

# Woolworths ventures onto Primedia's Digital Outdoor

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Woolworths has launched their AW16 Studio.W collection into the digital outdoor scene. During March and April, the trend-conscious urban brand takes centre stage on Primedia Outdoor's urban LED network, bringing their take on contemporary style to a host of commuters.



The combination of high quality LED screen and its ideal positioning to reach their target market, ultimately convinced the brand to extend their advertising approach to incorporate digital out of home advertising (DOOH).

“Digital Outdoor suits premium brands”, comments Primedia Outdoor’s Sales Executive Peter Lindstrom, who adds that Woolworths’ decision to incorporate digital out of home into their strategy is in keeping with international trends.

“Increasing urbanisation means that more people spend time commuting or engaged in activities that take them away from home”, he says. “DOOH combines the advantages of traditional out of home – such as keeping a brand top of mind in a particular location – with those of digital technology; for example, being able to incorporate video, or tailor advertisements to a particular time of day. Incorporating digital technology also associates a brand with all things cutting-edge and futuristic.”

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