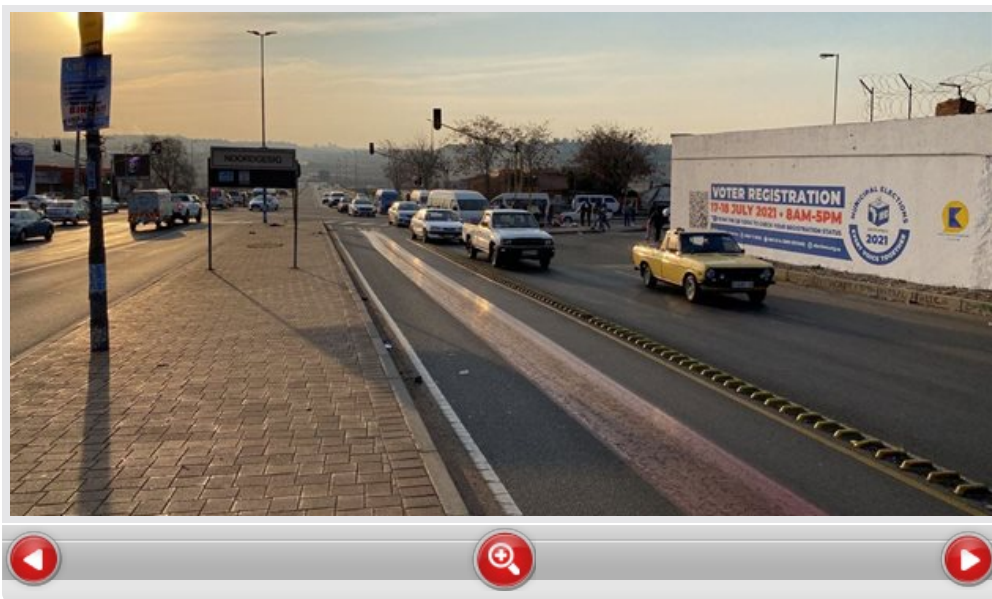# IEC Township Wall Media campaign by Keys Communications

Issued by Keys Communications                                                4 Aug 2021

In 2021, touch-free powered solutions, such as QR codes, have made a huge comeback in the marketing fraternity, township audiences and main market.

In the wake of the pandemic, kickstarting a touchless world of engaging the majority by checking if they are registered for elections via quick response (QR) code on township wall media placed across all nine provinces is ideal and just the responsible thing to do.



A QR code is a 2D barcode that can be scanned by a smartphone's camera to transfer information to the user via cellphone.

QR codes remain a creative way to drive traffic and connect with your audience, used in conjunction with analytics, so you can see how many people are viewing your QR code and how many people are responding to your call-to-action.

The IEC registration drive is a fine example of the best way to use quick response codes in a marketing campaign with a call to action to the masses.

The current IEC Township Wall Media campaign by Keys Communications is QR code-enabled and speaks directly to the largest audience database in South Africa.

For more on the art and science of Township Wall Media don't be shy to drop us a line on info@keyscommunications.co.za and ask for Kabelo.

---

MARKETING & MEDIA

Do your Township marketing campaigns understand and take into consideration the drive, the triggers, the real behaviours an feelings of your audience?

Kabelo Kale, Keys Communications  25 Mar 2021

---

- **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

For more, visit: https://www.bizcommunity.com