project in Africa and was the largest rail infrastructure project under construction in the world.

GAUTRAIN TIMELINE

- **1998** - Prefeasibility study initiated
- **2000** - Gautrain Rapid Rail Link project announced, technical Project Team appointed Conceptualisation Report completed and submitted to the Gauteng Cabinet
- **2001** - Feasibility Report completed, International Investors Conference held
- **2002** - Environmental Impact Assessment commenced with Public Participation meetings: 10 requests for Prequalification RFQ submissions were received, two prequalified bidders (Bombela and Gauliwe) announced, comments closed on the Draft Environmental Impact Assessment Report
- **2003** - final EIA Report, inclusive of the Heritage Impact Assessment and Environmental Resource Economics Studies was submitted
- **2004** - Gauteng Department of Agriculture, Conservation, Environment and Land Affairs (GDACE) released an amended Record of Decision (RoD) on the Environmental Impact Assessment (EIA). The MEC endorsed the authorisation of the project and the recommended route alignment
- **2005** - The preferred bidder, the Bombela Consortium, was announced
- **2006** - R7.1 billion is set aside as a national contribution to the Gautrain project, the Concession Agreement is signed. Official commencement of construction, new Gautrain brand is launched
- **2010** - Operations commence on 8 June 2010, in time for the start of the 2010 FIFA World Cup. On 16 September the system had its One Millionth Passenger, main Bus depot was completed, trackwork was installed from Midrand through to Pretoria Station, Midrand Station construction completed, electrification of the line between Sandton and Rosebank completed, Sandton Station construction completed
- **2011** - On 2 August Gautrain started operating between Rosebank and Hatfield Stations

(Sources: SA Infrastructure Report; <http://www.southafrica.info/business/economy/infrastructure/transport-070411.htm#ixzz1mMZZCgOM>; Government Communication and Information System 14 Feb 2012, Prasa to invest R136bn on trains, infrastructure; MediaClubSouthAfrica.com)

RAIL ADVERTISING

Average weekly reach: trains 12.5%. The sites at the Passenger Rail Agency of South Africa (Prasa) includes positions in and on trains as well as billboards on train platforms and digital networks will be seen by up to 3.7 million passengers who utilised the PRASA system nationwide every day. PRASA multi-billion rand upgrade of its facilities include new advertising opportunities. (PwC South African Entertainment and Media Outlook, 2011 – 2015).

Airport Advertising takes your brand to new heights



We offer a multitude of advertising opportunities at all 9 ACSA Airports.



CONTINENTAL
OUTDOOR MEDIA

Tel: (011) 514 1400

www.continentaloutdoor.com



comutanet
COMMUTER MEDIA SOLUTIONS

#1

**COMUTA
RADIO
SINCE
2004**

www.comutanet.co.za

JHB (011) 807 2111 CPT (021) 422 1774



**MEDIA
SERVICES**

BRANDYOURCAR.COM

Description of company activities: The company specialises in displaying advertising on behalf of their advertisers on privately owned motor vehicles, which is sourced from their database of vehicles where individuals have made their cars available for advertising purposes in return for a monthly payment.

Company: A subsidiary of Primedia Unlimited

Contact details:

Address: Media City, 2 Pybus Street, Sandton

Tel: 011 562 6666

Fax: 086 692 9979

Email: info@brandyourcar.com

Web: www.brandyourcar.com

Product/service: Branding of privately owned motor vehicles

Description of product/service: The display of advertising on behalf of brandyourcar.com on privately owned motor vehicles, sourced from their database of vehicles in return for a monthly payment.

Example of campaign where this product/service was used successfully:

Name of campaign: Budget Insurance

Client: Telesure

The brief: Brand vehicles of individuals who are insured with Budget Insurance and display the actual premium on the car as part of the creative.

Creative solution: From our database of available vehicles, we identified the Budget insured vehicles and from their verified

premium in conjunction with the advertiser, prior to finalising the selection of cars, followed by the application of these cars with the appropriate advertising material.

