

## Avusa buys BOO!

Avusa has extended its out of home (OOH) reach with the purchase of BOO! Alternative Media Communications, effective 1 October 2009. This is Avusa's second OOH purchase, having acquired Airport Media in March 2008.



Dave McKenzie, current MD of BOO! will head up Avusa Out-of-Home with the remit to grow the group's interests by pursuing new alliances with suitable strategic partners.

BOO! was established in 2004 and is reputed to have earned a good reputation for developing opportunities for advertisers, particularly in shopping malls. It has the rights to over 40 malls throughout the country, ranging from township malls to high LSM centres in key urban locations. The company's additional focus areas include alternative OOH media solutions such as building wraps and innovative brand activation activities, run by its own team of promoters and supervisors.

"The acquisition is in line with our OOH growth strategy," says Prakash Desai, Avusa Group CEO. "This acquisition enhances our ability to provide holistic advertising solutions to our customers."

McKenzie says the acquisition by Avusa is a vote of confidence in the company's management strength and recognition of its pioneering strategies and successful campaigns in the OOH category.

"Our track record for innovation and attention to detail on implementation was a key factor in Avusa's decision to acquire us and we are confident that our expertise can help Avusa to unlock OOH opportunities across the group," he says. "For our property owners and property partners, it means opportunities to leverage off the group's extensive network of media assets, providing them with a bigger platform from which to operate. We are confident that this new phase will enable us to accelerate our growth in this market."