

Buying billboards in Lagos and other tales

By [Johan Haupt](#)

1 Aug 2016

How many billboards do I need? We've all asked this question, but few people can adequately answer it.

One of the services we offer as part of the marketing services function at Primedia is to answer just this, while taking into account a campaign's specific objectives. This has been part of everyday proposal design in Primedia Outdoor's South African business for over four years, and is now also a part of Primedia Out of Home (OOH) Africa's function in providing marketing services across the 11 markets in which we operate.

Methodology

Our approach is founded on the innovative use of location data, specifically the locations of a handful of key categories of Points of Interest (POI) that most people punch into their GPS devices or phones on a daily basis. Locations that drive the convergence of consumers, supply powerful media direction to regional billboard placement as well as broader regional marketing activity – and this holds true whether we are talking about Nigeria, Zambia, South Africa, or any other country.

The common denominator that these points of interest share is that they attract economically active consumers with disposable income to them, *enmasse*, and they drive multiple return visits over the course of a month (which in turn drives high reach and frequency).

Size matters

By focusing on areas where there are large numbers of key POI in one location, and taking into account the billboards that are located within these nodes, a palatable campaign can be designed with the knowledge that the most powerful commercial zones are being successfully targeted.

In the absence of a detailed brief, the recommendation would be to rent six billboards within the catchment areas of the six large convergence nodes within the Lagos city limits in order to deliver powerful media coverage of the key commercial zones in Lagos City.



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No more hit and miss

There is nothing soft or grey about the basis of the thinking behind it. This methodology eliminates any errors resulting from anecdotal decision-making, as well as a general lack of information on a specific target area - a challenge frequently encountered with regard to African markets.

ABOUT THE AUTHOR

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