

Debonairs to feature on Rank TV and Brandmarks

To inspire on-the-go consumers with a hunger for pizza, a new Debonairs campaign will hit the road over the next year, with the creative changing every three months. It will be rolled out using Primedia Outdoor's Rank TV and Brandmarks.

Located at major South African taxi ranks, Rank TV is a network of audio-visual screens, featuring high resolution, LED and audio technology. They allow for the airing of both TV and static ads. According to SANTACO (the South African National Taxi Council), the top 15 ranks deliver a cumulative monthly captive duplicated audience of 166 million commuter trips or 29% of the total duplicated commuter volumes in South Africa.

Similarly, Brandmarks are positioned prominently within taxi ranks, close to or within retail centres or outlets nationally, and reach heavy traffic by foot as well as vehicle.

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