

Radio to Road - Primedia delivers a first for South African clients

Issued by [Primedia Broadcasting](#)

22 Nov 2017

Primedia's Broadcasting and Outdoor divisions have come together to offer an exciting, responsive multiplatform client campaign that will be a South African first.



Called "Radio to Road" the innovative offering enables an advertiser to create a campaign that reaches motorists in their cars, on two major platforms: Radio and billboards, simultaneously. As the radio promo starts to play, it triggers the same campaign creative to roll out on digital billboards across the region in which the station broadcasts.

"We know that our stations: 702 and 947 in Gauteng, and Kfm 94.5 and CapeTalk in the Western Cape have very high incidences of in-car listening in the regions we broadcast to*," said Primedia Broadcasting CCO Mark Jakins.

"So our listeners are actively tuning in when they drive, and this is an opportunity to directly amplify an advertiser's message with audio and visual reinforcement in the same moment, a great innovation by the team" he explained.

Primedia Outdoor Sales and Marketing Executive Peter Lindstrom is equally enthusiastic about the effectiveness of the new offering: "Synchronising radio spots with digital slots on our urban digital network, which boasts unique monthly audiences of more than one million** ,not only ensures complete audio-visual dominance but also introduces a dynamic aspect to campaigns which maximises impact."

The first campaign will roll out with Mini through their agency, Vizeum, from 20 November in Gauteng and Cape Town.

Watch the rollout of the first execution in Gauteng:

"In our ongoing quest to innovate and strengthen the relationship between media owners and our clients; I am very excited to test this first-to-market marriage of radio and digital OOH," said Kelvin Storey, MD Vizeum.

"On our journey to continuously be relevant and fit into the already crowded, business schedule of our consumers we are proud to launch MINI communications via radio and digital OOH in a real-time, simultaneous message. The world around us is grasping the concept of digital and the role thereof, so it's not just about being mindful of digital channels, but of being mindful of digital intertwined within the traditional space. Vizeum is always seeking to digitise the traditional world and we are happy to be pioneering this partnership between two great brands."

Primedia Broadcasting noted that this was the first of many new offerings on the cards, "What's really exciting about this is that it marks the first of what we hope will be many cross-divisional campaigns which broadens our reach and impact for clients across cinemas, malls, on line, and our many other platforms within the Primedia Group," Jakins said.

**BRC Ram, Jan - June 2017*

*** OMC ROAD 2015*

Visit www.primediabroadcasting or email jabulilem@primedia.co.za for sales enquiries.

" **947 refreshes its weekend line-up!** 10 May 2024

" **Nisa Allie to lead credible journalism as newly appointed editor-in-chief of EWN** 18 Apr 2024

" **Nothemba Madumo launches 'Jazz & Beyond'** 10 Apr 2024

" **947's Anele & The Club Live: A spectacular showcase of music, entertainment, and surprises** 9 Apr 2024

" **Anele and The Club Live: A radio extravaganza proudly brought to you by Pepsi** 28 Mar 2024

Primedia Broadcasting



Primedia Broadcasting is the home to premium radio stations in Gauteng and the Western Cape and specialises in omnichannel converged solutions that deliver results.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>