

Lerato Agency wins outdoor advertising space

Lerato Agency has won advertising space valued at R175,000 from Tractor Outdoor as part of its 20in21 SME marketing initiative. This opportunity means that Lerato Agency will be on digital screens and billboards around Johannesburg north.

Tractor Outdoor launched the 20in21 SME initiative in celebration of their 20th birthday with the objective of giving SMEs with growth potential a boost so they can also reach the 20-year milestone in future. The total value of media exposure offered to the 20 winning SMEs is worth R8m.

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