Uniqueness of the campaign: This is a unique situation where the platform used, represents an actual client of the brand and therefore becoming a real brand ambassador.

COMUTANET

Address: C/O Maxwell & Witkoppen Roads, Sunninghill, Johannesburg

Tel: 011 807 2111 / 021 422 1774

Email: sales@comutanet.co.za
moyneneb@comutanet.co.za /kevink@comutanet.co.za

Web: www.comutanet.co.za

Product/service: Rank TV

Description of product/service: Rank TV has undergone an R15million upgrade installing world class LED and audio technology ensuring top-quality Rank TV screens at all their sites across eight of the nine provinces. SABC provides content that is aired at the 10 Rank TV sites nationally to 2.7million weekly Rank TV viewers (TGI, 2011). Rank TV enjoys the flexibility of communication in regional and vernacular communication tailored to the commuting consumers in a time and place where traditional media can't.

Product/service: Comuta Radio

Description of product/service: Comuta Radio is a powerful radio platform that reaches 2.3 million (unduplicated) commuters daily through its penetration



programme. ComutaNet has a national infrastructure to control and monitor taxi campaigns where full time staff are employed around South Africa. Each taxi generates approximately 200 000 impacts per month.

Example of campaign where this product/service was used successfully:

Name of campaign: 'Eggs are magic'

Client: South African Poultry Association

The brief: Engage with a diverse audience through a multi-tier communication approach to create awareness among future and current consumers on the powerful protein properties of eggs.

Creative solution: Industrial theatre performances and a schools activation saw in total over 120 000 boiled eggs distributed to children. Consumer awareness was maintained through a substantial fleet of quantum minibus taxis splashed with the 'Eggs are magic' artwork. The extensive national fleet carried the messaging to the high density townships, urban, peri-urban and rural areas on a daily basis.

Uniqueness of the campaign: The campaign was a multi-platform campaign using an activations element to support the national fleet of branded quantum taxis. Furthermore, the campaign was not brand based – but rather an educational awareness campaign.

Product/service: Outdoor: Transit
– Bus Advertising

Description of product/service:

Exterior Bus Advertising is a well-established advertising medium, which services major metropolitan areas as well as other urban and

rural areas. Route selection and station-to-station buses allow consumers in the higher LSM continuum to be targeted, with a single bus generating 500 000 impacts per month. Forty percent of bus advertising revenue is filtered directly to charity organisations through The Putco Foundation. The medium offers high impact, reach and frequency to a specific geographical target market (based on routes and locations). Through the selection of specific routes, consumers in the higher LSM continuum can also be targeted. A single bus generates approximately 500 000 impacts per month.

Example of campaign where this product/service was used successfully:

Name of campaign: 'Zula Safely'

Client: Gauteng Roads Agency

The brief: Communicate the message to 'Zula out and about safely' during transport month and beyond.

Creative solution: Using a colloquial term 'Zula'; which means to move out and about, in order to create awareness about the road safety during the festive season.

Uniqueness of the campaign: Using transit advertising, as was the case with this extensive bus campaign across Gauteng, ensures that the messaging remains top of mind to the exact target audience – drivers.

Product/service: Outdoor: Transit
– Mobile Ticket Offices

Description of product/service: Branded Mobile Ticket Offices strategically positioned at bus depots countrywide to sell tickets to bus commuters.

Product/service: Outdoor: Transit
- Taxi & Bus Interiors

Description of product/service: Taxi and Bus Interiors offer an opportunity to connect with thousands of captive passengers travelling inside taxis and buses daily. A number of offerings can be advertised using a single media platform: advertisers can communicate different offerings both inside and outside the taxi depending on who is being targeted. Bus passengers spend an average of 66 minutes in a bus daily.

Example of campaign where this product/service was used successfully:

Name of campaign: 'Handy Andy Pocket Shop'

Client: Handy Andy

The brief: Create awareness around Handy Andy's 2nd hand mobi.shop whereby people can sell and buy goods through handyandy.mobi.

