

Lamps for Africa

The recent strategic placement of 1000 lamp pole units throughout Luanda's CBD by Clear Channel Outdoor Angola gives advertisers access to the city's main arterials in Luanda. "Lamp pole advertising is fast becoming the best short term tactical media option in my market," says Alex da Cruz, GM, Clear Channel Angola.



"This versatile medium has already been used to great effect by a multiplicity of brands, ranging from the mobile, FMCG, liquor, service and banking industries."

Movicel, one of the biggest cellular network providers in Angola, recently made use of the medium by dominating Samba Road in Luanda. The high density traffic along Samba Road is the connection link between Luanda Sul, the newly built-up area and Luanda's CBD.

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