

# Burger King - big on buses

Issued by [Primedia Outdoor](#)

29 Jan 2015

Burger King has put their money where their mouth is with their current bus-back campaign.

The 45, full bus-backs applied to PUTCO buses running various routes in Gauteng make a bold statement, with the eye-catching creative and the impressive presence of the artwork that includes the entire rear area.

Visually, the "Whopper" burger advertised on the bus back, is on the money for this medium - big, bold and singular in its message.

Livia Lupini the OOH Strategist at Posterscope, in thanking Primedia Outdoor, said, "They were rolled out incredibly quickly and the client is very happy - this was a large number of buses to roll out and it was managed very seamlessly."

Steve Duck from Primedia Outdoor added. " Bus backs are a well-established media, providing advertisers with targeted reach determined by the various routes being utilised. Burger King has literally jumped on this vehicle and we're confident that it will work well for the brand."



" **Primedia unifies Outdoor & Retail under Bongumusa Makhathini** 23 May 2024

" **Primedia Outdoor strengthens commitment to excellence with the appointment of Thulani Dumakude** 15 Apr 2024

" **McDonald's South Africa delivering to the fans** 19 Apr 2023

" **Best performance of DOOH is seeded by facts** 13 Apr 2023

" **The sky is the limit for Primedia Outdoor with Bongumusa Makhathini as its new CEO** 9 Feb 2023

## Primedia Outdoor



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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>