



Greytown, KwaZulu-Natal 3250

Phone: 033 413-2439

Fax: 033 417-1603

Mail: info@facefirstmedia.co.za

Web: www.facefirstmedia.co.za

An aerial photograph of a city skyline, featuring a prominent skyscraper with a grid-like facade and a 'Hisense' sign at the top. The image is overlaid with a blue gradient at the bottom right.

Company
Profile

Who We Are

PRECISION MARKETING MEETS MAXIMUM REACH

Face First Media is a specialised outdoor advertising company with over 10 years' expertise in the industry.

Our extensive inventory comprises over 150 premium advertising sites strategically located in sought-after locations across KwaZulu-Natal and Gauteng. Renowned for our expert insights, tactical abilities, personalised service and well-established media relationships, we provide the perfect balance of targeted sites and extensive exposure to meet all your outdoor marketing needs.

10
years'
expertise in
the industry

150
premium
advertising
sites

**KwaZulu-
Natal
&
Gauteng**

We are a
proudly
Level 3
BBBEE
company.





What We Do

EFFECTIVE OUTDOOR MARKETING SOLUTIONS FROM SITE SELECTION TO SALES

FOR AGENCIES AND BRAND MANAGERS

Our comprehensive offering includes the **full range of services** to ensure that your marketing strategy is perfectly executed from start to finish. Our **tactical media planners** will help select the right sites to suit your marketing strategy. Our production department will ensure that artwork is flighted on time, after which we will provide **well-shot, accurate photos** of the sites to prove the successful flighting of your campaign.

FOR LANDLORDS

Our in-house manufacturing team will oversee the **high-quality construction** and erection of all sites. Our dedicated national sales team will then market the sites effectively to ensure **high occupancy rates** and **maximum returns** on your investment.

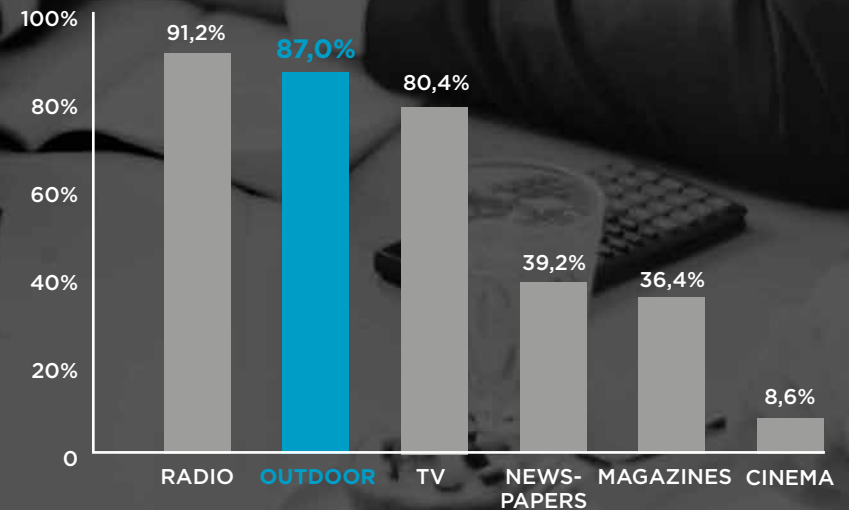
Why Advertise On Outdoor?

GET THE BENEFIT OF ONE OF SOUTH AFRICA'S MOST POWERFUL AND COST-EFFECTIVE MEDIA TYPES

Outdoor advertising is a cost-effective media type that gives your brand constant, impactful exposure.

It has the second highest average penetration to adults of all races and population groups (AMPS). Outdoor advertising represents ~3.5% of SA's R38.5b advertising spend (Nielsen, 2017). This is projected to increase even further towards the international norm of 10% spend on outdoor media.

ACCESS TO ADVERTISING MEDIA (ALL ADULTS)



The perfect balance of targeted sites and extensive exposure to meet all your outdoor marketing needs.