Creative solution: By engaging commuters while in a captive environment (i.e. inside the taxi during travel) there was enough time for them to register through their phones in order to start reaping benefits of the second hand store. Using a mobile site instead of a web-based site ensures maximum access for the market, as most have phones with smart capacity. A total of 1 500 taxi interiors were distributed nationally.

Uniqueness of the campaign: The registration on the mobisite provided an interactive element to the campaign and this also ensured measurability of the campaign.

Product/service: Outdoor: Static
- Rank Branding

Description of product/service: Rank Branding allows exclusive naming rights with advertising 'ownership' of the major taxi ranks throughout SA. In securing the advertising rights to the various ranks, the advertiser has the opportunity to create maximum brand awareness and this allows for other opportunities to strengthen the campaign within the taxi ranks.

Example of campaign where this product/service was used successfully:

Name of campaign: 'e.tv Rank Branding – Randburg'

Client: e.tv

The brief: Ensure maximum visibility and brand awareness at the busy Randburg rank.

Creative solution: Highly visible e.tv branding is placed at the entrance and exit of the rank as well as on the beading along all the taxi shelter structure as well as on billboards. Strong presence ensures 'ownership'.

Uniqueness of the campaign: While rank branding is not necessarily unique, the response from commuters resulted in the Randburg Rank being dubbed the 'e.tv rank' entrenching the ownership factor of such a branding campaign.

Product/service (name): Outdoor: Static
- Lightboxes

Description of product/service:

Lightboxes are back-illuminated mini-



billboards fitted with florescent lights that are covered by durable see-through Rigidflex material (a hard plastic casing). The Lightboxes offer clients 24-hour brand presence and reach approximately 562 800 commuters daily. The lightboxes are located in a prime position along the concourse above the stairwell to the platforms at Park Station.

Product/service (name): Outdoor: Static
- Front-lit Billboards

Description of product/service: These billboards are placed in the strategic locations at the taxi rank to ensure maximum inside and outside exposure. Two Floodlights are mounted above it and shine directly onto the billboard, making it stand out in the environment.

Example of campaign where this product/service was used successfully:

Name of campaign: Moneygram Billboard campaign

Client: Moneygram

The brief: Client required maximum exposure in high traffic hub.

Creative solution: The Park Station Mega Billboard was selected as Park Station is a hive of commuter activity with over 18 084 640 people passing through monthly to all parts of South Africa and neighbouring states. Commuters include those utilising taxis, day to day busses, Rea Vaya, luxury busses, trains, the Metrorail Business Express and the Gautrain.

Uniqueness of the campaign: The impressive structure is one of the biggest billboards in the Southern Hemisphere with

dimensions sure to attract the attention of a diverse range of people. The 3.85m by 149.7m creation is highly visible to the thousands of commuters that travel through Johannesburg's Park Station each day.

Product/service: Outdoor: Static
- BrandMarks

Description of product/service: Four-sided permanent branding portrait containers offer permanent branding solutions with the option of a large 3-D object display on top. BrandMarks are positioned within taxi ranks close to retail centres with large through-flow of pedestrian traffic. A promotional kiosk custom styled into the bottom of the container is available for the exclusive use of the client.

Example of campaign where this product/service was used successfully:

Name of campaign: 'Med Lemon number one cold buster'

Client: GSK Med Lemon

The brief: To heat Med Lemon's annual winter campaign by communicating to commuters that the brand understands their circumstances having to brace the extreme winter conditions and also educate them as to the characteristics of the product.

Creative solution: BrandMarks were placed at 10 of SA's busiest taxi ranks with a highly reflective vinyl, which is illuminated by any artificial light. The emblematic Med Lemon cross as well as other 'hot' features in the advert was ignited with the unique reflective feature. An integrated campaign was executed for Med Lemon consisting of three phases; the unique reflective outdoor

campaign, a large scale interactive in-queue education and a CSI project that has allowed more communities to feel the warmth of Med Lemon.

