

Activate joins Provantage Media

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Activate, the BEE out-of-home (OOH) company, has purchased 10% of Provantage's out-of-home inventory in order to establish a new OOH presence in the market and the two companies have entered into a co-operation agreement that will include skills transfer and mentorship programs.



Back: Jacques du Preez – Provantage Managing Director. Front from left: Athini Geja – Activate Sales & Business Development Director; Eugene Sehume – Activate Marketing Services Director, Litha Nodada – Activate Managing Director; Bongani Dlamini – Provantage Executive Director; Ntsiki Balfour – Activate Marketing Director.

Activate is an out-of-home agency that was founded by a team of strong marketing professionals who have a passion for innovation and is headed up by Litha Nodada. The team comprises five media specialists with comprehensive experience in television, radio, media strategy, execution and in particular out-of-home. Activate's prime business is the execution of out-of-home media in a smart, creative, impactful and more importantly non-traditional format. Nodada explains: "We have defined 'Activate Innovation' on the innovation continuum as 'Efficiency Innovation', 'Evolutionary Innovation' and at the most extreme, 'Revolutionary Innovation'. This is our point of departure - how far can we stretch the boundaries in out-of-home advertising?"

Provantage Media has built a remarkably strong presence in the out-of-home arena since their formation in 2003, making them one of the largest players in the market. Their business provides clients with a seamless mix of activation, transit media, tavern media and events solutions to meet customers' advertising needs and most importantly deliver measurable results.

"Activate and Provantage's approach to out-of-home media are very complementary," explains Jacques Du Preez, Managing Director of Provantage Media. "Activate is a creative and innovative force whilst Provantage is strong on delivery, has the ability to seamlessly integrate the various out-of-home platforms and provide detailed reporting on all campaigns... This partnership therefore ushers in a new age of accountability and measurable ROI within out-of-home media."

"Our partnership with Provantage not only gives us the size and muscle to ensure delivery for our clients," says Litha Nodada, "it creates a foundation for us to explore the creativity and innovation that the massive OOH environment provides and more clients are realising this is where the real action is in media today - exposure and sales."

The senior leadership team at Provantage will also play a mentorship role in assisting the Activate team in growing their business and ensuring a transfer of skills. "Jacques and the Provantage team have grown a formidable business in a short time and we are honoured to be offered the opportunity to work with them and learn from their experience," continues Nodada.

"Skills transfer and empowerment has been a key element in the success of how we do business at Provantage," says Du Preez, "and this partnership offers us a perfect opportunity to expand this ethos into a much broader environment."

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