

### Media Owners

## Moving Ads

#### WE GO BY THE NAME OF

Moving Ads SA  
**OUR CORE SPECIALITY IS**  
We are core specialist in effective Mobile, scrolling and LED advertising, Brand Activations, community mobilizations.

#### OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

Introduction of digital trucks, large crowds mobilization.

#### OUR BIG CLIENTS

Multichoice

#### OUR OLDEST ACCOUNTS

Multichoice, Money Gram, National Union of Mine workers

#### ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

None

#### ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

None

#### WHO OWNS US

We are a family Business, Headed by the founder and chairman of the board, Rodwell Jacha.

#### OUR BEE RATING

1

#### OUR REVENUE BAND

+/-14 million annually

#### THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

22

#### WHO'S THE BOSS

The Boss is our Managing Director, Tinashe Jacha.

#### OUR BUSINESS IN 140 CHARACTERS

We build strong brands through innovative media activations solutions.

#### OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

Over the past year, the team has produced many activations which have really stood out. Our ability to give consumers access to brands and products, and vice versa. It is the holistic experience of the brand that sets Moving Ads apart. The team has recently done some work in Maseru, Lesotho.

#### SO YOU LIKE US, THIS IS HOW YOU GET IN TOUCH WITH US

- ☎ +27 (0) 11 805 0659
- ✉ admin@moving-ads.co.za
- 🌐 www.moving-ads.co.za
- 🐦 @MovingAdsSA
- 📍 Moving Ads South Africa



**With the natural expansion of** the company, Moving Ads has enjoyed a successful year of growth. The team has recently done some work in Maseru, Lesotho. The big news is that the business has moved into a larger office space in Midrand to accommodate the additional growth, whilst also completing some work in Maseru, Lesotho.

Chairman Rodwell Jacha admits, however, that despite its growth, it's hard to escape the adverse economic conditions. With clients reducing their advertising spend, he says its challenging operating a media house and maintaining the standard of work with budgets that have been so drastically reduced.

"With clients reducing their advertising spend, the company has learnt the art of working with smaller or weak budgets which has made Moving Ads a better team," he says, adding that it is a



case of adjusting campaigns to fit the budget.

In keeping with the need to be flexible, Moving Ads has also put plans into place to extend its offering, believing that the best way to fight the economic situation is through diversification. The company has always specialised in outdoor media, promotions and events, however, these have been of a static nature.

The extended offering works to incorporate digital into the mix, with very promising results, adding to its positioning as an agency with an unconventional approach to experiential marketing.

Indeed, reinvention, innovation and diversification has become the backbone of how Moving Ads has weathered the current marketing storms. An additional

trend, Jacha observes, is that agencies have started to think for their clients, taking on the role of sounding board and partner, providing insights from the market in terms of how clients can achieve their goals.

With the advent of social media, as well as its greater application, Moving Ads is able to offer surveys via social media platforms to its clients. Through its activations, it is able to command crowds in rural areas, thus enabling not only the trial of products, but also feedback to clients through reports. Moreover, Moving Ads has recently launched its own YouTube channel, which will enable it to live stream activations on YouTube, as well as its website, going forward.

Over the past year, the team has produced many activations which have really stood out, for what makes Moving Ads stand out from its competitors, says Jacha, is its ability to give

consumers access to brands and products, and vice versa. It is the holistic experience of the brand that sets Moving Ads apart – Jacha explains that consumers are able to feel, see, touch and taste the product during the activations, not to mention that clients are provided with real time feedback on site, which allows for challenges to be solved quickly and effectively and for adjustments to be made to the campaign with instant effect, if required. Moving Ads' philosophy of 'doing it right, first time' means that clients are assured of utmost efficiency and effectiveness.

Working as it does in stadiums that have the capacity to hold up to 80 000 people, Jacha points out that Moving Ads' campaigns and activations provide audiences with memorable experiences and events that live on long after the event itself is over.

The company consists of 22 permanent staff on site at the

company's headquarters in Midrand. Aside from this, Moving Ads works with over 200 people in various regions of the country who can be pulled in to assist with activations. The advantage here is that the company not only provides employment to people within the communities where it works, but these people are themselves part of the community and able to provide the client with valuable insights. Aside from Jacha, the management team comprises MD Mr Tinashe, GM Mr Nyasha Muza and Accounts Manager Miss Sisa Mkandla. There is also a full technical team that is dedicated to rolling out of campaigns. There is also a team of drivers who work with both digital and static poster trucks.

Jacha insists that in a fluid industry where change is a given, the entire team needs to be well prepared to accommodate change. "We need to stay informed about world markets

and be widely read so as to connect with others of all levels and cultures," he believes. In addition, he prizes the concept of taking a global view and sharing knowledge and trends with others in the industry.

Over the next year, Jacha says the focus will be on incorporating more digital advancement and bigger sized activations. He adds that Moving Ads has gathered expertise on what audiences find relevant and to this end, are able to access consumers in all markets – both the well populated urban markets as well as beyond into less dense rural areas. "Rural markets are particularly open to brands and new experiences," he concludes.

