



Company profile

# Outdoor Advertising

**Wall Murals**  
**Spaza Shops**  
**Shopping Malls**  
**Building Wraps**  
**Activations**  
**Taxi Wraps**  
**Taxi Ranks**  
**Wifi Free Hotspots**

\*persuasive techniques that evoke the buying mind  
\*engage the consumer at opportune times & place  
\*mass market reach driven by format mix

Uyadi Pty Ltd is level 1 B-BBEE. 100% Black-owned company.

# Who are we

We are Uyadi Pty Ltd, established in 2014 , an Out Of Home Advertising company, specialising in the Township mass market.

---

## What advertise with us?

Because we deliver to the client's requirements. Our platforms and mediums are right in the eye-line of the demographic, allowing us to pinpoint accurately to the required eyeballs, in turn reaching them consistently.

---

## Why Outdoor?

**\*FACT IS — That is Where the People Are!, and that is where our mediums and platforms are.**

**(1)— Out-of-home advertising reaches approximately 85% of the adult population in South Africa.**

- (2)**
- 51% of respondents claim that they shop at spazas daily.
  - 23% of survey respondents say they spend 25% to 50% of their income (24% spending more than half their income) in the township.
  - 15% increase in respondents who say shop at spazas compared to 2022 data.
  - 48% of respondents say they shop at supermarkets once a week.
  - Supermarkets are viewed as big grocery shopping establishments while spazas are seen as top-up and daily shopping stores.

(1) Source: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates. 2016

(2) Source: Township CX Report, Roger Wilco, Survey54. 2023



## **Our Approach**

At Uyadi Pty Ltd, our approach is to give brands a 'full-on', 'in the eye-line' of the people method of advertising. We have not set out to reinvent the wheel but rather to utilise the formats already existing, by adding our components that elevate and maximise the services we offer. With our widespread reach we make it a bigger canvas for a brand.

---

## **Forward thinking**

In our quest to be relevant in the current times, we have adopted the changes of the world in the age of technology. We provide insights through our Wi-Fi platforms, showing the full aspect of breakdowns: traffic per day/week/month/campaign duration in depth information to help tailor-make campaigns with results.

---

## **Insights**

Our insights based on the technology at our finger tips gives brands the advantage and edge, aided by our ability to give in-depth understanding of essential aspects, such as audience behaviour, market trends and performance-based metrics.



# What we do for the Brand



This is our multi-faceted advertising approach with extensive reach. With the various forms of advertising that can be tailor-made for any campaign, be it in selected areas, zones, districts, provinces or nationwide. We also make sure it caters for short term, long term and the flexibility to work on all types of budget based campaign.



[www.uyadi.co.za/](http://www.uyadi.co.za/)

**Wall Mural Advertising**  
**Spaza Shop Advertising**  
**Taxi & Bus Advertising**  
**Activations**  
**Taxi Rank Advertising**  
**Mall Advertising**  
**WiFi Free Hotspots**  
**Building Wraps**  
**Highway Wraps**



# WALL MURALS

*all ova Kasi!*

The Township is the epicentre of South African inhabitants, a place full of movement, and above all a big buying/sending base that needs a customised advertising and marketing strategy. At Uyadi Advertising we have the expertise to give brands these opportunities to go all into Townships.



# How we advertise the Brand



[www.uyadi.co.za/](http://www.uyadi.co.za/)

# Wall Murals : Statistics & Reach

**Average size  
of wall mural  
2m x 10m  
(20 m<sup>2</sup>)**

**Wall Murals  
are on busy  
roads close to  
Malls, Taxi  
Ranks and key  
areas.**

**We have a  
presence  
across the  
9  
provinces**

**Reach audiences  
with strong,  
local, cultural  
relevance for  
placements and  
local insights.**

**With geo-targetting,  
your Reach Spread  
can be shared  
across a specific  
region, district and  
province**

**Approximately a  
1/4  
of South Africa's population  
of 60 million  
\*people live in the 76 largest townships.**

**Wall Murals  
offer a  
direct and  
comprehensive  
platform for  
campaigns.**

**Areas covered: Nationwide.**



# SPAZA SHOPS

*all ova Kasi!*



According to the 2021 census, 24.35% of South Africa's population lives in townships. This is equivalent to 11.6 million people who are part of these vibrant and innovative communities. While these communities are faced with some of the most difficult challenges, including high unemployment, poor service delivery and low household income, South African townships represent billions of rands in spending power. [\\*Township CX Report 2023 Roger Wilco \(Survey 54\)](#)

# Spaza shop Advertising

These mediums are dominant features in the township and form an integral part of our Advertising offerings. The exterior is customised with the brand as the anchor advertiser which becomes a permanent billboard within the area.

