

Primedia Outdoor extends branding opportunities in the heart of Harare

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In continuous efforts to develop new media opportunities for marketers, Primedia Outdoor has recently erected five innovative Prime Towers on the main highways leading into and out of the CBD of Harare, Zimbabwe.



Harare has a major population of 1.56 million people - making it the most populous city in Zimbabwe with a diversity of economic activities (World Population Review, 2018). Along with increasing urbanisation, these Prime Towers are perfectly located to extend the opportunity to reach large numbers of consumers and audiences on the move.

To reach the highest traffic of consumers, these enormous four-sided sites are located within the commercial hubs of the city. Encircled by retailers, restaurants, banks, car dealerships and informal markets, these sites play an essential role in the path to purchase. The dominance offered by Prime Towers carry the capacity to entrench brand presence on the major arterials and are free to passers-by with an increased frequency of consumer exposure.

In essence, these five panels are separately sited in Rainbow Towers (*paired*), Simon Mazorodze(*paired*), Dieppe Road(*paired*), Msasa and Borrowdale to act as brand sentries covering the main entrances and exits to the CBD.

"As Primedia Outdoor, we have decided to bring an advertising format that has never been used before in Zimbabwe to give marketers a new platform to communicate and tell a story. Most importantly, we have placed some of these spectacular towers in pairs to dominate the intersections and create innovation in the market. These structures have a wide appeal and you can communicate a variety of products and services on them," said Naeem Karbelkar, the GM for Primedia Outdoor in Zimbabwe.

About Primedia Outdoor

Primedia Outdoor is one of the leading outdoor advertising media specialists operating within Sub Saharan Africa, with over 2980 billboards in South Africa and 4373 faces located in nine other countries across the continent.

Primedia Outdoor offers exposure across a mix of media types, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and video walls in malls. Primedia Outdoor provides flexible coverage across the entire socioeconomic spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

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