THE MEDIA KRATE



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PURPOSEFUL DISRUPTORS

TMK

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Executive Summary & Market Footprint

The Media Krate Advantage: A Multi-Dimensional Ecosystem

We do not just paint walls; we engineer cultural landmarks. The Media Krate bridges the gap between raw street-level authenticity and cutting-edge brand innovation. Our competitive edge rests on four distinct pillars that drive commercial success and social transformation.



Cultural Fluent OOH: We design campaigns that speak the authentic local language, pulse, and subcultures of the communities they live in. Our art resonates as a piece of local identity rather than forced corporate messaging, earning deep consumer trust.
The Circular Economy: We use eco-friendly, carbon-absorbing materials and ensure production lifecycles minimize waste, actively contributing to environmental restoration and a cleaner urban ecosystem.
Economic Value for Landlords: We transform underutilized or neglected property walls into premium revenue-generating assets, giving property owners steady additional rental income and upgrading local real estate value.
Dignified Employment for Abo Mgerezi: We uplift informal waste reclaimers by integrating them into our supply chain with permanent employment, fair wages, and safety gear — transforming informal labor into a proud, stable task force.

National & Continental Footprint

South Africa National Footprint: 100% coverage across all 9 provinces with dominant clusters in Gauteng, Western Cape, and KwaZulu-Natal.
Majority Market Reach: Over 65% market share in premium high-traffic urban zones, metropolitan transit hubs, and township economic centers.
Audience Impact: Delivering over 45 million monthly impressions nationally through high-dwell-time spatial placements.
Pan-African Expansion: Established operational networks and premium sites in Swaziland, Lesotho, Mozambique, Zimbabwe, Zambia, Malawi, Kenya, Tanzania, Nigeria, Kenya, Ghana, and Namibia.



Footprint

10 Markets. One African Street Language



SOUTHERN AFRICA

South Africa

Zimbabwe

Namibia

Malawi

tanzania

Mozambique

WEST AFRICA

Ghana

Senegal Côte d'Ivoire

CENTRAL & EAST AFRICA

Gabon

Republic of Congo

Kenya

From Soweto taxi ranks to West African markets, we bring township-native media to brands across the continent.

R1 trillion

Township economy in SouthAfrica,reached through our network.

3D Visual Reality Wall Murals (3DVRA)

Product Overview

Using advanced forced-perspective anamorphic artwork to build striking three-dimensional depth illusions without specialized glasses, creating organic viral social media traction.







Production Costs on a Standard 2m x 10m Landscapes

Calculated per square meter; includes specialized anamorphic engineering, high-grade weather-resistant pigments, and certified safety rigging.

See Rate Card.

Rate Card Monthly Costs on a Standard 2m x 10m Landscapes

Premium monthly rate tailored to location traffic metrics, footprint tier, and structural size.

See Rate Card

Available Discounts

Tiered volume discounts scaled for multi-site structural bookings or campaign runs exceeding 3 months.

Added Value Offerings

Complimentary professional drone videography package for brand social media channel optimisation.



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3D Sustainable/Sustainability Wall Murals

Product Overview

Eco-conscious 3D OOH wall murals crafted from 100% recyclable materials and plant-based paints for Net-Zero and ESG.









Production Costs on a Standard 2m x 10m Landscapes

Includes specialised carbon-absorbing paints, certified eco-friendly materials, and green auditing metrics.

See Rate Card

Rate Card Monthly Costs on a Standard 2m x 10m Landscapes

Competitive monthly rate with a portion directly split to localized community green initiatives.

Rate Card.

Available Discounts

Special subsidy discount available for verified corporate ESG and environmental sustainability campaigns.

Added Value Offerings

Localized PR campaign toolkit containing certified carbon-offset calculations for corporate compliance logs.

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bPOWERd
Rent
Power
Daily
R20 PER DAY
R40 PER DAY
*Available at bp Ochsonville.
PURPOSEFUL
DISRUPTORS
TMK
SPAZA
250ml
R6
Coca-Cola
MASHE-SHA
FANTA
Sprite
STONEY
TMK

TMK Hyper-Realistic Wall Murals

Product Overview

Crafted by master photorealism painters to mirror crystal-clear high-definition digital outputs on brick surfaces, blending raw urban credibility with flawless corporate execution.



Production Costs on a Standard 2m x 10m Landscapes

Covers master artist design fees, detailed surface grid-mapping, and protective UV clear-coat styling.

