

# Bizcommunity takes strategy to the street

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From this month commuters can start looking out for Bizcommunity's pop-up "whiteboard" billboards on Jozi highways.



Featuring graphics that will be instantly recognisable as those that are created daily in meeting rooms across the world, the billboard's concept is intended to tap into that familiar business headspace - the ubiquitous presence of the boardroom whiteboard. The concept, capturing the thrill focus and sense of purpose involved in graphically simplifying business objectives using only a felt marker on a shiny white surface, is familiar to anyone who has ever used the medium.

We felt that representing Bizcommunity in this style, communicates our services as being integral to and synonymous with corporate communications strategy, in a fresh and relevant way.

The copy shows Bizcommunity's broad audience figures, reinforcing the brand's position as "the premier business news resource catering to a professional audience in Africa". We believe transforming a billboard into a whiteboard may also be a global first.

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