Uniqueness of the campaign: Using the reflective vinyl Med Lemon was represented in a unique and impactful way by capturing major sell points into the outdoor campaign. The reflector on the BrandMarks gave warmth to the brand in a way that has not been achieved before.

Name of campaign: Cadburys Perk

Client: Cadburys

The brief: Introduce the new low-cost energy chocolate to the commuter market in a creative and impactful manner.

Creative solution: BrandMarks selected taxi ranks nationally with an eye-catching 3D wire connection protruding from the top.

Uniqueness of the campaign: The 3D Object a 'jump start cable' connected to the top of the structure alluded to the energising effect one may experience with the Perk chocolate range.

MASSIV TV

Description of company activities: Commuter Television Network

Contact details:

Address: 131 Greenway Rd Greenside

Tel: 011 486 2324

Fax: 011 086 653 3344

Email: greg@massiv.tv

Web: www.massiv.tv

Product/service: Massiv 3GTV



#1

INTERACTIVE
PROMOTIONS
SINCE
1996

www.comutanet.co.za

JHB (011) 807 2111 CPT (021) 422 1774

Description of product/service: Fully fledged commuter TV channel playing out in busses and taxis nationally.

Example of campaign where this product/service was used successfully: We have had various successful campaigns I would not like to mention one. We are attracting clients from diverse market segments we have over doubled our client base and have about an 80% renewal rate, which is a success story within itself.

PROVANTAGE

Description of company activities: Out of Home Media Solutions

Contact details:

Address: 23 Republic Road, Bordeaux, 2194

Tel: 0861 776 826

Fax: 0861 776 827

Email: enquiries@provantage.co.za

Web: www.provantage.co.za

Product/service (name): Airport Advertising

Description of product/service: Includes Billboards & Lightboxes, Building wraps, Wall signs and Airport.tv. Offers a range of sites, structures and creative options, in areas with high foot traffic and dwell time at OR Tambo International, King Shaka International and Cape Town International airports. These sites are highly visible to thousands of travellers daily. Sites are also available at all the regional airports.

Example of campaign where this product/service was used successfully:

Name of campaign: 'MINI'

Client: MINI

The brief: Exit Road - Exit Wall below Engen Sky Shop, Mini Mounted to the Bridge wall 1st July to 31 Aug 2011

Uniqueness of the campaign: This particular campaign worked very well especially at night – flashing lights on the structure gives you an airport runway feeling.

Product/service (name): Airport.tvTM

Description of product/service: Fully fledged live digital television network. Provantage recently launched Airport.tvTM, a live digital television network broadcasting to passengers in all 9 ACSA owned airports throughout South Africa. The television network reaches an audience of over two million domestic passengers every month. Screens are strategically placed in four key dwell areas within the airports, which include security check-in, departure areas, baggage carousels and meet and greet areas.

Product/service (name): Bus Advertising

Description of product/service: Exterior and interior bus branding

Provantage offers bus branding on a variety of routes in urban and rural areas throughout South Africa. Interior and exterior bus advertising offers clients massive impact and high exposure. Externally branded busses are hard-working moving billboards that take brands to thousands of motorists, commuters and pedestrians daily. Internally branded buses maximise brand exposure and viewing frequency to passengers during their daily journey.



Example of campaign where this product/service was used successfully:

Name of campaign: City Of Tshwane

Client: City Of Tshwane

The brief: Exterior Bus Branding

Product/service (name): Rail Media

Description of product/service: Train Station Interior and Exterior Branding

Platform boards, Brand Activations, Leaflets and Sampling distribution. Provantage Out of Home Media, through its consortium Umjani Media, has been awarded exclusive media, advertising and broadcasting rights to the top 153 PRASA METRORAIL Stations in Gauteng, Kwa-Zulu Natal and Western Cape. The media offering includes billboards, light boxes, building wraps, platform boards, activations, sampling and leaflet distribution.

