



ABOUT ADREACH

The ADreach Group was established in 1998 and today boasts more than 40,000 advertising signs across South Africa; making it the 3rd largest outdoor media player in the country.

An entrepreneurial enterprise with a vision for the development of innovative outdoor media solutions...ADreach is unrivalled as the fastest growing independently owned outdoor media group in South Africa.

The Group boasts solid black economic empowerment credentials, with highly regarded businessmen such as Cyril Ramaphosa and Jonathan Beare among its shareholders.

Our ground-breaking media applications offer the marketer frequency and reach through cost effective solutions that deliver the right message to the right audience time and time again.

COMMUNITY CONTRIBUTION

The ADreach Group's entrepreneurial vision is underpinned by a commitment to sustainable social development initiatives. We remain dedicated to the resourceful but responsible development of innovative upliftment initiatives that serve the commercial needs of councils, clients, consumers and the community at large.

The following programmes are among the Group's ongoing social development initiatives:

Street Name Ads

Street Name Ads is an accredited Socio Economic Development initiative that facilitates the introduction of fundamental services into communities through the installation of clear street-name signage.

This pioneering initiative by The ADreach Group allows Corporates to earn BEE points on their advertising spend whilst establishing significant brand awareness and loyalty amongst millions of township residents.

Since its implementation in Soweto in 2002, the Street Name Ads initiative has facilitated installation of 5000 street-names on township streets which previously never had street-name signage at all. Clear street-name signage in turn facilitates the introduction of fundamental services into communities. Life-changing benefits to residents include prompt delivery of emergency services such as those provided by the Fire and Police Departments and Ambulance Services.

Illegal Poster Clean-Ups and Law Enforcement

The ADreach Group is dedicated to the maintenance of clean and attractive South African streetscapes. We are actively involved in relieving the burden on Councils for the enforcement of outdoor advertising and signage by-laws. ADreach works closely with various municipalities nationally for the ongoing removal of illegal signs and posters across the Country.

In certain areas, the Group's involvement extends to legal enforcement of by-laws via prosecution and the issuing and collection of fines; thus further assisting municipalities in the conservation of high quality public environments.





Community Awareness Messaging

ADreach regularly extends support to various organisations for the delivery of important health, road safety and environmental messages to benefit communities as a whole.

The highly successful Arrive Alive Street Pole Ads campaign is an example of a national campaign designed to deliver essential road safety messages that encourage road users to take responsibility for their safety on our roads.

Crime Line

The ADreach Group is a proud sponsor of Primedia's Crime Line Campaign.

This anti-crime initiative allows every citizen in SA to play a proactive role in fighting crime by providing detailed information to an anonymous tip-off service via SMS (32211); or on-line at www.crimeline.co.za.

ADreach's R1.6-million Crime Line sponsorship comprises 400 Street Pole Ads that flight in locations across Johannesburg.



SCARC

An officially certified Socio Economic Development initiative, the Soweto Canoe & Recreation Club (SCARC) was established in 2003 by one of The ADreach Group's founding members. Located in the heart of Soweto at Orlando Dam, SCARC aims to create opportunities for SA's youth to access a better life through involvement in sporting activities.

SCARC endeavours to promote, develop and co-ordinate the sport of canoeing for previously disadvantaged individuals at both a social and competitive level. In addition to teaching its members how to swim and participate in various watersport activities; SCARC aims to foster competencies such as sportsmanship, team work, discipline and goal-setting that will equip its members with the vital life-skills to become economically active in their chosen field.



Since the Club's inception more than three hundred Soweto kids have been taught how to swim through an affiliated swimming programme at Power Park. A core membership of more than 30 paddlers regularly attend training sessions, weekly time trials, and successfully participate in major races across the country. Top athletes are competing well on an international level and the Club's top 3 athletes have represented SA overseas.

ONGOING INNOVATION:

Our vision for the development of exceptional public environments sees us striving towards the establishment of South African streetscapes that compete with those of the best cities in the world.

Working together with local government to establish revitalized streetscapes with outstanding street furniture innovations, ADreach is proud to offer the technology, experience and resources that make us South Africa's market leader in innovative outdoor media alternatives.

The ADreach Group - Leading Africa into the 21st century with world-class streetscapes

SUPA LITES

Supalites give you the most powerful outdoor impact on the market by offering large advertising signs at close proximity to the road traffic. This, combined with the repetitive advantage of 4 signs in a row, delivers the most commanding outdoor campaigns ever seen in Johannesburg.

Supalites are illuminated 9m² signs displayed on consecutive poles on central road islands, making them impossible to avoid. These 3.6m high x 2.5m wide double-sided portrait signs are backlit and erected 3m above the ground. There are 25 prime Supalite Sites (each comprising 4 signs in a row) in the City of Joburg, incorporating attractive landscaping for the highest impact brand exposure 24 hours a day.



Street Pole Ads deliver repetitive in your face exposure on high traffic volume routes nationally. Double-sided display panels also allow for specific directional messaging to highly defined commuting and pedestrian audiences.

Illuminated Street Pole Ads enhance the effect of Street Pole Ads by offering inescapable brand exposure 24 hours a day. The captive impact of repetitive illuminated messages ensures your message is driven home day and night.

STREET POLE ADS



Event Flags are a potent medium for establishing consistent brand awareness and increased attendance at events. Repetitive, vibrant and versatile, Event Flags enable councils and event sponsors to cost-effectively command consumer attention with a powerful visual presence.

EVENT FLAGS



Event Ads form an integral part of the media mix for any successful event campaign. Sites on major routes secure maximum exposure 7-14 days prior to events and functions.

Compliance with council bylaws is guaranteed and a customised booking system allows for complete control over all poster placements.

EVENT ADS



Literally a life-saving invention, PlayPumps® provide easy access to clean drinking water in rural communities that are currently among the one billion people worldwide with little or no access to safe water.

The PlayPumps® mechanism doubles as a merry-go-round for children. As they play, clean water is pumped from underground boreholes into a water storage tank above the ground. The tank is connected to a simple tap that makes it easy for both adults and children to draw water.

The ripple effects of making safe water easily accessible in rural communities are far-reaching. Communities are empowered and uplifted. Lives are saved and diseases are reduced. Kids can go to school instead of hauling water and women can establish livelihoods and contribute towards economic development.

In addition to facilitating a sustainable supply of easily accessible water, PlayPumps® also provide a rare opportunity to advertise in outlying communities. The incorporation of sponsor message boards into the mechanism's innovative design generates sufficient revenue for the maintenance of the pumps. Each pump displays multiple advertising frames that can deliver hard hitting advertisements to a precise target market in their homestead 24/7.

Sponsors participating in this accredited Socio Economic Development initiative earn points on their BEE scorecards while delivering their brand messages to targeted audiences. The association of these brands with delivery of a fundamental, life-changing resource also ensures increased brand loyalty amongst these consumers.



BILL BOARDS



ADreach Billboards cater to demand for large-format advertising on superior sites nationally. Locations are measured against criteria such as visibility, traffic volumes, commuter LSM's and roadside proximity for optimum visibility and exposure to qualified commuter audiences.

High quality structures emphasise aesthetic appeal, with internal illumination harnessing high impact exposure 24 hours a day.

SPONSORED ROAD TRAFFIC SIGNS



Sponsored Road Traffic Signs is a public private initiative between the Department of Transport and ADreach in association with Arrive Alive. This medium delivers road safety and environmental messages whilst simultaneously offering commercial advertising opportunity on previously inaccessible locations on provincial roads.