With a nationwide reach and cost effective format these landmarks are in high density foot traffic places.

*all ova Kasi!*





# Taxi Wrap Advertising Nationwide



Taxi Wrap Advertising offers a 'moving billboard' form of advertising to the South African masses, with thousands of people in the townships and cities, at taxi ranks moving from point A to B. We give brands opportunities to be exposed to a big buying/spending base that needs a 'in your eyeline' advertising and marketing strategy. At Uyadi Advertising we have the expertise and insights to give brands these opportunities.



# Taxi Wrap Advertising

According to the Statistics SA 2020 Survey, taxi operators transport over 15 million commuters every day. Commuters are in transit to and from work, from township to - city and back, also connecting to other townships.

With a wide reach across the country this effective format is a service we offer to maximise what we term 'moving billboards'.



# Taxi Rank Advertising Nationwide



Taxi Ranks are the key departure and arrival points for commuters across South Africa, with millions of commuters everyday over and above all this is a big buying/sending base that needs a customised advertising and marketing strategy. At Uyadi Advertising we have the expertise to give brands these nationwide opportunities to go into TaxiRanks nationwide.



# Taxi Rank Advertising

With an estimated 15 million South Africans (65% of the public transport system on taxis every day, a taxi rank is the perfect place to advertise and promote products, opening a door to effective direct marketing to consumers. Commuters are in transit to and from work, from township to the city and back, as well as connecting to other townships.

We are nearing nationwide reach as we continue to sign up more taxi ranks to elevate this cost effective format that provides a good mix to the advertising formats in our portfolio.





## **Free Wifi Hotspot powered by Uyadi Advertising**

reach the mass market through our **Free-Wifi**  
hotspots at taxi ranks, on-board taxis  
and wall murals



### **Contact**

0100 355 433 | 076 026 9425  
nash@uyadi.co.za  
sphumelele@uyadi.co.za

[www.uyadi.co.za](http://www.uyadi.co.za)  
[www.freewifihotspot.co.za](http://www.freewifihotspot.co.za)



*all ova!*



Transit Wi-Fi Advertising offers a unique format to advertise to the South African masses, with thousands of people in the townships, be it on site or moving from point A to B, we give brands opportunities to be exposed to a big buying/spending base that needs a customised advertising and marketing strategy. At Uyadi Advertising we have the expertise to give brands these opportunities.

# Taxi WiFi Hotspot Advertising



This is a captive audience format of Advertising and Brand extension that can be used to convert the FREE WiFi Users into prospective customers and further sell products whilst at the site or in transit.

# ACTIVATIONS



**'Consumers are people, and people buy or buy-in when people sell to them'. That is our approach when it comes to face to face engagements at activations. This direct interaction, provides- sight, feel, and taste of the product. Giving a more personal touch to the execution of the marketing method at a human to human level.**

# Activations

With our Activations you have a route directly to market to a captive audience. Consumers are excited by experiences and entertainment, so these township areas present an ideal opportunity for experiential marketing to take the stage and to capture consumers' direct attention for a longer duration of time.

Consumers get to experience the product in real time and gives a powerful tool in winning brand loyalty. These brand encounters also create useful spaces to position a brand positively across the major touch points where consumers can get involved, exchange relevant information and broaden their understanding of the product and its benefits.



# MALL ADVERTISING



According to a study conducted by MSCI on behalf of the South African Council of Shopping Centres (SACSC), the current size of the South African retail market is estimated at around 23.4 million square metres (sqm) of gross lettable area (GLA) across 1959 individual shopping centres (as of July 2017). For the 2016 to 2017 measurement period, the South African market had 418 square meters of the shopping centre lettable area for every 1,000 people.

\*(South African Council of Shopping Centres (SACSC))