Example of campaign where this product/service was used successfully: Eskom

Name of campaign: 'ESKOM Electricity Loss Programme'

Client: ESKOM

The brief: Communicate safe usage of electricity by placing Eskom ELP messaging on various sized billboards strategically placed at Park Station, Germiston Station, Berea Road Station, Pretoria Main Station and Cape Town Station further communicated the Eskom's ELP messaging.

Product/service: Taxi Advertising

Description of product/service: Exterior Branding, Interior Branding and TTV (In-Taxi Television). Provantage has access to more than 150 000 minibus taxis in South Africa. Exterior and interior branding is placed on

Quantum and Siyaya model taxis. Over 19 million commuters use minibus taxis every day as their main mode of transport. Provantage operates out of the 65 major transit hubs throughout South Africa.

Example of campaign where this product/service was used successfully:

Name of campaign: 'ESKOM Electricity Loss Programme, (aka) ESKOM ELP'

Client: ESKOM

The brief: Taxi Interior and Exterior Branding campaign, 1 Feb to 31 March 2012

Uniqueness of the campaign: Reaches primary and secondary target markets, highly visible with simple and effective messaging

Product/service (name): TTV (In-Taxi Television)

Description of product/service: Provantage introduced South Africa to TTV, an In-Taxi Television station, five years ago. TTV reaches over four million viewers nationally each month and is a hugely successful medium for advertising to the taxi commuter target market. Partnerships with DSTV and SuperSport ensure that TTV offers commuters content that is relevant and entertaining. TTV commercials range from 10 to 45 second spots and clients also have the option of placing educational advertorial features of up to three minutes. Commercials are repeated twice every hour, ensuring maximum reach and frequency.

Example of campaign where this product/service was used successfully:

Name of campaign: 'ESKOM Electricity Loss Programme'



Client: ESKOM

The brief: In-Taxi Television, 3 minute advertorial repeated twice every hour

SIX DEGREES MEDIA

Description of company activities: Six Degrees Media is a bespoke media owner specialising in advertising on-board commercial airlines and long haul coaches. Representing a number of airlines and coach companies within Southern Africa, Six Degree Media provide advertisers a multitude of niche and exclusive advertising opportunities that will suit both your marketing and advertising objectives and whilst matching your budget.

With a specific target market, an identifiable LSM and captive audience we can guarantee dwell time exceeding the shortest domestic flight of one hour. In terms of audience and dwell time, there is no advertising medium that can match such exposure for your brand. Whether you are branding an entire aircraft or launching a new product on-board, the company offers unique tailored advertising solutions leveraging off the various media options available to their clients. Six Degrees Media's niche is their accessibility to a captive audience of over 500 000 passengers per month and flexibility to tailor each campaign to meet campaign objectives.

No client is identical and neither are the campaigns. With over 8 years of experience, they use this expertise to customise each campaign to specifically engage with the audience and provide clients with a measurable return on investment.

Contact details:

Tel: 0861 66 33 42

Fax: 086 552 1323

Email: sales@six.co.za

Web: www.six.co.za

Product/service: Aircraft Exterior Branding

Description of product/service: One of the largest and eye-catching moving billboards that an advertiser could possibly get their brand on. Let your brand take off... literally!

Example of campaign where this product/service was used successfully:

Name of campaign: 'SKA Exterior Branding'

Client: Department of Science and Technology

The brief: Promote and increase the awareness of South Africa's bid to host the world's largest telescope (the SKA or square kilometre array).

Creative solution: Innovative use of branding on the exterior of an aircraft.

Uniqueness of the campaign: Aircraft branding is still unique.

Product/service: On-board Advertising

Description of product/service: An opportunity to get up close and personal with the target audience this media affords clients an opportunity to interact with the passengers aboard the aircraft utilising a variety of media options. Whether you brand the tray tables, headrests, incorporate a vibrate in-flight announcement to complement the campaign or utilise the power of experiential

marketing and tantalise the nose or taste buds of the passengers by sampling your product on-board the aircraft advertisers literally have a captive audience to connect to the brand or product.