See Rate Card

Rental Fees

Fixed monthly commercial lease ensuring sustainable passive revenue streams back to asset landlords.

See Rate Card

Available Discounts

Production cost deductions applied when booking a sequential minimum 4-wall campaign circuit loop.

Added Value Offerings

A Select 12-hour nighttime dedicated spotlighting illumination hardware package added at zero additional fee.



HYPER-REALISTIC WALL MURALS

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SAB & Kazang Digital POS Rollout

Driving Fintech Adoption in SA Townships via Spatial OOH Innovation
The Objective: SAB and Kazang partnered to minimize cash dependency and digitise township economies by deploying digital Point-of-Sale (POS) terminals across taverns nationwide.

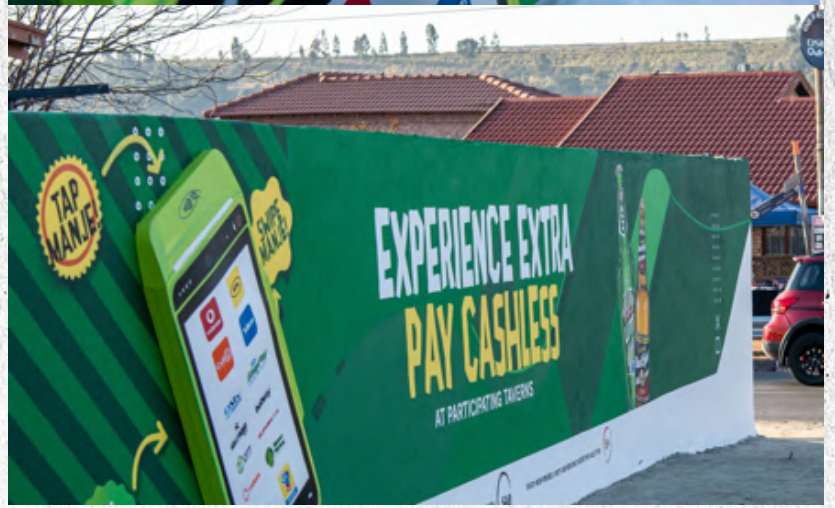
The Strategy: The Media Krate deployed **200 proprietary 3D Hyper-Realism Visual Reality Wall Murals** at strategic, high-visibility points directly adjacent to select taverns.

The Results & Commercial Impact (Aug 2022 – Oct 2023):Distribution Doubled: Localised placement caused Kazang POS merchant distribution to double ahead of projections.

Campaign Extension: Strong market momentum led to an agile 3-month campaign extension.

Targets Secured: Nationwide distribution goals were fully met through The Media Krate's media innovation.






RhinoLite
Multipurpose Plaster
gyproc
SAINT-GOBAIN
40 kg
GROOTMAN
YAMA PLASTER
GET RHINOLITE® AT YOUR NEAREST HARDWARE STORE.
MADE IN SA

Glow in the Dark Wall Murals

Product Overview

Guarantees absolute 24-hour visual market dominance. Vivid brand layers show by day, while phosphorescent and UV-reactive coatings reveal alternative hidden artwork statements by night.







Production Costs on a Standard 2m x 10m Landscapes

Includes premium luminescent base compounds, specialized UV-reactive inks, and protective weather seals.

See Rate Card

Rental Fees

Standard monthly location rental based on total day/night ambient exposure cycles.

See Rate Card

Available Discounts

Early-bird seasonal price incentives for winter slots to take advantage of longer natural night hours.

Added Value Offerings

Complimentary installation of auxiliary blacklight fixtures to secure peak glow visibility in dim sectors.


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TOGETHER
WE CAN

WiFi Enabled 3D Wall Murals

TMK DYNAMIC WI-FI:

Product Overview

Acts as a structural bridge connecting outdoor assets to mobile phones. Murals house high-speed brand-sponsored hotspot hubs that instantly direct local crowds onto custom web storefronts.



WiFi Set-up Fees

Covers secure industrial outdoor router rigs, power integration, and localized digital landing splash setups.

See Rate Card

WiFi Recurring Rental

Monthly rate inclusive of baseline high-speed bandwidth provisioning and on-site hardware health cycles.

See Rate Card

Available Discounts

Network bundle discounts applicable if packaged alongside multi-channel digital ad-spend allocations.

Added Value Offerings

Weekly analytical data tracking user dwell timelines, device connections, and outbound clicks.

