

Outdoor Network expands its network with new solar-powered Lanseria site

Issued by [Provantage](#)

13 Nov 2017

As a growing airport that is strategically important to Gauteng, [Lanseria International Airport](#) provides an ideal location to showcase premium-quality brands to an ever-increasing number of passengers (and a large number of VIPs). The airport recently introduced a SLOW lounge for its more discerning upper LSM passengers and is currently in the process of constructing a new multi-storey parkade.



In much the same vein as the airport's growth trend, Outdoor Network is augmenting its network and holding in high demand locations and through a variety of new platforms nationally. The airport precinct provides for the latest site in Outdoor Network's arsenal of key locations with the installation of a gantry along Ashenti Road at the entrance to the airport. This development follows closely on the recent roll-out of its innovative roadside digital rotating billboard network.

Keeping with the commitment to not only innovate but do so with respect for the environment, the 4,5m x 18m double-sided gantry lighting system is solar powered. This 'green' initiative now forms part of all current and planned new site developments.

With the ability to engage a highly sought-after consumer base into and out of the airport, the site is ideal for brands targeting a high LSM target audience. Lanseria boasts a very high proportion of LSM 10 commuters (73%) of which 60% earn more than R25k per month according to recent research conducted by Millward Brown. The most commonly found passenger at the airport is a 40-year-old male who travels for business and whose personal income exceeds R60k a month.

"Lanseria International is a key location for brands wanting to reach well-heeled consumers, and the addition of the new gantry will provide marketers with a solution that suits not only their objective, but their budget too," says Patrick de Robillard, Head of Sales Billboards at Outdoor Network.

To find out how Outdoor Network's Billboard division can help your brand deliver effective out-of-home campaigns nationally, contact info@on.co.za.

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