

Driving advertising

It is not only advertisers and media directors who are responding well to transit media; commuters themselves admit that it is making an impact. Says Jacques du Preez, MD of Provanage Media, an activation media company which has recently added transit media to its product portfolio, "Our research showed that commuters have numerous positive associations towards transit advertising. Many commuters said that transit media brightens up the harsh commuter environment and acts as an important information source and purchase reminder. Furthermore, commuters feel that advertised brands using transit media respected their culture and were in fact tailor-made for their consumption."

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