



TOP TIP

'When you start a business with a loan, you're already on the back foot, owing money. Do what you can to use your own resources instead.'

a business concept that utilised their accumulative knowledge and skills set; an existing infrastructure (to keep the business cost-effective) and the opportunity to involve and empower people from the townships. Keys Communications is the result. 'We'd find brands we thought were relevant to the township and fitted LSM targets from three to 10. We'd present proposals to their media agencies and sell the idea of using wall billboards. They're not top of mind, like TV or radio,' says Anisa. For two years they did proposal after proposal, to no avail. 'Our belief in the concept and our product kept us going,' she says.

Their lucky break came when they landed Coca Cola as their first client, ordering 50 walls nationwide. The momentum grew quickly. Keys Communications became profitable in its third year, and clients now include Nedbank, SuperSport, Nestlé, Eskom, and even the government communications agency. The fun part, she says, is choosing people's walls and offering them rent. 'They're often one-income households supporting at least 10 people, so it makes a huge difference to them.'

Targeting commuters and pedestrians, the walls needed are on main roads, close to schools, taverns, bus or taxi ranks and train stations. Artists are scouted from townships and trained in using high definition airbrushing. 'The HD handpainted artwork is what differentiates us from our competitors – the quality is amazing,' says Anisa.

Living her dream also means having the freedom to structure her days so she can spend afternoons with the kids. Keeping it real, this upbeat and warm businesswoman says: 'Ultimately, my kids don't care if I can afford more things for them – they care that I am there for them.' ❖

PICTURE PERFECT

**ANISA KALE
KEYS COMMUNICATIONS**

Women have to work twice as hard in any industry, even at home. So I'm inspired to be a strong female role model and to do something positive for people in the townships,' says Anisa Kale, founder of outdoor

media agency Keys Communications. Anisa's background is in client services and her husband, Kabelo, is in media strategy and brand management. The idea was always to start their own business using their own capital, but it needed three criteria: