

Mafikizolo Tour

The Road Traffic Management Corporation partnered with South Africa's afro pop group Mafikizolo in an effort to raise road safety awareness during their reunited tour. The five Cities tour was dedicated to the fans for welcoming back Mafikizolo to the music industry after they took a break. The group boost a huge following having been one of the most consistent and popular music groups in Africa. The aim of the partnership was for the group to assist the Corporation in amplifying the advocacy of road safety. The Corporation travelled with the group throughout the tour.

RTMC together with Mafikizolo used build up activities to the tour to promote road safety at filling stations and shopping centres. The Corporation participated in the Tshwane, Polokwane and Newcastle events through exhibitions and branding at the venue. Road safety related educational and promotional materials were handed over at all the events to the attendees. The tour enabled the Corporation to reach a niche captured audience

