

Graffiti gets Matrix ready for take-off with branded airport buses

If you're rushing to catch a flight you're likely to have a thousand things on your mind. Worrying about the safety of your vehicle whilst you're travelling is probably not one of them. It's precisely this thinking that encouraged leading provider in vehicle tracking and fleet management solutions, MiX Telematics, to choose the airport as the latest location at which to put consumers' minds at ease, with their new airport bus advertising campaign. Implemented by vehicle branding specialist Graffiti, the campaign includes two fully-branded buses at O.R. Tambo International and one at Cape Town International Airport, all of which will promote the vehicle tracking and fleet management service over a nine-month period. Aimed at complementing the brands' current above-the-line advertising campaign, MiX Telematics chose to utilise the exterior of each vehicle to focus upon the well-known consumer vehicle tracking and recovery segment of the business, Matrix, whilst the company's specialised fleet management service, is simultaneously promoted on the passenger handles on the interior of the buses.

The exterior of the buses feature the tag lines: "Don't worry we've got your other wheels protected" and "Flying is so much more fun knowing your vehicle is safe with Matrix" both of which are aimed at reminding passengers that they can have complete peace of mind whilst travelling if their vehicle is protected by Matrix. Inside the buses, the bus handles are branded with the line "Need a helping hand in the management of your fleet?" to draw attention to the MiX Telematics offering.

Brendan Horan, General Manager Sales and Marketing, MiX Telematics (RSA and Africa), explains the rationale behind the airport advertising campaign, "The airport afforded us a unique advertising alternative with which to obtain increased brand exposure. The high traffic volumes of our specific target audience made it the ideal location at which to place the brand, and Graffiti's buses on the less-cluttered airside of the airport provided us with an even greater chance of being noticed."

Comments Graffiti Managing Director, John Rice, "MiX Telematics were very thoughtful in their utilisation of the different advertising options made available to them on the buses. They chose to highlight the dual nature of their business by drawing attention to Matrix on the outside of the vehicles and then further reinforcing their message by alerting passengers to their corporate fleet management offering on the interior handles of the buses. The result is a focused, eye-catching campaign."

Ends Horan, "The airport bus advertising has been a very effective brand awareness tool and we've had an extremely encouraging reaction to the campaign to date. With this continued positive feedback in mind, we'd definitely be interested in extending the campaign."

Graffiti currently holds the branding rights to 49 airside passenger buses spread between O.R. Tambo and Cape Town International airports. For further information

regarding airport bus branding opportunities contact John Rice at Graffiti on (011) 691 8400 or 083 626 4562.

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