

# Johannesburg billboard landscape revealed - who is doing what?

 By [Tatenda Chiweshe](#)

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Big brands in South Africa are obliged to place a large portion of their outdoor spend in Johannesburg. Although public statistics are scant, there is no doubt that the city is South Africa's most important in terms of population, GDP, consumer spend, international arrivals and almost every other economic indicator that would tickle a media/advertising professional's fancy.

Media Trace has launched a monthly 'Johannesburg Outrights' report that has been crafted as a 'dip-stick' into the city's billboard environment. The July report is targeted at brand managers, media buyers and media owners and includes over 500 billboards covering the beverages, banking, food outlets, insurance, telecoms and motor vehicles industries. Strategic information has been captured per board including a photo to give insights into message and creative being used.

## Townships included

What is particularly insightful about this study is that it includes the Soweto, Tembisa and the Kathorus (Katllehong, Thokoza and Vosloorus) townships to make the data reflective of the entire spectra of the Johannesburg consumer and brands.

Brand managers have always known where their billboard holdings are just by looking at their site list, but have typically had to make calculated guesses as to their competitive positioning. In the same breath, media owners need to align their offerings closer to client's strategy. The Media Trace Outrights report now brings the power of informed analysis for placement strategy and client service and feedback in a simple, easy to work with format.

## ABOUT TATENDA CHIWESHE

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