

Outdoor media no longer the stepchild in Africa

 By [Tatenda Chiweshe](#)

24 Aug 2012

Radio, TV, print and digital are simple - they come to you. I can hear a campaign on radio, watch it on TV, read it on print media in the comfort of my own environment and then go to sleep knowing that my brand is in a good space. Why wouldn't I? I heard it four times on radio on my way to work, and only heard my competitor's once. I'm 'killing it' would be an obvious conclusion.

Here's the difference. Outdoor media cannot come to you. Unlike radio, TV, or print, you cannot get it delivered to your house or office. For example, "Steve" may seem to be across all media that you access in your car and office, and the campaign managers may be able to give FNB that feel good factor because client is also hearing it on the radio - but it has not translated to the outdoor experience.

How is it that one of the best thought out and, dare I say, the most impactful radio commercial in South African history, has not filtered through to FNB's outdoor campaign. Could it be a fear of the unknown? FNB's phenomenally successful campaign has not translated at all across its current outdoor placements.

Why? I suggest that because their strategists have access to radio, TV and print data (like most brands) but have completely ignored outdoor media because they are less able to justify placement to client. When will brands understand that, yes, it takes a bit more effort, but outdoor media data can be acquired and used to maximise impact.

As Rand Merchant Bank (FNB's parent) like other big brands, grows across Africa with its recent acquisition of Merchant bank in Ghana, It will soon realise that outdoor media plays a bigger part of its advertising strategy in these markets. That could possibly be where the fight for brand penetration will be won or lost. Africa penetration needs a coherent outdoor media strategy - plain and simple.

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