

# Primedia Outdoor nominated for the FEPE International Technology and Innovation Award

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Primedia Outdoor was nominated as one of the top three out-of-home media owners for the Technology and Innovation Award at FEPE International's 60th Anniversary Congress, which took place in Dubai from 1 to 3 May 2019, with the theme of this year's congress being 'The Fame Game'. The FEPE International Congress is an essential event for the global out-of-home industry, recognising key players and technical developments changing the out-of-home landscape.

The three contenders, Exterior Media, Ocean Outdoor and Primedia Outdoor, were given the opportunity to present their technical innovation and for the first time this year, the winner of the FEPE International Technology and Innovation Award was chosen by delegates attending the annual congress.



Showcasing their '*Immediate Integration of Other Media Platforms with DOOH*', Primedia Outdoor is at the forefront of harnessing new technologies and reimagining how marketers can effectively engage audiences through their latest technical innovative product offering, Social Wall and Radio-to-Road:

- The Social Wall offering demonstrates the synergy of social media and digital out-of-home as an ideal pairing for an interactive and engaging multi-channel campaign, whereby linking live feeds from social media platforms to be displayed onto Primedia Outdoor's digital out-of-home assets. This fully automated digital technical innovation serves to prove the immediacy and interactive capability of digital out-of-home.
- Radio-to-Road, in collaboration with Primedia Broadcasting, is a first-to-market innovation. This offering is a powerful multi-channel solution that synchronises audio and visual channel to enhance the impact of advertising communication, by delivering both an audio and a visual advert for the same campaign, simultaneously. The synchronised process is fully automated through Primedia's highly advanced media management system.

"It is an incredible achievement to have been selected as one of the top three nominees for this year's Technical and Innovation Award," said Dave Roberts, Chief Executive Officer of Primedia Outdoor.

“It serves to confirm that Primedia Outdoor is on par with global standards for technical innovation. We continuously strive to push boundaries to deliver engaging and memorable out-of-home campaigns, fuelled by technology,” he added.

Primedia Outdoor wishes to congratulate Ocean Outdoor for being selected as the winner of the Technology and Innovation Award at the 2019 FEPE International Annual Congress. Ocean Outdoor was voted the winner for their ‘Ocean Rescue’ technical innovation. Furthermore, we would like to thank FEPE International for the opportunity to showcase our initiatives at the 60th FEPE Annual Congress.

### **About Primedia Outdoor**

*Primedia Outdoor is the premier provider of out-of-home media solutions within sub-Saharan Africa. A Level 1 BBEEE contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.*

*Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor’s total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to purchase journey.*

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### **Primedia Outdoor**



Primedia Outdoor is a national outdoor advertising media specialist. Part of the Out-of- Home division of Primedia (Pty) Ltd, Primedia Outdoor focuses primarily on the marketing and selling of outdoor advertising signage.

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