

ProActive launches CommuterActive - a significant, new commuter marketing offering

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Leading activations agency and out-of-home media company Provantage Media Group has launched yet another significant offering as part of its ProActive™ division.



The latest Transit Track™ research study conducted by Millward Brown is conclusive - 72% of minibus taxi commuters make retail purchases within a 10-minute walk of their taxi rank or station! This is a massive retail opportunity that brands simply cannot afford to ignore. Based on this insight ProActive™ introduces CommuterActive™.

Aimed directly at driving retail sales within the commuter market, CommuterActive™ targets a highly desirable audience through three high-impact platforms in commuter nodes, that drive awareness, create experience and generate sales. Awareness is triggered by Transit.tv™, brand experience is generated through blitz activations and sales are driven by dedicated route-to-market teams.

Trains, busses and taxis come together in these bustling commuter nodes where commuters leave for work in the morning and return in the evening. Every week 22 million commuters pass through these zones, making them ideal locations for engaging with this audience.

Vaughan Berry, Director at ProActive™, comments: "The CommuterActive™ platforms have been customised to form part of a cohesive offering that penetrates the daily life of commuters. With over a decade's experience in this market and with our researched insights we know what works and what doesn't. As such we are constantly innovating to ensure that our activities hit the definitive sweet spot."

Insights on shopping behaviour

Transit Track™, a collaboration between Provantage Media Group and Millward Brown, offers key insights into the shopping behaviour of the commuter market.

The most recent research has shown that Township spazas and hawkers continue to play a significant role in the commuter space as they remain the most frequently visited outlets. The insights garnered from Transit Track™ have also demonstrated the types of products that are regularly purchased from these outlets, presenting invaluable information for brands wanting to penetrate this consumer bracket.

"With CommuterActive™, brands can harness this purchasing potential by being in the right place at the right time in the commuter environment. The offering is a 360-degree approach to making your brand an integral part of the commuter lifestyle," concludes Berry.

For more information go to www.provantage.co.za or call Vaughan Berry on 0861 776 826. Follow us on twitter [@ProvantageSA](https://twitter.com/ProvantageSA).

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