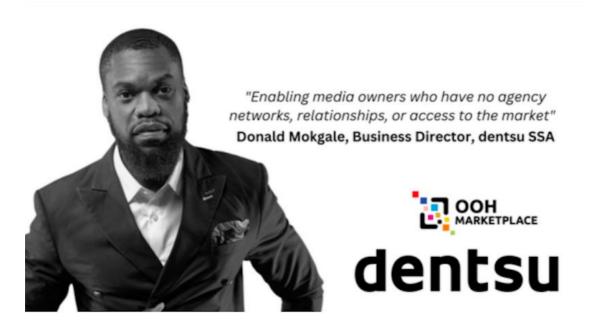


Uniquely African solutions to African challenges - OOH Marketplace

Issued by Dentsu

2 May 2023

<u>OOH Marketplace</u> was launched into the market 30 days ago by Dentsu. This signalling a true transformation commitment by Dentsu to push 30% of all their overall out of home spend through the platform, specifically to uplift and empower small Black-owned media businesses.



What was the strategic approach by platform developer, Lukhanyo Dyosopu, founder of Light-tech Media Solutions, and what key industry challenges did he identify; was the system built and how does it operate, are key questions being asked.

<u>Dentsu</u> hosts a bi-weekly podcast show, dentsu Wisdom series, and they connected with Dyosopu to delve into the journey, development, and mechanics of OOH Marketplace. Joining the conversation is Donald Mokgale, business director, dentsu, to share why dentsu worked very closely to help perfect the system and the unique challenges that small black-owned media businesses face.

Click here to listen.

- " Game changer: How data science is reshaping esports 8 May 2024
- " The new frontier: Al-driven marketing in the digital age 30 Apr 2024
- " Chantel Harrison elevates to managing director role at iProspect South Africa 19 Apr 2024
- " iProspect dentsu South Africa triumphs at South Africa Smarties Gala Awards Ceremony 18 Apr 2024
- " Does anyone know what content is any more? 16 Apr 2024

Dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future

dentsu opportunities in the sustainable economy. Taking a people-cantered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com