

Come walk with us and watch your brands grow...

Issued by [Keys Communications](#)

15 Dec 2021

Township communities are highly pedestrian, research done by [Keys Communications](#) in partnership with [Ask Afrika \(Pty\) Ltd](#) Target Group Index shows that walking is by far the most prevalent mode of transport eKasi as Township communities juggle the realities of commuting and public transport on a daily basis.



By sheer nature of their strategic placement and size, Township Wall Media/Murals always on eye-level, and walking the streets of South African townships is akin to walking the aisle of a Superstore which immediately places you on a shopper and consumer dimension, enjoying product information and brand news at eye level.

We all know the one principle of visual merchandising that states that Eye-Level is Buy-Level, because products receive most attention and traction at the lower shelves.

This just shows the power of advertising on Township Wall Media/Murals as one of the most powerful and engaging platforms on the ground, which passes as transactional advertising with the highest potential for conversion rate by those walking the streets.

[#townshipwallmedia](#) [#townshipadvertising](#) [#marketingandadvertising](#) [#consumerbehavior](#) [#marketing](#)

▪ **Introducing our innovative outdoor advertising solutions in Mozambique** 7 Mar 2024

▪ **3D interactive Wi-Fi-enabled walls in the township** 21 Jul 2023

▪ **Rising Star for Innovation in OOH** 31 May 2023

▪ **WiFi enabled walls** 25 May 2023

▪ **The power of the township market: Creating job opportunities and driving economic growth in Africa** 17 May 2023



Keys Communications

Keys Communications specialises in Out Of Home advertising in township and alternative urban spaces.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)