

Outdoor Network launches rotating digital LED outside Cresta Mall

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Outdoor Network has unveiled its latest state-of-the-art rotating digital billboard site, adjacent to one of Johannesburg's busiest malls - [Cresta Shopping Centre](#) - as it continues to grow its national network in key commuter nodes.



The site is on the corner of Beyers Naudé Drive and Republic Road in the suburb of Blackheath, opposite Cresta Shopping Centre, which is the focal point for entertainment and retail in the broader Randburg area. Randburg is a highly desirable location for retail, motoring and services brands among others, as it provides an ideal mix of residential, business and shopping environments.

Cresta Shopping Centre has over 260 stores and is a hub of fashion, food, décor, tech and services, ensuring consistent footfall and traffic of over a million people a month into and out of the mall.

Beyers Naudé Drive is a large arterial route starting at the University of Johannesburg in Auckland Park and transports commuters from a number of feeder suburbs, before traversing the N1 Western Bypass at Randpark Ridge. It eventually terminates at the N14 freeway near Muldersdrift, meaning it's a popular route connecting the Johannesburg CBD and its surrounds with the West Rand.



“The launch of another of our innovative rotating billboards will offer brands a world-class advertising opportunity on one of Johannesburg’s busiest thoroughfares,” says Warren Dugmore, Outdoor Network’s Head of Sales, Billboards. “Our continued investment in high-impact sites is with a view to providing advertisers with targeted audiences and a greater return on investment for their marketing spend.”

The strategically placed 3x6m rotating LED billboard is expected to reach an audience of over 390,000 consumers. With a frequency rate of 8, the site will deliver more than 2.98 million impacts every month (ROAD2015/2016/2017C), offering significant exposure for any brand taking up the space.



According to Nielsen’s 2017 Digital Billboard Study, one of its top five findings found that: “Of travellers surveyed, 75% noticed a digital billboard in the past month, whilst of these respondents, 60% noticed a digital billboard in the past week. Over half of the travellers (55%) who noticed a digital billboard in the past month noticed specific messages on the billboard either every time or most of the time they passed one.”

Watch this space for more from Outdoor Network as they continue rolling out innovative rotating digital billboard sites nationally.

To find out how Outdoor Network's roadside LED can help your brand deliver flexible, immediate and effective out-of-home campaigns nationally, contact info@on.co.za.

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