

Posterscope brings future of OOH media to Nigeria

Posterscope, an out-of-home communication agency, has formally launched an office in Nigeria. Nigeria is the 32nd market globally that Posterscope is venturing into and the third in sub-Saharan Africa after South Africa and Kenya.



To mark its entry into the market, Posterscope hosted advertising industry stakeholders to a full day thought leadership conference at Protea Hotel Ikeja, Lagos where Posterscope experts from around the world shared knowledge and learnings and discussed how convergence and connection are defining the future of out-of-home media.

The conference which was endorsed and co-sponsored by the Outdoor Advertising Association of Nigeria (OAAN) attracted advertisers, media owners, regulatory agencies, media independents and creative agencies.

Speaking at a press conference held before the thought leadership session, David Gordon, Posterscope World wide's Global Insight Director says Nigeria is a significant market for Posterscope and its multinational clients and added that "the OOH space has never been so important for communicating to the always-on connected consumers who are empowered to comment, search and buy, throughout their OOH journey. The increasing availability of location data from mobile operators is leading to greater efficiency of OOH panel selection both static and digital, as we understand where and when consumers are searching for specific product categories".

Other speakers at the conference included Charles Chijide, president of OAAN; Bruce Burgess, Development Director, Posterscope Sub-Saharan Africa; Vikrant Tandle, Chief Operating Officer, Isobar; and Uzoma Okoye, Managing Creative Director of Etu-Odi.

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