

Outdoor-Advertising.co.za launches

Issued by [iLogic](#)

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[Outdoor-Advertising.co.za](#), an online resource for outdoor advertising campaigns, ideas and awards has been launched.

Outdoor-Advertising aims to be the ultimate online resource for all related outdoor advertising around the world.

From International Outdoor Advertising campaigns to South African outdoor advertising campaigns, [www.outdoor-advertising.co.za](#) aims to show it all.

The website will showcase the best in outdoor advertising from agencies and outdoor companies around the world and aim to create a community of advertising practitioners and specialists to discuss outdoor advertising in a transparent and engaging medium.

“It’s a great way to bring advertising people together and to showcase great advertising,” says James Cronje – of [www.outdoor-advertising.co.za](#).

“The site has been made possible due to the generosity of Wideopen Platform, [www.wideopenplatform.com](#), one of the leading outdoor advertising companies in South Africa,” says James Cronje. Wideopen is currently sponsoring the site which will cover all the costs of running and maintaining the site, in addition to providing guidance where necessary.

All outdoor advertising companies, agencies and advertisers are free to send through their work to for inclusion on the site.

Wideopen Platform has in conjunction with its interactive agency, iLogic – [www.illogic.co.za](#), embarked on a strategic search marketing campaign to take advantage of its sponsorship of [www.outdoor-advertising.co.za](#).

There is a multitude of information on the internet and trying to sift through all that information is very time consuming. By developing a site that will enable users to see the best from around the world and to discuss these and other ideas in an open forum will go a long way to promoting and developing the local outdoor advertising industry.

The debate between outdoor and environmental clutter will also strike a chord in people, but the fact remains that outdoor advertising has and always will have a crucial role to play in almost any marketing mix.

Gone are the days of slapping up a huge ugly billboard with scant regard to the message, brand perception, colour usage and advertisement effectiveness. The outdoor advertising of today and in the future will focus a lot more on the correct delivery of the message and integrating the message into the environment just like Wideopen Platform has done so effectively with its outdoor advertising.

The site also hopes to initiate discussions around all other forms of outdoor advertising, such as digital billboards, building wraps, neon signs, mobile billboards, mechanical signs and more.

For more information go to:

<http://www.outdoor-advertising.co.za>

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