

Outdoor Network's new LED digital billboard captivates Pretoria

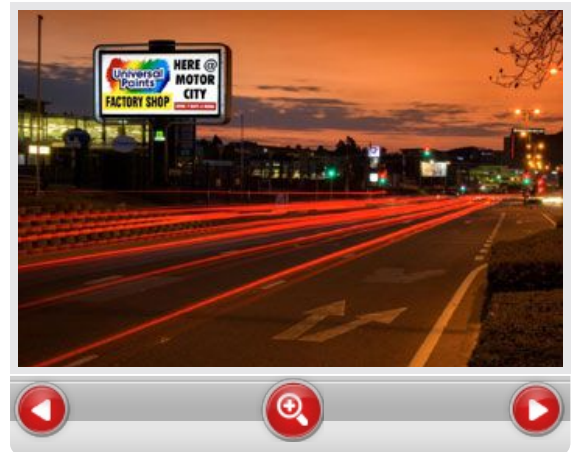
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18 Sep 2017

Garstfontein Road, Tshwane, is the latest recipient of one of Outdoor Network's state-of-the art 3x6 LED digital rotating billboards. Positioned at the heart of one of the business centres of the city of Tshwane, it is just a stone's throw from newly renovated Menlyn Mall, which is one of the largest malls in Africa and soon to become the city's first green mixed-use precinct.

The billboard is expected to reach close onto 4% of the total Tshwane population, an audience of over 90,000 consumers. With a frequency rate of 8, the site is set to deliver in excess of 665,000 impacts monthly. (ROAD, 2015)

The eye-catching LED billboard is perfectly positioned to allow brands, particularly those targeting women, to reach consumers within the highly sought-after LSM 7-10 segments where approximately 84% of the audience are positioned economically. (ROAD, 2015) With a high proportion of business owners, diplomats and students included in the mix, the site is ideal for brand owners wishing to expose their offering to these target markets.



The expected development of residential apartments, five-star hotels, conference facilities and a casino will only increase the number of consumers flocking to an already vibrant area. Large volumes of motorists pass through this high-traffic location, enabling advertisers to speak to affluent consumers on their daily commute to and from home, work, school, university and shopping. The highly visible 3x6 rotating billboard is the ideal platform for showcasing brands, products and services, particularly in view of the area's 'work-play' urban lifestyle.

The features and unique innovative design of the 3x6 rotating digital billboard are not restricted to simply exposing advertising, but rather doing so via a highly captivating, modern and premium platform. The billboard offers advertisers the ability to expose brand messaging to consumers on both their morning and afternoon commute with true dayparting via campaigns tailored specifically to the needs of brands.

Media agencies and multinational brand advertisers will find this highly desirable signature location ideal for their campaigns – Menlyn Park boasts more than 500 tenants, including a large base of international brands and flagship anchor stores such as Checkers Hyper, Food Lovers Market, New World Discount Stores and Pick n Pay, and the area is considered one of Pretoria's fastest-growing regions – surrounding suburbs close to Menlyn, such as Garsfontein, Menlo Park, Alphen Park, Newlands, Constantia Park and Ashlea Gardens, are all in high demand.

Part of a larger national strategy, these digital billboards form part of Outdoor Network's plan to roll out highly visible large-format and 3x6 digital billboards in key high-demand locations across South Africa.

Says Howard Lonstein, Marketing Manager at Outdoor Network: "Digital OOH is continually exploring new avenues of innovation in creativity, delivery, and opportunity. The benefits are numerous, particularly when integrated with mobile, video, social media engagement and more. It's an exciting space, and we're looking forward to offering advertisers new and effective marketing opportunities as we roll out the network across the country."

To find out how Outdoor Network's roadside LED can help your brand deliver flexible, immediate and effective out-of-home

campaigns nationally, contact info@on.co.za.

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