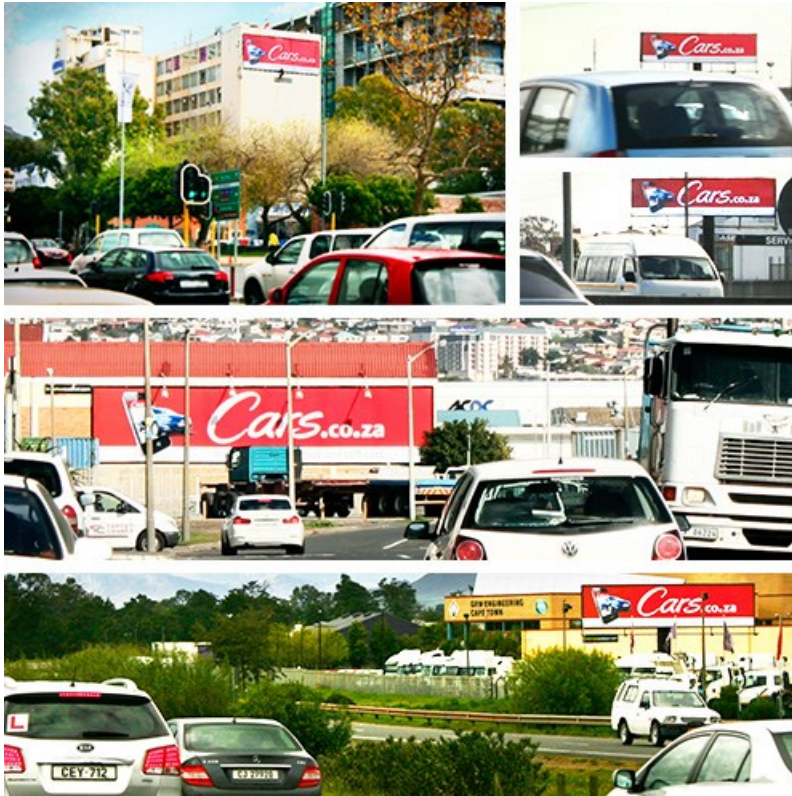


Cars.co.za dominates Cape Town's highways

Issued by [Tractor Outdoor](#)

4 Oct 2013

This project was just another great way of getting high impact exposure around Cape Town without blowing the budget.



As a media owner we get many requests from brands wanting the biggest and the best sites in Cape Town to ensure great impact.

But... what if there is nothing available? What is the best way to ensure prime exposure and impact? How do you get this and ensure it still meets the client's budget restrictions?

The solution is a fairly simple one... buy in bulk and save!

We had the opportunity to work with CARS.CO.ZA on such a campaign. The artwork supplied was simple, bold and incredibly impactful!

Instead of booking one spectacular site we put forward a package of sites across WC. Covering regions from Cape Town CBD, along the N1, N2, even a great site on Marine Drive.

The combination of these billboards gave the client a monthly exposure rate of over 4.2 million commuters across the peninsula! - The low cost/high impact ensured that Cars.co.za received MAXIMUM exposure for a very minimal financial outlay.

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▪ **All the right sites in all the right places** 5 Dec 2023

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Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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