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COMMUTE
COMMANDER
Built to last.
Proven to
protect
Scan. Earn. Drive longer
THE DIGITAL
ENGINE
Castrol
COMMUTE
COMMANDER
Built to last.
Proven to
protect
SPECIALIS
Castrol
BIKE
Keeps your
engine moving
Scan
Earn
Drive longer

The Media Krate's Spatial Out of Home (S-OOH)

Product Overview – Taxi Rank Domination

Transforms flat architecture into fully unified brand zones. We structural wrap full multi-surface buildings, pavements, and local geometric assets into unmissable 360-degree worlds. This includes MTN Rank, Randburg Taxi Rank, Cosmo City Taxi Rank, Honeydew Zandspruit Taxi Rank, Diepsloot Rank, Sandton Taxi Rank, Kwa Mashu (Bridge City Taxi Rank) Kwa Mashu Cross Road Taxi Rank, Mlazi Mnyandu Shopping Centre, Verulam Taxi Rank.



Production Costs

POA

Rental Costs

POA

Available Discounts

Long-term custom partnership rates and price locks valid on 6-to-12 month continuous structural holds.

Added Value Offerings

Weekly site maintenance sweeps, rapid paint repairs, and interactive QR codes linked to live reward incentives.

The Media Krate's Wheatpaste/Wheatpasting Street Art

Street-level campaigns and wheatpaste artwork built for attention, culture, community engagement and visual impact.



Available Discounts

Long-term custom partnership rates and price locks valid on 6-to-12 month continuous structural holds.

Added Value Offerings

Weekly site maintenance sweeps, rapid paint repairs, and interactive QR codes linked to live reward incentives.







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The Media Krate's Multisensory Wall Murals

See It. Smell It. Remember It.
At The Media Krate, we take wall murals beyond the visual, combining large-format, hyper-realistic artwork with carefully integrated scent to create immersive, multisensory brand experiences. By engaging both sight and smell, we transform everyday spaces into memorable brand touchpoints that capture attention, evoke emotion and strengthen brand recall. Because the most powerful advertising doesn't just get noticed — it gets experienced.







Available Discounts
Long-term custom partnership rates and price locks valid on 6-to-12 month continuous structural holds.

Added Value Offerings
Weekly site maintenance sweeps, rapid paint repairs, and interactive QR codes linked to live reward incentives.


Enjoy zero monthly fees
Zwakala
Sunlight
More than you can expect


Enjoy zero monthly fees
Zwakala
Make Lasting Impressions


Enjoy zero monthly fees
Zwakala
Make Lasting Impressions


Enjoy zero monthly fees
Zwakala
Sunlight
More than you can expect


Enjoy zero monthly fees
Zwakala
Sunlight


Enjoy zero monthly fees
Zwakala
Make Lasting Impressions

The Media Krate lenticular Wall Murals

we transform static walls into dynamic visual experiences using lenticular effects that shift imagery, reveal multiple perspectives and create the illusion of movement as audiences change their viewing angle. By combining creative precision with innovative visual techniques, we turn ordinary surfaces into attention-commanding brand experiences that invite interaction, spark curiosity and make a lasting impression.





Available Discounts

Long-term custom partnership rates and price locks valid on 6-to-12 month continuous structural holds.

Added Value Offerings

Weekly site maintenance sweeps, rapid paint repairs, and interactive QR codes linked to live reward incentives.

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MEASURING SUCCESS

Measurement designed for the informal economy, not borrowed from formal media.



Participant Observation (PapOBS)

This is our primary localized tool, which involves:

- Collaborating with local community and business leaders to observe pedestrian engagement.
- Tracking regional qualitative and quantitative data regarding people passing the wall.
- Monitoring product movement at the informal point of sale, specifically tracking how many products leave local Spaza Shops.

WiFi Footprint & Digital Engagement

Since the walls are WiFi-enabled, The Media Krate tracks:

Footprint data — The number of mobile devices that connect or come within range of the wall.
AR Participation — Engagement rates with the Augmented Reality features that bring the 3D murals to life.

Research & Traffic data

Beyond our own walls, The Media Krate tracks:

- Local Research Houses — Partnerships with researchers who focus specifically on township consumer and shopper behaviour.
- SANRAL Quantitative Data — Official traffic data from the South African National Roads Agency to count passing motorists and commuter taxis.
- Social Engineering Metrics — Socio-economic impact, such as income generated for local "wastepreneurs" and residents who rent out wall space to become "landlords".

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Sharpo Ge!