

AdLites - waypoints in the concrete jungle

AdLites, also known as directional or street name signage, serve multiple purposes and can produce large-scale results, particularly as cities continue to grow.



By the end of 2016, around two-thirds of South Africans will live in cities. This means more traffic, and more people spending time travelling, commuting and shopping. While this is a win for out-of-home formats in general, directional signage play an active role when people venture into unfamiliar areas, as even long-time residents do when confronted with traffic jams or a constantly changing landscape.

For people in a hurry to find an ATM, something to eat or a particular service, directional signage can be very helpful: it serves as a waypoint in the urban jungle. From a business perspective, it immediately directs customers to an outlet, leading to more feet through the door, while at the same time, emphasising a brand's availability and convenience. (For if customers cannot find your brand, they will resort to the nearest convenient alternative).

Primedia Outdoor's AdLites play a role in constantly keeping your brand top of mind. As most industries are very competitive, with a high cross usage of products and services, a constant reminder of a brand or product will help prevent consumers from switching to the next best thing. In addition, there is safety in numbers. The player building a large network will usually gain a strong dominance and a lasting lead. Market share is tightly related to the scale of a network and it is therefore important to match or exceed the combined presence of the competition.

Directional signage presents a valuable opportunity to both strengthen brand awareness and to generate a major brand network presence. Moreover, having multiple touchpoints with consumers in their day-to-day lives – through various media and in various locations – reminds the consumer of a brand's position in a given industry.

AdLites point existing and potential customers to the desired brand and reinforce the convenience factor – how easy it is to find a given brand almost anywhere, at almost any time. They also contribute to meeting business goals in a cost effective

way, by driving customers to a given outlet, and keeping a brand top of mind. They may be a small format, but they deliver big results.

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