Example of campaign where this product/service was used successfully:

Name of campaign: 'Kaspersky Mobile Security'

Client: Kaspersky Lab South Africa

The brief: Through the line advertising campaign on-board Mango.

Creative solution: From branding on the airline website, monthly newsletter to an on-board campaign which included tray table and headrests advertising and an in-flight announcement coupled with a competition on-board, the client leveraged the campaign to the maximum.

Uniqueness of the campaign: Effective use of through the line advertising to a specific target audience – airline passengers.

Product/service: In-flight TV

Description of product/service: In-flight TV is a unique and cost effective media to either complement an on-board advertising campaign or to use the medium on its own to promote and market products. From traditional 30 second adverts to advertorial content Six Degree Media use existing TV advertising material or utilise their own production department to create a cost effective advert for clients.

Example of campaign where this product/service was used successfully:

Name of campaign: 'Vitamin Water Summer Campaign'

Client: Coca Cola

The brief: Showcase the synopsis video of the Vitamin Water yacht party in Cape Town.

Creative solution: Advertorial space coupled with 10-second ads of each of the Vitamin water products.

Uniqueness of the campaign: Use of advertorial content coupled seamlessly together with traditional TV advertising.

Product/service: In-flight Magazines

Description of product/service: Often used to complement an on-board campaign or as stand-alone advertising Six Degree Media book and place traditional print advertising in any of the domestic and regional airline in-flight magazines.

Example of campaign where this product/service was used successfully:

Name of campaign: ACSA communiqué

Client: Airports Company of South Africa

The brief: Full page advert in all the domestic airline in-flight magazines.

Uniqueness of the campaign: effectively communicating with a significant number of target passengers.

Product/service: Airline Product Placement

Description of product/service: Supplying the airline with product and/or services that exposes a brand to the multitude of passengers flying domestically and regionally.



MEDIA SERVICES

Example of campaign where this product/service was used successfully:

Name of campaign: 'Travelite Luggage Range'

Client: Busby

The brief: Expose the luggage range to the airline passengers travelling domestically.

Creative solution: All the pilots and cabin crew fly and travel with Travelite luggage. The campaign was complemented with in-flight TV advertising broadcast on all the flights.

Uniqueness of the campaign: Very specific targeting of clients potential customers and showcasing the products in a unique manner.

Product/service: Long Haul Bus / Coach Branding

Description of product/service: Targeting a lower LSM whilst still leveraging off the captive audience of passengers.

Example of campaign where this product/service was used successfully:

Name of campaign: Web Box Advertising.

Client: Vodacom

The brief: Strategically increase the awareness of and promote Webb Box to individuals who don't inherently have access to the internet.

NOTE: All companies which are active in the Transit Space were approached to submit information.



**TO REACH OUR 23,6 MILLION
COMMUTERS
TALK TO THE**

#1

comutanet
COMMUTER MEDIA SOLUTIONS

www.comutanet.co.za JHB (011) 807 2111 GPT (021) 422 1774

– THE ONLY COMPANY ABLE TO OFFER NATIONAL – INTEGRATED TRANSIT SOLUTIONS



TAXIS

- 18.1 Million commuters
- Transit Outdoor
- Interior and Exterior
- Activations
- TTV



AIRPORTS

- 2.1 Million passengers
- Static
- Airport.tv™
- Activations

- 4.6 Million commuters
 - National Branding
 - Interior and Exterior
 - Bus Shelters

BUSES



RAIL

- 1 Million commuters
- Various outdoor opportunities
- Coach Branding
- Activations

- 15 Million private motorists
 - Mobilites™
 - Outdoor
 - Carwashes

MOTORISTS



For custom-made solutions call:
0861 776 826

www.provantage.co.za

