

Nigeria: Outdoor advertising gulped N100 billion in 2010 - Survey

According to a survey published in the latest edition of *Mediafacts 2010*, an annual publication of MediaReach OMD, a media independent agency in Nigeria, a total of N97.549 billion was invested in outdoor advertising (above the line advertising activities).

This figure includes funds invested in television, radio, outdoor, and press advertisements in the course of the past year.

The results

According to the compendium, the figure represents a growth of 7.3% over the amount spent in 2009. In 2010, Lagos region accounted for 52.7% or N51.415 billion, while the North accounted for 19% or N18.57 billion. The Eastern part accounted for N16.218 billion or 16.6% while the western part of the country accounted for the remaining 11.6% or N11.338 billion.

As in 2009, the telecommunication product category spent the highest on ATL advertising having recorded N16.866 billion of ad spend, followed far behind by personal paid announcements which spent N7.854 billion. Lager beer was third in the product category with N4.513 billion.

In the telecommunication category, MTN was top in ad spend last year with N7.145 billion, followed by Globacom, which spent N4.485 billion for advertisements in 2010. Etisalat and Airtel spent N2.489 billion and N2.126 billion respectively. All the four brands topped the list of the top 20 brands in terms of ad spend last year.

Another highlight is that television advertising amounted to N39.656 billion of the total N97.549 billion, accounting for 40.7% of the cumulative Nigerian ad spend in 2010. Outdoor expenditure was next to television with N28.562 billion.

Source: allAfrica.com