

Primedia Outdoor secures Namibia's first building wrap

Following many months of co-ordination between various partners, to create awareness around the country's Diamond Centenary, Primedia Outdoor has secured Namibia's first building wrap.



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"The massive wrap, situated on the NAMDEB building in Windhoek, is another first for Primedia Outdoor," says Frikkie Cornelius general manager of Primedia Outdoor's International Division. "It is the first building wrap of its kind endorsed in Namibia," he adds.

Setting a Namibian trend, NAMDEB and Primedia Outdoor are on par with international advertising developments. Featuring an enormous image of a Namibian with the message, "Diamonds. Employ, Develop, Care," the wrap highlights that 2008 marks 100 years since the discovery of Namibia's first diamond by Zacharias Lewala in Luderitz in 1908.

"Primedia Outdoor's International Division will continue to make use of the Primedia Limited resources and technology to ensure effective 'out of home' opportunities in Africa..." Cornelius added.

While the Diamond Centenary campaign was launched by Namibia's diamond industry, diamonds have benefited most citizen in health, education, infrastructure, job creation or other sectors.

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