

# Primedia Outdoor breaks roadside digital ground in Durban!

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With an astounding 900 square metres of roadside digital out-of-home (DOOH) in South Africa already, Primedia Outdoor launches another breathtaking highway LED billboard along the M4 Southern Freeway in Durban, KwaZulu-Natal. This colossal digital network positions Primedia Outdoor as a robust media partner in the OOH landscape delivering the best locations and high-quality products into the market place.



Following the success of its Freeway Digital Network in Gauteng, Primedia Outdoor's brand new 4.5m x 18m LED billboard in Durban delivers impressive audience impacts of 3,327,782 over four weeks (ROAD 15/16/17 SM, KZN Adults 15+). Audiences travelling from the southern suburbs towards the Durban CBD will be met with this powerful LED billboard, delivering dynamic, flexible, high-quality digital messaging 24 hours a day.

"The addition of this superb new freeway LED marks a key step forward in our advancement with our DOOH growth strategy in South Africa and Rest of Africa, we are committed to deliver dynamic quality platforms for our clients and their brands," said Jorja Wilkins, Marketing Services Executive of Primedia Outdoor. "We are dedicated to offering advertising solutions that are impactful and engaging, allowing clients and agencies to develop significant DOOH campaigns that positively influence purchase behaviour," she added.

Primedia Outdoor now delivers a newly extended Freeway Digital Network of five freeway LEDs, measuring a total of 405 square metres with a unique audience reach of over 1.9 million people and audience impacts of 21,525,479 over a four-week period (ROAD 15/16/17 SM GP& KZN, Adults 15+). Primedia Outdoor's roadside DOOH, which also includes Urban and Township LED billboard networks, stretch over three provinces delivering notable audience impacts of 33,560,157 over a four-week period (ROAD 15/16/17 SM GP; KZN & WC, Adults 15+).

## **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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