

Michele Munro and Associates (MMAP)

"Which media planner has the time to see 140 media owners before creating a single OOH plan? MMAP (an OOH sales company) takes the pain out of the OOH process for media planners. We have built a database product that consists of sites from up to 140 media owners and a service package that adds value for media agencies.

"Our database, with its upgraded and fast search facility, is linked to a mapping planning tool, which identifies where sites are located, who owns the sites, the cost of the sites and what surrounds the sites (schools, malls, etc.).

"In our service package to media agencies, we source availabilities and package OOH solutions for media planners, find the best opportunities by location and we manage the production, flighting and contractual process. We also prepare chase lists, flowplans, schedules, maps and site bibles, and we do price benchmarking to find the most cost-effective solutions.



"Our business model is a one-stop solution offered at no additional cost to media agencies, because we earn a cost-of-sales commission from the media owners once the sale to the media agency has been concluded."

– Michele Munro, MMAP MD

One Digital Media

"One Digital Media's digital in-store solutions enable brands to interact with their customers in ways that were previously unthinkable.

"Last year, the company launched a new digital store concept for 8.ta [Telkom's mobile arm]. Store windows were



transformed into so-called 'whispering windows' that play sound as customers approach them. By touching a screen, customers can compare products or enter their details and a sales assistant will contact them to address queries. The technology thus enables 24/7 shopping.

"In the store, a customer sees large video walls and can learn about the products on offer with interactive touch tables or by simply using a specific mobile handset. All customer information is accurately captured, giving 8.ta access to valuable customer intelligence.

"Besides operating digital menu boards for several leading brands in the fast food industry, we developed a self-service kiosk for KFC, allowing customers to order and pay by themselves.

"The digital in-store medium is so efficient, and the content on any of the screens can be changed remotely at the touch of a button, making real-time marketing a reality."

– Lilian Plomp, One Digital Media marketing strategist



Primedia Unlimited

"The entire Unlimited ethos and philosophy is built on innovation, including the manner in which our various business units are set up and managed. Each subsidiary is headed by an individual managing director and run as a separate business, with the added bonus of the entire Unlimited infrastructure at their disposal.

"Maintaining a level of innovation means that we have to keep our offerings fresh and relevant for advertisers. So, to that end, we have just included a couple of new businesses into our fold – Fashion Media and MallWorx. Fashion Media, headed by Sean Reed, has third-party advertising rights in all Edgars, Edgars Active, Temptations and Edgars Red Square stores nationwide.

"MallWorx focuses purely on available media solutions within the country's middle LSM metropolitan shopping malls, and is headed by Matona Sakupwanya. These new media offerings complement the brandyourcar.com, Golf Unlimited and XP Digital (LCD screens at dispensing in Clicks and Dischem pharmacies) businesses that were launched at the end of 2010."

– Ken Varejes, Primedia Unlimited CEO