

# The festive season is an essential time to use outdoor advertising

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With millions of South Africans due to take full advantage of the upcoming summer, [OOH advertising](#) is a great medium for increasing brand awareness, repositioning brands and creating a lasting positive brand image, especially during this busy season.



"We have a product offering focused on key holiday hubs, allowing clients to think out of the box when it comes to their brand's campaign. Clients can incorporate their brand into concepts that're creative, appealing and ultimately beneficial to consumers as well as their brand, making it timeless and effective," says Remi du Preez, Sales Director at Tractor Outdoor.

**"People are 54% more aware of outdoor advertising during the summer season."**

Tractor Outdoor has an immense portfolio of billboards available along the Garden Route and the rest of the national coast which generates the perfect exposure for those businesses wanting to target the holiday-goers.

"Recent research conducted by OMA indicates that people are 54% more aware of outdoor advertising during the summer season. Viewership on the OOH landscape also increases during this period as people naturally spend more time outdoors on various activities. The advantages of advertising your brand during this busy period include that it is beneficial to your business as it creates brand recall (consumers are loyal to businesses that constantly remind them of their brand offerings); and OOH prompts people at critical moments during the day when they are actively purchasing products (consumers tend to create lasting memories of memorable campaigns). As general business cycles are concerned, consumers also tend to spend more during this period," says Remi du Preez.

The variety of formats available in OOH make it cost effective and flexible enough to suit small, medium and large businesses. Still wondering if outdoor advertising is worth your money? [Here's](#) how Tractor Outdoor can give you value for your money.

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Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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