

Primedia Outdoor illuminates the streets of Namibia

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With an Adlites footprint across four African markets, Primedia Outdoor recently installed self-contained solar technology onto 204 double-sided directional signs in various residential and business centres in and around Windhoek, Namibia's capital city. This installation allows for uninterrupted internal illumination, ensuring the advertisers' message is always visible.



With an estimated population of 463,800 (city population), Windhoek is Namibia's administrative, commercial and industrial center positioned well to benefit from international trade. Strategically located at key intersections in the city, these double-sided directional signs are ideal for but not limited to small businesses, fast foods, banks, retailers, fuel stations and car dealerships to drive customers in store.

This solar system is designed for extreme weather and environmental conditions, delivering 1,000 lumens, nine hours illumination and three days battery stand-by. Having retained the advertising contract in September 2018, the new solar-powered Adlites are environmentally friendly as they do not use electricity but only solar energy panels that are affixed to the top of the structure.

“Directional signage has proven to be effective for both motorists and pedestrians in locating facilities and local businesses. Our commitment to installing these solar-powered panels provide cost-effective media platforms for brands to deliver proximity messaging, while at the same time offering extended branding opportunities 24-hours a day”, said

Tamara van Eeckhoven, Chief Operating Officer of Primedia Outdoor Rest-of-Africa.

Primedia Outdoor's Adlites holding in Namibia speaks to its solid commitment to deliver on strategic and effective product locations in order to reach audiences at the right time and place in key markets. With a combined total of over 5,000 directional Adlites, Primedia Outdoor is able to deliver a cost-effective and action based media solution in South Africa, Lesotho, Zambia and now Namibia.

About Primedia Outdoor

Primedia Outdoor is the premier provider of out-of-home media solutions within sub-Saharan Africa. A Level 1 BBEEE contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor's total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to purchase journey.

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Primedia Outdoor is a national outdoor advertising media specialist. Part of the Out-of- Home division of Primedia (Pty) Ltd, Primedia Outdoor focuses primarily on the marketing and selling of outdoor advertising signage.

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