



COMPANY PROFILE

Outdoor Advertising
Simplified

2026

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Central Park Office
13 Esdoring Street
Highveld Techno Park
Centurion
0157



brandiq.co.za



FIRSTLY
THANK YOU
FOR CONSIDERING US!

OUR STORY

... SO FAR

Brand IQ begins 2026 with 1,257 outdoor advertising opportunities across South Africa, and growing rapidly. By the time you read this, that number may already be higher. This continued expansion positions us as the third-largest out-of-home media owner in the country.

Our sites span key regions including the Greater Pretoria and Johannesburg areas as well as Rustenburg, Witbank, Kimberley, Potchefstroom, Hazyview, White River, Nelspruit, East London, Port Elizabeth, Cape town, Middelburg, Brits, Hartebeespoort and Secunda.

Our portfolio includes gantries, billboards, construction wraps, building wraps, shopping malls, as well as digital screens, offering brands a wide range of impactful advertising solutions.

At Brand IQ, we believe in building strong business relationships, and lasting friendships. As a dynamic and forward-thinking company, we deliver exceptional service, quality, and value to every partner.

With over 27 years of experience, we've developed trusted relationships with landlords, advertising agencies, and blue-chip clients, and continue to grow and innovate.

We are also committed to sustainability. Many of our structures feature solar panels and solar lighting to reduce energy use. We reuse materials, encourage recycling, and continuously work to lower our environmental footprint. Beyond this, we support various charitable initiatives and donate unsold media space to community causes and animal shelters.





BRAND IQ VISION

Brand IQ is a passionate and energetic out of home company that stands out above the rest. We deliver outstanding service, locality, quality and partner relationships whilst enhancing the lives of people that make Brand IQ the success it is.

BRAND IQ VALUES

Once we commit...
We take ownership.
We are reliable.
We understand.
We are prepared, professional and energetic in all we do.

1 | WHY ADVERTISE WITH US

- We offer a one stop service for advertisers including in-house design and layout facilities.
- Creative advertising solutions.
- Aesthetically pleasing structures and designs.
- Various contractual options available.
- We are partners of the OMC, ROAD data is available for all of our sites.
- Immediate flighting pictures provided.
- All sites are council approved.
- Ongoing site acquisitions and development.

OUR TYPE OF STRUCTURES

And we can do more!



METRO LITE

A Metro Lite refers to a 3m x 6m landscape offering two faces of 18m² each.



SQUARE

A 6m x 6m square offering two advertising faces of 36m² each.



PORTAIT

A 7.5m x 5m portrait structure offering two advertising faces of 37.5m² each.



CANTILEVER

A single legged structure that can be found next to the road with the advertising structure spanning across the road.



MONOPOLE

A single legged structure that can be found on an island in between two roads.



SINGLE GANTRY

A single gantry refers to an overhead structure spanning across the road with poles on either side of the road.



DOUBLE GANTRY

A double gateway refers to an overhead structure with four 4m x 16m advertising faces spanning across a dual lane.



ROADSIDE DIGITAL

A digital billboard displays images or videos alternating between advertisers in a loop.



HIGHWAY DIGITAL

A digital billboard on the highway displays images or videos alternating between advertisers in a loop.



HIGHWAY MONOPOLE

A single legged structure found next to a major highway, typically 4.5m x 18m and often illuminated.



TOWERS

Typically found in sets of 3, a 10m tall vertical structure that resembles a tower next to the road.



CONTAINER

Containers stacked on top of each other to create 2 faces of massive real estate that demand your attention next to Major Highways.



WALL SIGN

A wall mounted advertising medium available in various sizes. External illumination available.



MEGA WALL

A structure bigger than 100m², typically found on highways or main arterial roads.



BUILDING WRAP

A wall mounted advertising medium available in various sizes. Each will be specific to the building it is mounted on.



WRAP / CONSTRUCTION HOARDING

A virtually limitless-length steel frame supporting large format prints, tensioned with elastic strands.



CONTRA VISION

Contra Vision is a printable self-adhesive translucent window vinyl, typically found on glass façades.



SKY SITE

A sky site is an iconic site found on tall buildings standing out above with the sky line.

OUR TYPE OF STRUCTURES

And we can do more!

DIGITAL

DIGITAL BRANDING | FLEXIBLE | AUDIENCE

ABOUT DIGITAL BILLBOARDS

DOOH (Digital Out Of Home), the new kid on the block, changing the game in terms of how quickly you can get your message on the streets. Roadside digital screens have become increasingly popular over the years due to their dynamic capability and of course the fact that there are no production costs.

Dynamic how?

Uploading artwork is fairly quick to do, giving clients the opportunity to load one artwork in the morning (Breakfast special) and one in the afternoon (Dinner special) as an example, the opportunities are endless.

