

# Telkom makes a digital call with Primedia Outdoor Super LED

Issued by [Primedia Outdoor](#)

21 Aug 2015

1.7 million motorists commuting between Johannesburg and Pretoria will most certainly have noticed the latest Primedia Outdoor Super LED billboard, lighting up the Danie Joubert freeway, since the big switch-on in July.

Primedia Outdoor's third Super LED, a massive four and a half by eighteen metre structure, is very much aligned with global outdoor trends towards digital. The advantages are numerous, not least of which is the facility to tactically, change the messaging almost instantly.

Exclusive use of the huge digital board will enable Telkom to leverage this prime location to not only lift brand awareness but market a range of products and services with a flexibility unmatched by static outdoor media.

"We're enormously proud to have Telkom on board. It's a prestigious brand and dovetails perfectly with this medium, generally accepted as the premier out of home platform." Said Dave Roberts, CEO of Primedia Outdoor.

The new freeway super-screen is manufactured by the world-renowned LED manufacturer, Daktronics. The South-Dakota-based company also supplied Primedia Outdoor's two other super-LED screens on the N1 and M1 North, respectively.

"We specifically chose Daktronics because of its track record when it comes to producing quality LED screens," says Roberts. "It was important that we utilise an innovative outdoor screen that is reliable and displays quality images around the clock."

The Telkom super-LED billboard, is in line with the Primedia Outdoor strategic roll-out of a broader digital network that offers marketers a more versatile channel to reach the massive commuter audiences in South Africa, especially in high-density traffic zones of the major metropolises.

Commenting on the latest LED, Dave Roberts said, "I believe that tapping into the digital platform, specifically on such a highly trafficked freeway site, is certainly the right call for Telkom and we're looking forward to seeing them take full advantage of it."



*1,700,00 vehicles per month pass this site – any marketers dream*

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*Raising a glass to the launch of the latest super LED with client Telkom*

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