Namibian billboards - being better

By Tatenda Chiweshe

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90% of success is just 'pitching up'. Be there and you will be relevant, right? Not in Namibia. The South Africans seem to have taken a rather arrogant view. "We dominate from our strategy and buying power" is how one agency put it. Understandably so; they can show client value without having to get outside of their comfort zones.

Think about it, a South African media buyer thinks they can execute an outdoor media strategy in Namibia because they believe that by just talking to South African media owners like Alliance Media, Ad Outpost, etc, they have covered their job. On the other hand, the brand manager is placing a lot of belief in these two 'Sandonites' talking to each other.

Take the insurance industry as an example. How are Marsh, Outsurance, Bank Windhoek and Old Mutual fighting for the same market. It's actually a battle out there not just for the brands, but also for the media owners. Both need real outdoor media data to make decisions that can have impact.

Thankfully, Namibia outdoor media is no longer a 'touchy-feely' affair. Media Trace's Namibia outdoor media reports bring the relevant data to you,

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