

New Nail Outdoor campaigns

Jacaranda 94.2

Jacaranda 94.2, has changed their positioning on outdoor from trivison to static face. This 12m x 6m Nail Outdoor billboard, in a prime Hendrik Verwoed Drive, Randburg site, provides highly visible branding with a clear and simple message.

The same creative is erected on the N3 traveling towards Sandton or Pretoria, ideal for the station's current and potential listener base.

Nigeria's Conoil

Nail Outdoor recently executed a major signage project involving 200 pylons, each measuring over 12,5 metres long, for Conoil Service Stations in Nigeria.

The pylons were shipped 50 units at a time, in large open containers. In spite of tight deadlines, Nail Outdoor completed the assignment to specification satisfying Conoil with the end results.

Hollards

Short-term insurer, Hollards, has applicated new creative on Nail Outdoor's inspiring Hyde Park pedestrian bridge location. The image of five ducks neatly standing behind one another is a clean and simple communication depicting that with Hollards, you will have all your ducks in a row. No mess, no fuss.

The creative, Hollards' third on the site, is impossible to miss as it is in full view of traffic travelling past Hyde Park Corner from Bryanston or Randburg.

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