



Stronger Together: DStv Creates South Africa's Largest Highway Billboard for Chasing the Sun 2



The documentary on everyone's lips at the moment is DStv's Chasing the Sun 2, the hugely successful documentary about the Springboks' journey to their 4th Rugby World Cup win.

Not only is it an epic documentary highlighting the grit and determination of a group of incredible athletes and their coaches, but it also reminds us that not that long ago we were united as a country in our support for these men and women. This is significant in 2024, as election years historically polarise South Africans. The timing for *Chasing the Sun 2* is ideal.

When it came to promoting the documentary, DStv went all out. One of the strategies, was to create impact and dominance, much like the Springboks' famed "Bomb Squad".

To bring this strategy to market, DStv chose to work with high-impact specialists, Epic Outdoor to create one of the largest Billboards South Africa has seen.

To ensure maximum exposure, South Africa's busiest highway the N1 was selected and a campaign of combining two of the largest approved sites in the country into a single messaging platform was born.

"A celebration of one of our greatest national triumphs, captured through unprecedented behind-the-scenes access in *Chasing the Sun 2*, deserved the largest roadside impact site in the country," says **Yatish Narsi, Chief Marketing Officer of MultiChoice South Africa.**



“This historic move cements the decision to feature *Chasing the Sun 2* on the 8 pm Mnet Sunday movie slot, which has in the past been reserved for blockbuster movies. DStv/MultiChoice is thrilled to be a part of such an iconic OOH site.”

An Epic Site

The strength of this landmark, iconic site is that it ensures dominance on this major highway and a vastly superior opportunity to see (OTS). This results in exceptionally high impression counts. Few, if any, motorists passing can miss the massive image of Siya Kolisi raising the Web Ellis Trophy or the message behind it: do not miss your chance to relive the epic moments of the Springboks’ guts and glory by watching *Chasing the Sun 2*.

The site is located adjacent to the junction of the N1 and N14 and boasts exceptionally long run-ups from multiple directions, including visibility from the N14 flyover and both north- and south-bound N1 traffic.

“Two sites as large as this, side by side, is what makes this iconic landmark simply EPIC,” says **Darren McKinon, Commercial Director of Epic Outdoor**. – It was a perfect example of a partnership where client, media agency and media owner came together to achieve something great”.

Epic Outdoor is an Out-of-Home (OOH) Media owner specializing in high-impact advertising. The company boasts a portfolio that is unique amongst South African Media Owners, including some of the largest advertising sites in the industry.