

Primedia Outdoor offers holiday package on Rank TV to celebrate festive season

Issued by [Primedia Outdoor](#)

12 Oct 2018

With the holiday shopping season upon us, Primedia Outdoor has announced a promotional package on its digital Rank TV network, allowing clients the opportunity to reach commuters on their path-to-purchase journey during the festive season.



As part of this package, clients will receive 32 TV spots for a 30-second commercial per day during the months of October, November and January – with 64 spots in December. The package is designed to deliver optimal exposure amongst a large audience in a captivating environment, frequently.

The commuter market is South Africa's single biggest market, comprising approximately 15.2 million people who use taxis as a mode of transport during a normal week (TGISA 2017C, Urban sample). Moreover, the Upinion Mobile Research 2017 study depicts that 79% of commuters are the main shoppers in their household, making the final buying decision. In addition, 88% of commuters notice advertising in taxi ranks with 6 out of 10 noticing Rank TV, and are likely to buy products seen advertised on the same day. Rank TV therefore offers a unique ability to influence and encourage purchases.

Primedia Outdoor's Rank TV network is strategically placed across 15 taxi ranks nationally, in close proximity to essential shopping hubs, and serves as a key touchpoint in maintaining top-of-mind awareness along commuters' path to purchase journey.

Commenting on the Rank TV offering, Peter Lindstrom, Sales Executive of Primedia Outdoor said, "The temporariness of this discount will give our clients the ideal opportunity to maximise their reach, considering that the Rank TV network has a strong media presence in 15 different locations across South Africa". He added, "Rank TV as a media platform unlocks a host of opportunities to encourage price and product promotions cost-effectively and proves to be impactful in connecting brands with commuters".

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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