

Primedia Outdoor and Coca-Cola take creative execution to another level in Zambia

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Primedia Outdoor continues to push boundaries in sub-Saharan Africa after recently joining forces with soft drink giant, Coca-Cola, to install a 12 meter-high bottle in Lusaka, Zambia, as part of its strategy to drive innovation and create impact within the market.



"Our ultimate intention is to dominate and break through the advertising clutter in Lusaka's inner city, achieving top-of-mind brand awareness in the biggest way possible. We always strive for innovation across all media platforms including OOH. This is one of the biggest innovative executions in Zambia, providing an opportunity to target one of the busiest nodes in the city", Shem Oluchiri, Media Manager of Coca Cola ECAF said. He added that, "Collaborating with Primedia Outdoor goes to show our confidence in their capability to deliver exciting and impactful billboard campaigns".

Located on the busy, four-lane Kafue Road, this massive structure is made up of steel – welded directly onto a structural upright of Primedia Outdoor's billboard. Commuters traveling into and out of the city will be met by this larger-than-life structure, creating spectacular impact. Tamara van Eeckhoven, COO of Primedia Outdoor (Rest of Africa) said, "We take pride in delivering memorable campaigns that come with rich brand experience and appealing creative execution for our clients. The dominance offered by this structure entrenches brand presence and momentarily provides greater visual stand-out, particularly in a competitive market like Lusaka".

This campaign significantly raises the profile of Primedia Outdoor as a market leader in Africa's Out-of-Home space, through its comprehensive portfolio of traditional and digital advertising solutions. With an impressive coverage across nine African markets, Primedia Outdoor has positioned itself as a strong media business, delivering high-impact locations and products to increase market reach and execute cost-effective campaigns for brands.

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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