

Now bank 'owns' Lusaka International Airport

Primedia Outdoor's International Division recently inked a five-year partnership with the National Airports Corporation Limited of Zambia, securing the exclusive advertising rights for its clients on airport trolleys at all of international airports including Lusaka, Ndola, Livingstone and Mfuwe. A major beneficiary of the new deal is Barclays Bank.



Frikke Cornelius, GM of Primedia Outdoor's International Division, explains that his company identified Zambia's growing potential and launched its operations in 2007. He says that although the outdoor advertising market was already competitive he believed his company could make a significant difference by raising the quality of outdoor advertising in Zambia and introducing the group's innovative concepts and media types.

"This has paid off handsomely and is evident by the frantic competitor activity in the market and the great campaigns we have secured in assisting our clients within Zambia specifically," he adds.

One such client is Barclays Bank, for which the division strategically positioned media platforms to afford maximum visibility of the bank's branding throughout the Lusaka International Airport and attract the attention of thousands of passengers daily. "The constant awareness ensures the bank is the first bank to be introduced to travellers entering the capital city," says Cornelius.

The branding has transformed the airport and dominates queue partition boards and check-in counters, while large brands tactically placed on stairway banisters and outdoor billboards situated in front of the airport building, speak boldly for the brand.

A host of messages, strategically sporting Barclays Bank's corporate Blue and White colours, are positioned in such a way that passengers cannot avoid them. "Everything we do, we do it for you" and "Don't just dream it, own it", are two of the catchy phrases used in this innovative campaign.

"Our exclusive rights enable the various communications to be positioned to capture the audience," says Cornelius.