



## RE/MAX secures rights to aerial ads

12 Jul 2012

RE/MAX of [Southern Africa](#) has secured national exclusive rights to aerial advertising within the real estate market until the end of 2013.

The eight-city, sky banner campaign kicks off in [Gauteng](#) this month before moving onto other cities countrywide.

The RE/MAX brand is no stranger to taking to the skies and soaring above the crowd in a hot air balloon, a strong element of its corporate identity.

Adrian Goslett, CEO of RE/MAX of Southern African, says they are the first and currently only real estate company in the country that can engage in Sky Messaging's patented banner flying methodology.

Goslett says RE/MAX of Southern Africa has developed a new marketing formula that focuses on being on the top, namely in the sky.



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The method used to convey this image involves a banner-towing aircraft that will allow buyers and sellers as well as the general public to engage with the brand in a new and exciting way, he says.

The aerial advertising will be at the forefront of the brand's 2013 'Above the Crowd in South Africa' campaign designed to give RE/MAX as well as the buyers and sellers they offer their services to a unique competitive edge in the real estate market.

Goslett says having exclusive rights and being the first to utilise this highly visible and proven medium is invaluable, as often innovative real estate marketing efforts are frequently copied by opposition.

He says this is a challenge that faces most competitive companies in every industry and it makes it increasingly difficult for a business or brokerage to leverage a diverse branding advantage.

Professionalism, quality service and being a step ahead is key to standing out, he says.

Goslett says the aerial advertising campaign highlights the RE/MAX brand and reaches people anywhere, whether in gridlock traffic, on the beach or at sporting events.

The RE/MAX brand will be recalled by most that will see the banner flying above in a distinct and memorable way, he says.

The inaugural RE/MAX flight took place during the Argus Cycle Tour 2012 and since then has briefly flown in [Johannesburg](#), [Pretoria](#) as well as [Durban](#) as part of a teaser campaign.

The banner has been met with excitement from all the RE/MAX Broker/Owners as well as clients across [South Africa](#) and many more are excited to spot it in the skies.

Until November this year, RE/MAX will be flying over various events in Gauteng such as the Super [Rugby](#) games, [Highveld Stereo's](#) Joburg Day and the [Discovery & 702](#) Radio Walk the Talk to name a few.

The banner will then move to [Cape Town](#) before commencing on the 2013 national campaign.

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