Why Work With Us

A LEADING OUTDOOR MEDIA OWNER IN SOUTH AFRICA

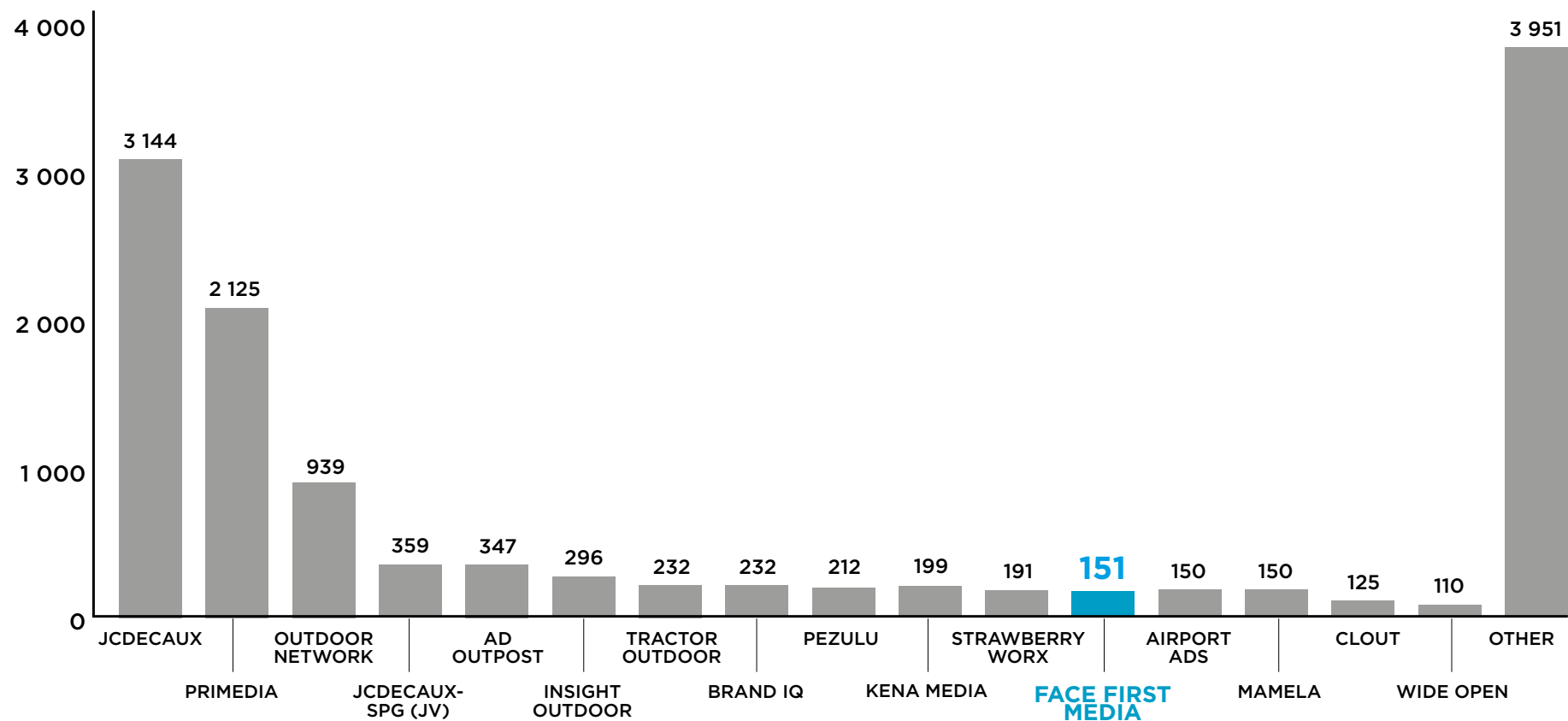
Face First Media is SA's 13th largest media owner in terms of number of sites (State of OOH Report, Outdoor Auditors). This gives us the enviable ability to provide boutique, tailor-made services to clients, while also having the reach to flight and rotate national campaigns through our strong relationships with media agencies.

We pride ourselves on maintaining exceptionally high occupancy rates. At 76%, we currently have the 6th best occupancy rate of all media owners in South Africa - well above the market average of 69%. This high level of efficiency, enabled by the exceptional efforts of our marketing and sales team, results in sustainable and optimal returns for our landlords.

