



PRODUCT BROCHURE · COMMUTER CHANNEL

Robot Activations Johannesburg

Face-to-face leaflet distribution at Johannesburg's busiest intersections. Four trained promoters per robot, 1 000 pamphlets placed directly into the hands of a captive commuter audience, in the peak hour you choose.

R2 599 PER INTERSECTION · EXCL. VAT



01 · THE PRODUCT

A captive audience, at a standstill

At a Johannesburg robot, the commuter is stationary, unhurried and within arm's reach. No scroll, no skip, no spam filter — your message is handed over by a person and read in the car. It is the cheapest high-attention media buy available in the city.

Promoters per intersection	4 trained, briefed and supervised
Leaflets per intersection	1 000 leaflets or pamphlets distributed
Distribution times	07:00 – 09:00 OR 15:00 – 17:00
Duration	One peak-hour window per intersection
Coverage	Johannesburg metro intersections, selected with you
Cost	R2 599.00 per intersection, excl. VAT

What R2 599 includes

- ✓ Four promoters per intersection, uniformed and ID-carrying
- ✓ Distribution of 1 000 of your leaflets or pamphlets
- ✓ Traffic-safe positioning and high-visibility vests
- ✓ Transport of staff and stock to site
- ✓ On-site team leader and attendance control
- ✓ Intersection selection and route planning
- ✓ Promoter briefing on your key message
- ✓ Post-activation report with photographs

What the client provides

Branded wear

T-shirts and caps for the promoters are supplied by the client. We advise on sizes and quantities once the intersections are confirmed.

Printed material

1 000 leaflets or pamphlets per intersection, delivered to us at least 48 hours before the activation date.

R2 599.00 per intersection, excluding VAT.

Book multiple intersections in one campaign to build metro-wide reach in a single peak window.

02 · WHY IT WORKS

The commuter channel, run properly



Volume with certainty

1 000 pieces per intersection, hand-delivered. You know exactly what was distributed, where and when — not an impression estimate.

Peak-hour targeting

Morning drive time reaches decision-makers heading to work; afternoon reaches the household shopper on the way home. You choose the window.

Geographic precision

Intersections are selected by the profile of the traffic passing through them, so spend follows your actual catchment area.

Cost per contact

At R2 599 for 1 000 face-to-face contacts, cost per hand is roughly R2.60 — before any of the conversations your promoters start.

Supervised delivery

A team leader on site, attendance control and a photographic report.

Channel fit

Robot activations sit inside a wider commuter and activation channel mix — taxi ranks, malls, outdoor and in-store — that we plan and run as one.

How a booking runs

- 01** **Brief**
 You confirm objective, catchment area, preferred time window and dates.
- 02** **Plan**
 We propose intersections and volumes, and confirm branded wear and print requirements.
- 03** **Deploy**
 Teams are briefed and positioned; distribution runs 07:00–09:00 or 15:00–17:00.
- 04** **Report**
 Photographic and volume report within 48 hours, with recommendations for the next flight.

03 · BOOKING

Ready when you are

One intersection or twenty, the offer is the same and the price is fixed. Tell us the areas you want covered and the window you want to own, and we will put teams on the ground.

Per intersection R2 599.00 excl. VAT	Promoters 4 per intersection	Leaflets 1 000 per intersection	Window 07:00 – 09:00 or 15:00 – 17:00
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Terms at a glance

- ✓ All rates quoted per intersection and exclude VAT at 15%.
- ✓ Branded wear (t-shirts and caps) is supplied by the client.
- ✓ Printed material to be delivered 48 hours before the activation.
- ✓ Bookings confirmed on written order; dates subject to team availability.
- ✓ Activations may be rescheduled at no cost in the event of severe weather.

Also in the commuter and activation channel

Taxi rank activations Sampling and leafleting at high-volume ranks and transport interchanges.	Mall and forecourt In-centre and service-station activations with trained brand ambassadors.
Outdoor and street pole Route-level visibility around the intersections you are activating.	Distribution Door-to-door and in-store distribution to extend the same campaign message.

Book your first intersection.

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