

# Primedia Outdoor wins Huawei's P20 mall advertising campaign contract

Issued by [Primedia Outdoor](#)

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Primedia Outdoor, the leading outdoor media provider, has been awarded a one-year contract to deliver a memorable and high-impact promotion for Huawei's newest smartphone, P20.



As part of this landmark collaboration which launched in September 2018, the campaign is currently rolling out in nine different shopping malls across South Africa, in determination to enhance shopper experience and maximise reach through the deployment of high-end advertising solutions including glass lift branding, lift banners, lift doors, interior billboards, escalators and hanging banners.

Commenting on the relevance of this commercial partnership, Zhang Guangda, Huawei's Device CEG said, *"We are pleased to collaborate with Primedia Outdoor and this purely reflects on our confidence in the company's expertise to offer innovative solutions and drive successful OOH campaigns. With this commitment, shoppers are put at the heart of business for our product to resonate with them by all means and significantly create an experience."*

With a total of 69 advertising panels collectively, the campaign has been scheduled to run in Brooklyn, Fourways, Greenstone, Menlyn, Sandton City, The Glen (Gauteng), Pavilion (KwaZulu Natal), V&A Waterfront and Canal Walk shopping malls which are known to have strong capacities to provide shoppers with an abundance of unforgettable experiences.

Peter Lindstrom, Sales and Marketing Executive of Primedia Outdoor said, *"We are delighted to have been chosen as the trusted outdoor media advertiser for this brilliant campaign and it goes to speak to the confidence that Huawei has in Primedia Outdoor to deliver efficient services and high-quality solutions. This partnership will greatly provide added value to our mall portfolio and enhance the attractiveness of our OOH network."*

## **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 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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