



Media Owners



Kena Media

WE GO BY THE NAME OF

Kena Media Communications.

OUR CORE SPECIALITY IS

Billboard Media Advertising Specialist.

THIS IS HOW OLD WE ARE

12 years.

THIS IS HOW MANY PEOPLE WE HAVE

25.

WHO'S THE BOSS

Tshepo Matsepe
Lerumo Maisela

OUR BUSINESS IN A TWEET

The Most Empowered Billboard Advertising Agency.

So you like us, engage with us

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Kena Media has carved a unique space in the market by way of its offering.

As a billboard media owner and communications specialist, the agency owns Kena Outdoor – an Out of Home (OOH) offering which has been operating for 12 years; Mzala Print which does the banner printing for billboards; Thotbox, a by-product of the company's outdoor community radio placement and First-Class Design Studio – an in-house studio and idea generation hub for clients who do not have a design or advertising agency.

"Our strength comes from our inventory," says CEO, Lerumo Maisela. The agency has shown growth over the past year, doing significant amounts of work for the Department of Health's launch of the Phila Campaign as well as for Standard Bank, Nedbank, Multichoice and AB InBev.

This growth has largely been focused within the Gauteng region, which Maisela says is where most advertisers want to be. "Ultimately, however, success boils down to customer service and knowing what your clients are looking for, as well as being able to meet their demands," he maintains.

It's an environment where added value makes all the difference to clients, enabling them to really leverage off their spend. To this end customers are given additional mileage for their campaigns, for example, a six-month campaign will be extended to eight months; or they

can look at leveraging off other mediums such as live reads or interviews on community radio stations – all of which provides them with better value for money.

There are always ways to increase the impact of a campaign, informs Maisela. For example, a client with a small budget who wants high mileage out of a campaign can look at the option of a circulation deal whereby the billboard is moved from area to area, ensuring national coverage for less spend. Another option is to place the billboard in a more concentrated area, for a shorter period of time.

Mzala Print offers clients an additional avenue for added value. The agency's in-house printing facility is also a win for clients with limited budget, allowing for the printing and building of billboards at no extra charge. "We have invested in a spectrum of facilities to service clients more effectively," Maisela reveals.

That said, it's not all smooth sailing and Maisela comments that the regulations around outdoor advertising are a stumbling block for industry players, where in fact, they should actually protect all parties involved.

"Municipalities these days are implementing tighter controls than ever before, without giving much thought as to why they're



doing it, or what the consequences of these infringements will be," he says, adding that while municipalities often complain about lack of funds, they fail to realise that outdoor provides a steady revenue stream.

"Sadly, South Africa has become a conflict-driven society and all too often, it seems as though the only way to resolve this conflict is through the courts, which may well be the only way to protect the industry," he says.

Looking ahead, Maisela is excited to be investigating a number of opportunities involving digital, including the launch of digital publications and the sale of space on digital platforms. Digital, he says, offers endless opportunities.

