

Primedia Outdoor and DG Murray Trust team up to inspire early childhood development

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In support of DG Murray Trust's commitments to develop South Africa's potential, Primedia Outdoor has recently joined forces with the Western Cape-based foundation on a six-month campaign to generate a stronger demand for quality early learning and nutrition for young children.



“Children are the source of human capital. If we want to change the education system, grow the economy and create jobs, we must invest in young children,” says Dr David Harrison, CEO of DG Murray Trust (DGMT). “In fact, for every rand invested in quality early childhood development, South Africa will get at least R10 back, but with a quarter of our children nutritionally stunted and poorly equipped for school, we are shooting ourselves in the foot for the next 20 years at least,” he added.

As part of this landmark collaboration, a total of 705 high-impact advertising panels along highways, main arterials and taxi ranks will feature key messaging from Nal’ibali, Grow Great and SmartStart – three innovative programmes focused on early learning, nutrition support and monitoring quality early learning services, respectively. Starting from September 2018, this charitable campaign will run across all nine provinces with a massive audience projection of 40 million people, targeting mainly parents and caregivers.

Commenting on the relevance of billboard campaigns for such large-scale community projects, Peter Lindstrom, Sales and Marketing Executive of Primedia Outdoor, said, “Outdoor advertising has proven to be a powerful medium for reaching a captive audience with an exclusive message and promoting public conversations that are subject-matter specific. It therefore made a complete sense for Primedia Outdoor to back the foundation’s agenda in encouraging action to positively change children’s lives and this aligns perfectly with our brand values.”

This partnership is purely built on the grounds of proposing future-forward direction to ensure children have the best start in life and that they are able to unlock their maximum potentials by all means. In true reality, such strategic investment creates significant possibilities to be the engine of public innovation and nurture a progressive society.

About DG Murray Trust

The DG Murray Trust (DGMT) is a South African foundation built on endowments from Douglas George Murray and his wife, Eleanor. The Foundation is the holder of a portfolio of widely diversified assets, which reduces the risks in funding the achievement of philanthropic and nation-building objectives. The DG Murray Trust currently distributes about R150-million per year. DGMT's ultimate goal is to create an ethical and enabling environment where human needs and aspirations are met; where every person is given the opportunity to fulfil his or her potential, for both personal benefit and for that of the wider community.

www.dgmt.co.za

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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