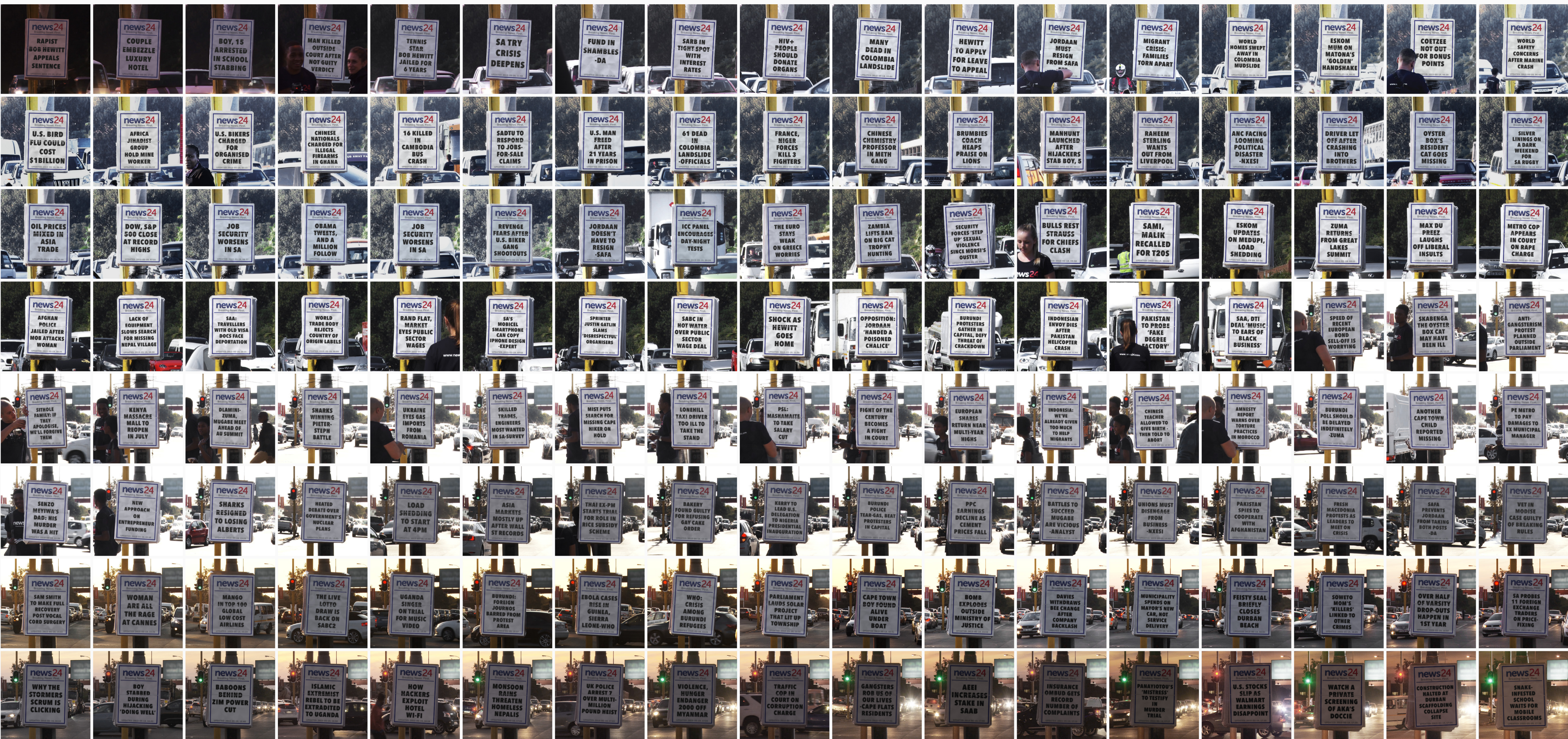


THE UPDATING STREET POLE AD



Every morning, South African newspapers put their breaking news headlines up on street pole posters around the country. But the fact is - by the time these headlines go up they're already out of date.

We wanted to show people that News24 delivers a lot more news a lot more often than traditional news media. So we created 'The Updating Street Pole ad'.

Every time there was a new story on the News24 site, we designed, printed, mounted and placed a new poster on the street pole. In under an hour, our street pole exposed commuters to 20 breaking news headlines. After 12 hours, the total had reached 136.

We used an out-dated medium to advertise South Africa's most up-to-date news platform to thousands of people on the road and online.

news24
Breaking News. First.