

Out of Home expands in Mauritius

Clear Channel Independent Mauritius has purchased the outdoor advertising business of Afix Ltee. This acquisition adds another 60-billboard network to the existing CCI 3 x 4 metre poster business already owned and serviced by CCI across Mauritius.

Sebastien Rousset, General Manager of CCI Mauritius, says: "This consolidates our position as the leading supplier of 3 x 4 billboards in Mauritius and enhances the number of network offerings the Company is able to provide to the market.

"The business model of the 3 x 4 product is distinctly different to any other product currently offered by CCI across its operations in Africa in that advertisers are able to purchase either a 30 or 60 billboard network for a 7-day outdoor campaign for an all inclusive print, flighting and media charge."

According to Rousset, this model closely follows the European practice of short-term, tactical, out-of-home media purchasing which has itself, been the mainstay of the local Mauritian outdoor industry for the past 15-years. A re-branding and upgrade program of the Afix holding will be undertaken shortly in line with an overall corporate re-branding exercise recently started across the entire CCI billboard holding in Mauritius.

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