

Are you grabbing the OOH opportunity? - 8 Sep 2014

BY ILSE VANDEN BERG, @BIZ_AFRICA



Tatenda Chiweshe reckons there are lots of [opportunities in the Zimbabwean OOH advertising environment](#). According to him, there is a massive opportunity in digital screens, as well as gantries and indoor advertising, point of sale, activations and transit media.

In her weekly Trends Africa column, Louise Marsland asks whether [marketing has a marketing problem](#). She reckons there is now a paradigm shift of 'authenticity' and 'truth' needed.

Last week in the [Loeries Creativity Q&A](#), Sindy Peters chatted to Yaw Nsarkoh, MD of Unilever Nigeria.

Other news highlights over the past week included [Telkom Kenya appointing a new CEO](#) and [13 telecoms operators declared inactive](#) by the NCC.

Bizcommunity would also like to extend condolences to the family, friends and colleagues of Nigerian journalist, Dimgba Igwe, [who died tragically at the age of 58](#).

Last, but not least, if you missed last week's [Biz Takeouts show](#), make sure you [listen to the podcast](#) which is now available.

That's all from me, have a great week!

Cheers!

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