

AVBOB campaign optimises national reach with Outdoor Network

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Insurance and funeral service provider [AVBOB](#) has undertaken a national, geographically targeted approach to ensure maximum out-of-home (OOH) media exposure in partnership with billboard industry leader [Outdoor Network](#).



AVBOB's marketing agency booked 130 strategically selected sites across South Africa, leveraging Outdoor Network's national footprint across a range of metropolitan and secondary town environments. The approach provides the brand the opportunity to effectively reach all demographic segments of South Africa during their daily commute via an extensive selection of static and digital billboard solutions.

To ensure targeted impact across desired audience segments, particular focus and attention was placed on various formats in and around commuter nodes, high dwell-time retail outlets, CBD locations, highways and arterial routes and sites in close proximity to busy spaza shops in metropolitan, regional and rural areas.



“With this diversified approach, AVBOB brand messaging will be exposed literally everywhere,” says Mzi Deliwe, deputy CEO of Provantage Media Group. “In this way, AVBOB is taking a committed approach to its out-of-home strategy and displaying its understanding of the strength of integrating various billboard formats covering multiple geographies and environments to reach diverse audience segments nationally. The targeted integrated creative executions ensure that AVBOB are leveraging both the brand-building ability and action driving strengths of OOH.”

The campaign objective could not have come at a more appropriate time, with the impact of the Covid-19 pandemic bringing home the reality of the importance of being prepared for every eventuality, alongside the benefits of being properly insured in these uncertain times.



AVBOB is Africa's largest Mutual Assurance Society, providing a one-stop funeral insurance and burial service solution, and has been in the market for over a hundred years.

By opting to layer OOH through the use of static and digital billboard sites in the media schedule, AVBOB will be able to connect with target markets to not only drive messaging effectiveness, but also offers an entry point in the purchase funnel during the consumer journey.

“The static sites provide complete ownership, brand awareness, brand affinity, and the opportunity for bold creative, whilst the digital sites allow for day-to-day communication, adaptable creative, product and price promotion and bespoke messaging. Together, these 130 sites deliver a compelling offering and effective brand messaging media format to AVBOB,” concludes Deliwe.

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