

## Citilite range introduced in Zim

The Citilite range, first introduced from France and patented in South Africa and sub-Saharan Africa by Continental Outdoor in 2003, has now been launched in Zimbabwe with the erection of numerous structures in Harare.



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"The demand for this tactical, internally illuminated sign has been so resounding in Zimbabwe that we're having to erect additional sites to accommodate client needs," comments Cobus van Zyl, assistant divisional manager, Africa.

The range provides tactical opportunities to its marketers. Advertising messages are moved to new locations every four weeks (two weeks in South Africa). This increases brands' reach, frequency and recall. This rotation also ensures that creative messages do not suffer 'fatigue' and therefore maintain their impact factor, according to Continental Outdoor.

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