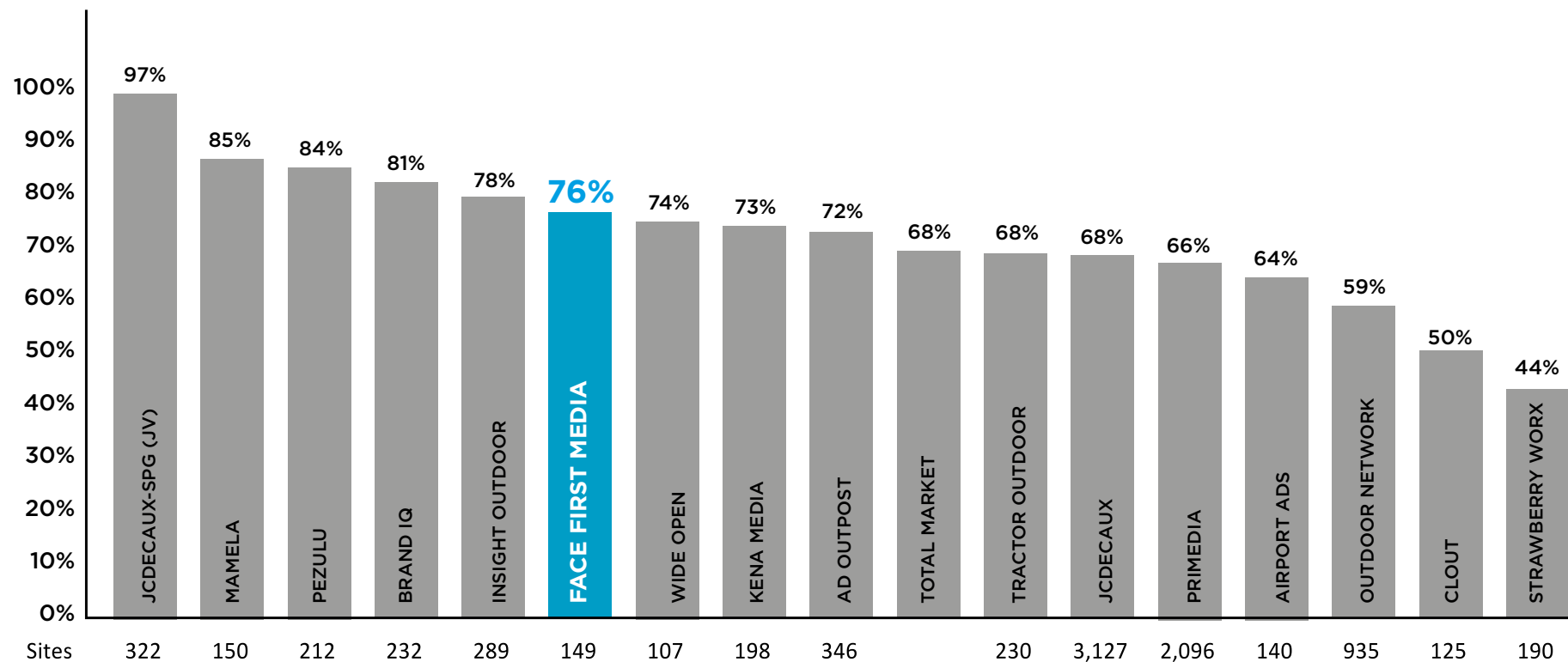
Face First Media has a strong presence in KwaZulu-Natal, SA's second-largest market. We are also expanding our footprint into the highly sought-after economic hub of Gauteng.

Billboard Distribution

by media owner (Feb '18)



Billboard Occupancy Rates



Our Story

FACE FIRST MEDIA WAS
FOUNDED BY STEVAN WILKEN
IN 2011.

Beginning with a small base of loyal clients and just a handful of billboards, the company has since grown into a well-established business through its innovative approach to

site selection, tactical
execution and skilful
marketing



Our Inventory

OUR PREMIUM SELECTION OF SITES INCLUDES A BROAD VARIETY OF CURRENT AND FUTURE BILLBOARDS DESIGNED TO SUIT YOUR MARKETING BUDGET AND STRATEGY.

Ideal for product launches and long-term brand building strategies, these sites are located along high-traffic areas on highways, main arterials and within landmark economic zones.

Our billboards are located in KwaZulu-Natal and in Gauteng in various environments, from highways in the big cities to taxi ranks in the smaller rural towns.

The company has also commenced with the next phase of its development trajectory by growing its current footprint beyond KZN into Gauteng and Cape Town.

All of our sites are insured and built to local engineering and government environmental standards.

Face First Media
billboard holding
in KZN and Gauteng



An aerial photograph of a dense urban area, likely in South Africa, showing a mix of high-rise and mid-rise buildings. A large blue banner is overlaid at the top. The city is situated near a body of water, with a port area visible in the background. The foreground shows a busy street with cars and a large building with a 'MEDSHIELD' sign.

Impactful & effective outdoor















Environmental Sensibility & Digital Alignment

EMBRACING CHANGE

We are committed to changing the way outdoor media impacts the environment by reducing the carbon footprint of our billboards

To this purpose, we are currently testing an exciting project using solar LED lighting to illuminate our future billboards and cut down on electricity usage.

The digital transformation is reshaping every aspect of business, including the Out of Home Industry that will require careful collaboration, thoughtful planning, and tactical realignment. We are currently assessing options to adopt the technology through the conversion and development of new LED Digital Signs.





Socio-Economic Development

MORE THAN MEDIA

We are committed to meaningful and impactful ways of positively affecting the broader community. As a young company, we have a particular leaning towards youth development.

We are, for example, sponsoring the 1st rugby team of a local high school, as well as assisting a local children's home with a free leased vehicle. We are also expanding our social responsibility programme with the payment of school fees of families in need.



Our Manufacturing Subsidiary

CUSTOMISED BILLBOARD DESIGNS

As part of our drive to expand our value offering, we have also created an in-house manufacturing subsidiary. This specialist division enables us to enhance and customise design, ensure a consistent look and feel across our holding, and optimise costs. These interventions have not only increased the feasibility of our sites but also improved our turnaround times, resulting in turn-key solutions for our valued landlords.



Contact

**SPEAK TO OUR TALENTED TEAM
ABOUT STRUCTURING A CAMPAIGN
PERFECTLY SUITED TO YOUR
BUDGET AND MEDIA STRATEGY.**

STEVAN WILKEN

Greytown, KwaZulu-Natal 3250

Phone: 033 413-2439

Fax: 033 417-1603

Mail: info@facefirstmedia.co.za

Web: www.facefirstmedia.co.za

