

Jockey targets Gabarone through OOH campaigns

To strategically engage the consumer market in Botswana, the Jockey out of home campaign has fifteen Jockey branded taxis travelling on major arterial routes around Botswana as well as a billboard on one of the main roads in Gabarone ensuring that the Jockey brand is visible to many consumers passing by on a daily basis.

"We have a large number of customers in Gabarone and it's incredibly exciting to be able to take our advertising into Southern Africa to grow the brand.



"Together with some of the out of home giants such as Continental Outdoor, Primedia and Provantage, we visited Gabarone and were really impressed with the infrastructure and advertising opportunities available," explains Jockey Marketing Associate, Garlai Combrinck.



Taxi branding

"One of the most exciting opportunities has been the taxi branding as this is something we have not done yet. There is very little taxi branding in Gabarone so we saw it as the ideal opportunity to really stand out," says Combrinck. "A large number of taxis run to Rail Park Mall where taxi, bus and rail commuters all converge on a daily basis so it's a really busy centre."



To carry the message to store level, the brand now has advertising space in the Rail Park Mall car park, as well as in-mall escalator and elevator advertising and floor branding.

"We see Gabarone as a city with huge potential to grow our business and likewise we really look forward to seeing our brand grow within this vibrant city," concludes Combrinck.

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