

Primedia Outdoor unveils its largest LED at Fourways Mall

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With their continued focused approach in expanding their premium digital out-of-home (DOOH) portfolio, Primedia Outdoor - the largest wholly South-African-owned outdoor media specialist, unveiled their biggest ever full motion iconic transparent LED screen.

The portrait transparent LED screen which measures 6.5m x 13m is located against the lift shaft overlooking the promotional court at Fourways Mall that attracts approximately 1.2 million shoppers a month. The ultra-slim transparent LED screen is modern and sleek, alluring to the shopper's eye and compliments the exquisite court perfectly by enhancing the surrounding ambiance. Fourways Mall is situated in the heart of the northern suburbs of Johannesburg and is South Africa's largest regional shopping centre measuring a total GLA of 179 237 square meters since its recent expansion.



The addition of this gigantic 84.5 square meters of premium LED display, affirms Primedia Outdoor as the leaders in providing high quality and state-of-the-art digital out-of-home assets delivering impactful advertising solutions to their valued clients. This LED is fully equipped with Primedia Outdoor's dynamic capabilities ensuring the shoppers experience contextual and real-time messaging during their shopping adventure at the mall. The option of live sports scores and live streaming of events ensure the shoppers stay on top of the game while they shop to their hearts delight. Contextual weather advertising is available to advertisers to ensure the shopper is prepared for the changing environmental elements outside the mall. With the option for brands to utilise Primedia Outdoor's engaging Social Wall product, consumers are able to share their individual experiences with brands to the shoppers of Fourways Mall and the rest of South Africa on all intelligent DOOH platforms Primedia Outdoor has to offer.

"DOOH in the mall environment is a powerful advertising channel to effectively communicate and reinforce a brand in the minds of shoppers at the point of purchase and fuel impulse purchases," said Jorja Wilkins, Marketing and Marketing Services Executive at Primedia Outdoor. "We are extremely excited to launch our new highly impactful and incredibly beautiful transparent LED screen which offers advertisers a key podium in a key location," she added.

Mall advertising reaches consumers who are already in a purchasing state of mind at key touchpoints along the shopping journey and plays a vital role for brands in delivering valuable information about products and services available to the consumer by increasing awareness. Primedia Outdoor is the premium provider of an array of mall media solutions in and around over 50 malls in 7 Provinces with more than 1,300 static panels and 181 digital screens.

About Primedia Outdoor

Primedia Outdoor is the premier provider of out of home media solutions within Sub Saharan Africa. A Level 1 BBEEE contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor's total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to purchase journey.

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Primedia Outdoor



Primedia Outdoor is a national outdoor advertising media specialist. Part of the Out-of- Home division of Primedia (Pty) Ltd, Primedia Outdoor focuses primarily on the marketing and selling of outdoor advertising signage.

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