BE FLEXIBLE

Digital out-of-home (DOOH) has emerged as one of the fastest-growing media channels, and rightfully so. More accessible than ever before, DOOH offers advertisers levels of flexibility, privacy compliance, contextual relevance and creative impact that other channels struggle to match. (Broadsign, Media Buyers guide to pDOOH)

MAKING YOU STAND OUT

WE HAVE SITES IN THE FOLLOWING AREAS

- **Tshwane**
Centurion, Menlyn, Lynnwood, Brooklyn, Pretoria North, Pretoria CBD, N1, N4, N14, R21
- **Johannesburg**
Sandton, Randburg, Houghton, Krugersdorp, R21, Roodepoort, Boksburg, M1, M2, N12, N1, N3, JHB CBD
- **Cape Town**
- **Pietermaritzburg**
- **Harrismith**
- **Middelburg**
- **Emalahleni**
Including around Highveld Mall
- **Potchefstroom**
- **Rustenburg**
- **PE**
- **Brits**
- **Harties**
- **Bloemfontein**
N1 and CBD
- **Kimberley**
- **Mbombela**
- **White River**
- **Hazyview**
- **Polokwane**
- **East London**
- **Mossel Bay**
- **Vanderbijlpark**
- **Secunda**
- **Durban**
- **King Williams Town**



SUSTAINABILITY

... AND WE PARTNER WITH THE BEST TO DO GOOD

How/when it works

At BrandIQ, we don't believe in waste — we believe in opportunity.

That's why we give our old banners a second life through innovative repurposing initiatives. Once a campaign concludes, we collect and donate these banners to animal shelters and local suppliers who specialize in upcycling. Animal shelters use the banners to create shade netting and build temporary cages, providing animals with shelter and protection.

Meanwhile, local suppliers repurpose the durable banners into useful products such as book covers, sleeping bags for the homeless, fruit-picking bags, furniture upholstery, and even quirky door doggies. By doing this, we turn advertising waste into something truly worthwhile. Our initiative helps reduce environmental waste, supports vulnerable communities, and promotes a circular economy.

See the impact of our repurposing process:

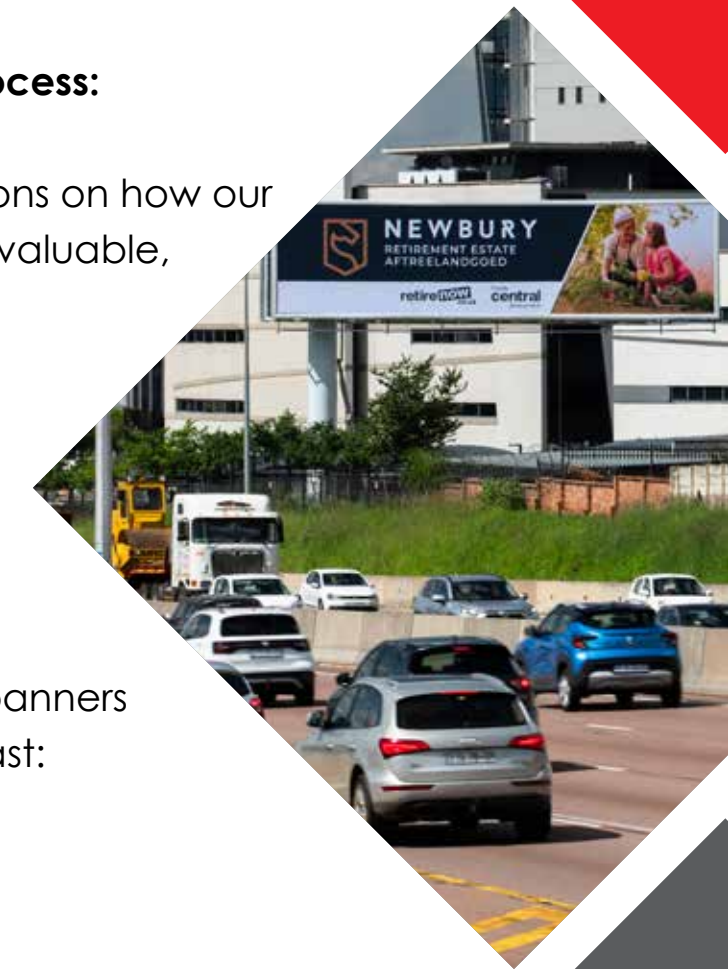
Here are some examples and suggestions on how our old banners can be transformed into valuable, sustainable products:

- Book Covers
- Sleeping Bags for the Homeless
- Door Doggies
- Fruit-Picking Bags
- Furniture Upholstery

Some other ideas how to repurpose banners that we have contributed to in the past:

- Dam liners
- Waterproofing shelters
- Compost covers
- Wood covers
- Animal shelters for waterproofing and shade netting (recent was Osmans Animal shelter, PTA Dog Rescue, Wetnose)

These creative repurposes not only give our banners a second life but also help make a tangible difference in the lives of those who need it most.



... AND WE LIKE TO GET INVOLVED

Brand IQ strives to be positively involved in community activities and has a solid foundation and belief, to give back and invest in uplifting projects. We have an ongoing number of charitable organizations that we are dedicated to.

We sponsor various programs such as; Centurion Clean up, Farmers in drought stricken areas with dam liners, Various Childrens homes with supplies, Animals shelters with banners for weatherproofing and food. We also joined and continued with the Be Kind initiative, spreading a positive message on unsold inventory.





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