



GOOD EARTH
DIGITAL

OUTDOOR DIGITAL BILLBOARD ADVERTISING

Outdoor media for businesses of all sizes

About Good Earth Digital

We're a technology driven media entity that is a subsidiary of the Good Earth Group.

By combining intuitive software with outdoor Digital Billboards, we're providing digital advertising space through a seamless cloud-based solution where businesses of **all sizes** can reach consumers through an affordable and effective advertising solution.

We've partnered with a leading national retailer granting us access to their property portfolio of over 200 sites nationally which enjoy a combination of highway and secondary road visibility thus being **prime locations** to reach consumers through advertising.



STOCK it.
ADVERTISE it.
SELL it.

Why Choose Us?



ADVERTISING AFFORDABILITY



LOCATION VIABILITY



CHOICE FLEXIBILITY



SALES PROBABILITY

The cost to advertise on billboards have been historically high and are most often **only** occupied by national/global corporates or large local businesses. Through outdoor media, this allows them to attract high target audiences which small and medium size businesses fail to achieve.

Herein lies the **market gap** by bringing in an online ecosystem model to an outdoor environment. Arming small businesses with a tool to create brand and business exposure & recognition, we're inspiring fair game of positive value for all business sizes.



Product & Services

Our product & service offering provides flexible advertising options **from as little as R7500 (ex VAT)** per monthly advertising slot. This allows businesses to capitalize on an outdoor advertising opportunity whilst accommodating their budget.

Our product portfolio consists of **high quality LED billboards** that are regularly maintained and equipped with a cloud-based software solution for a seamless management process.

Target Market

Our target market includes businesses of all sizes, excluding direct competitors to our retail partner. Our objective is to capitalize on the surging market growth by implementing a disruptive strategy and business model.

As an **industry first**, we will also be targeting small and medium sized independently owned businesses, as our affordable pricing structure and unique value proposition provides outdoor advertising affordability that had historically not existed, whilst actively partnering with Media Agencies in servicing large national and global corporates.

Hybrid Model & Pricing



Targeting National/Global Brands & Large Independents Segment

In this segment we continue to partner with leading Media Agencies and Media Buyers & Resellers that procure various media formats on behalf of their clients (National/Global Brands and Large Independents).

Benefits for this segment include:

- ✓ Premium site locations at below market rates
- ✓ The Media Agency remains in direct control of their clients marketing campaigns, CI and Brand

Targeting Small Independents Segment



In this segment, small business can now deal directly with Good Earth Digital and take advantage of the affordable pricing alternatives to promote their businesses at high exposure & premier locations.

Benefits for this segment include:

- ✓ Previously non-existent affordable pricing structures
- ✓ High exposure & visibility at premium locations

Pricing Structure

Pricing & Exposure



Advert Cost Per Month (Vat Ex)	R15000	R7500
Advert Rotation & Exposure	Every 5 Minutes	Every 10 Minutes
Advert Duration (In Seconds)	12 Seconds	12 Seconds
Impressions Per Hour	12	6
Impressions Per Day	288	144
Impressions Per Month	8640	4320
Artwork Included Y/N	N	Y

Screen Specification & Details



Screen Location	CTM Northriding (Cnr Witkoppen and Malibongwe)
Location Status (Silver/Gold/Platinum)	Gold
Screen Type	LED DIGITAL BILLBOARD
Screen Size	6m length x 3m height
Street Impact & Visibility	Secondary Road
Dwell Time (Medium/High)	High - 4 Way Traffic Stop
Active Play Duration	24 Hours
Screen Functionality	Static/Animated/Video

Our Vision, Mission & Values

- Through an **affordable solution**, provide an advertising platform that is designed for businesses of **all sizes** to reach local consumers
- To become a leading national digital LED billboard advertising brand
- Apart from honesty, integrity, service excellence and a professional work ethic, strive to incorporate vibrancy, innovation and a **dynamic structure** in our business philosophy

Our Goals

- Our short-term goal is to implement a host of outdoor digital billboards in Gauteng
- Our medium-term goal is to expand nationally
- Our long-term goal is to acquire privately owned sites nationally

Our Support Structure

Our Management team consist of highly motivated and skilled staff that strive to adopt and maintain the principals implemented across all Good Earth Group divisions. The organization consists of a:

- Management Team
- Sales & Marketing Team
- Digital Marketing Team
- Design Team
- Finance and Administration Team
- Technical Team
- Structural Installations Team



Contact Us

For further information, kindly reach out to us via the following channels:



info@goodearthdigital.co.za



www.goodearthdigital.co.za

Follow Us

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