



Company profile

Outdoor Advertising

Township Specialists

Wall Mural Advertising
Spaza Advertising
Mall Advertising
Activations
Taxi Wrap Advertising
Taxi Rank Advertising
Wifi (on Advertising mediums)

- *persuasive techniques that evoke the buying mind
- *engage the consumer at opportune times & place
- *mass market reach driven by format mix

Uyadi Pty Ltd is level 3 B-BBEE. 100% Black-owned company.

Who are we

We are Uyadi Pty Ltd, established in 2014 , an Out Of Home Advertising company, specialising in the Township market. Our platforms and mediums are mainly in the townships but we do have a foot in the CBDs, towns, malls and shopping areas.

What do we do best

We deliver to the client's requirements right across the LSM's 1-6. Our platforms and mediums are right in the eyeline of the demographic, allowing us to pinpoint accurately to the required LSMs, in turn reaching them consistently. We are constantly adding to our existing platforms and mediums in our pursuit to further refine and multiply our delivery.

Why Outdoor

***FACT IS — That is Where the People Are!**

— Out-of-home advertising reaches approximately 85% of the adult population in South Africa.

Source: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates. 2016



What we do for the Brand



This is our multi-faceted advertising approach with extensive reach. With the various forms of advertising that can be tailor-made for any campaign, be it in selected areas, zones, districts, provinces or nationwide. We also make sure it caters for short term, long term and the flexibility to work on a budget based campaign.

Wall Mural Advertising
Spaza Shop Advertising
Taxi & Bus Advertising
e-Hail Advertising
Activations
Taxi Rank Advertising
Mall Advertising



WALL MURALS

all ova Kasi!



The Township is the epicentre of South African inhabitants, a place full of movement, and above all a big buying/sending base that needs a customised advertising and marketing strategy. At Uyadi Advertising we have the expertise to give brands these opportunities to go all into Townships.

How k Y'UXj YfhlgY'h Y Brand



Wall Murals : Statistics & Reach

**Average size
of wall mural**
2m x 10m
(20 m²)

**Wall Murals
are on
busy roads
close to Malls,
Taxi Ranks and
key areas.**

100%
of the population
in the 76 largest townships
are reached

**Average
Wall Mural
distribution
per a Uf
Township**
(100)

100%

50% of the population
of South Africa's population of
*** \$ million† people live in the**
76 largest townships.

**Wall Murals
offer a
direct and
comprehensive
platform for
campaigns.**

Areas covered: Nationwide.



GD5N5 'G< CDG

all ova Kasi!



According to the 2021 census, 24.35% of South Africa's population lives in townships. This is equivalent to 11.6 million people who are part of these vibrant and innovative communities. While these communities are faced with some of the most difficult challenges, including high unemployment, poor service delivery and low household income, South African townships represent billions of rands in spending power. [*Township CX Report 2023 Roger Wilco \(Survey 54\)](#)

Spaza shop Advertising

These mediums are dominant features in the township and form an integral part of our Advertising offerings. They can be customised and solely stock the brand which is the anchor advertiser.

With a nationwide reach and cost effective format these landmarks are high foot traffic places in very high density areas.



Mall Advertising

Townships are vastly developing, as the population grows so does the developments. Malls are an addition to townships, and we have advertising space right in the midst of the malls.

Our eyeline Mall advertising solutions rank high for product promotion and are right where the people shop.



Township Activations

With our Township Activations you have a route directly to market to a captive audience. Consumers are excited by experiences and entertainment, so these township areas present an ideal opportunity for experiential marketing to take the stage and to capture consumers' direct attention for a longer duration of time.

Consumers get to make informed purchasing decisions and are a powerful tool in winning brand loyalty. These brand encounters also create useful spaces to position a brand positively across the major touch points where consumers can get involved, exchange relevant information and broaden their understanding of the product and its benefits.



Taxi Rank Advertising

With an estimated 15 million South Africans (65% of the public transport system) waiting for minibuses every day, a taxi rank is the perfect place to promote products. People commute to and from work, to the city, to other townships, opening a door to effective direct marketing to consumers.

With a nationwide reach and cost effective format these structures are provide a good mix to the advertising formats in our portfolio.



Wi-Fi (Free Hotspot)

on all mediums we supply
Wall Murals, Spaza shops, Taxis or Buses,
Taxi ranks, Taverns and Hair Salons.

This is a captive audience format of Advertising and Brand extension that can be used to convert the FREE WiFi Users into prospective customers and further sell products whilst at the site or in transit.



all ova!



Transit Wi-Fi Advertising offers a unique format to advertise to the South African masses, with thousands of people in the townships, be it on site or moving from point A to B, we give brands opportunities to be exposed to a big buying/spending base that needs a customised advertising and marketing strategy. At Uyadi Advertising we have the expertise to give brands these opportunities.

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