# Mall Advertising

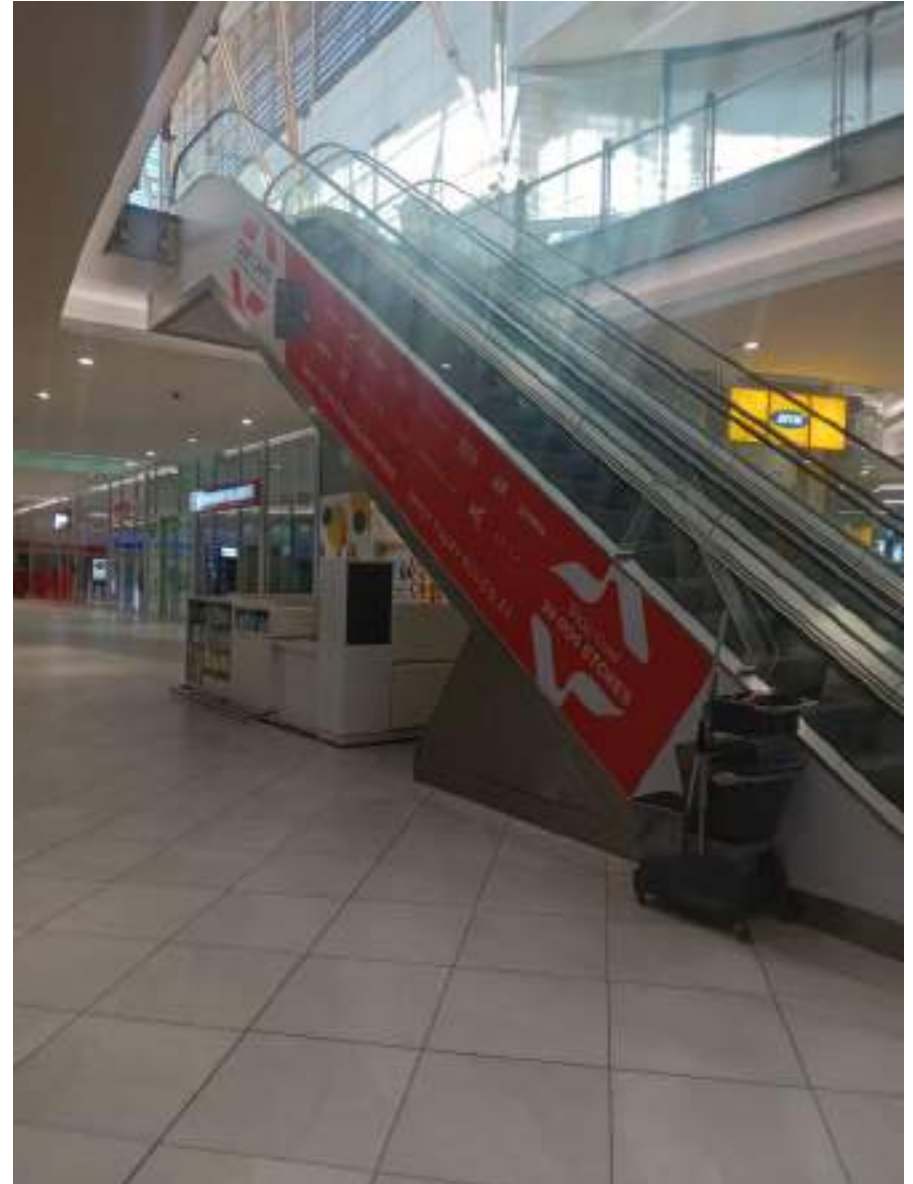
Malls offer a wide range of indoor and outdoor advertising options that we have selected to be a mix which we have in our offerings. We currently have a select few malls in regions we have a presence. The advertising options include:

Tower billboards

Escalator Advertising

Elevator Advertising

Parking Bays & Pillars



# Mall Parking Advertising

Townships are vastly developing, as the population grows so does the developments. Malls are an addition to townships, and we have advertising space right in the midst of the malls.

Our eyeline Mall advertising solutions rank high for product promotion and are right where the people shop.



# BUILDING WRAPS



The CBD's and inner city areas are high traffic areas owing to residential, business, school and commercial establishments. With this comes an opportunity to reach the people in and around these places.

# Building Wrap Advertising

Building wrap advertising is a powerful tool for marketers looking to make a significant visual impact in urban environments or areas with high foot and vehicle traffic.

Its effectiveness lies in its ability to turn a building into a memorable and attention-grabbing advertising medium.

Building wraps are made from PVC vinyl or mesh that are weather-resistant and durable.



# Thank You

## Contact

0100 355 433 | 076 026 9425

nash@uyadi.co.za

sphumelele@uyadi.co.za



**Uyadi Pty Ltd**  
(2014/101578/07)

51 Avalon Road, Modderfontein,  
Johannesburg 1609

© 2025 Uyadi Pty Ltd (2014/101578/07).  
All rights reserved. This document is the intellectual property of Uyadi Pty Ltd, its contents are confidential and intended solely for the use of the individual or entity to whom it is addressed. Unauthorised review, use, disclosure, or distribution is strictly prohibited. Any unauthorised reproduction, distribution, or modification of this proposal may result in civil and/or criminal penalties under applicable copyright laws. Uyadi Pty Ltd reserves the right to take legal action against any individual or entity that violates these rights.