

Our Corporate Essence

Powering Brands in the Real World



What to expect

- About us
- Primedia Outdoor
- Primedia Malls
- In Your Face
- Primedia Instore
- X/Procure & XPDigital



About us

Primedia Out-of-Home is ideally positioned to provide brands and advertisers with a 360° consolidated through-the-line solution.

Primedia's value proposition lies in its ability to reach a broad and diverse audience in an impactful, non-intrusive manner across the consumer journey with a multi-touchpoint strategy.



Industry Bodies & Affiliations:



OOH media specialists

Primedia Out-of-Home delivers cutting-edge OOH media solutions, with a wide variety of advertising formats and solutions in various OOH environments to reach consumers when they are on-the-go.

- ❖ **17 000+** advertising panels across South Africa
- ❖ **4 000+** advertising panels across Rest of Africa
- ❖ **1 100+** digital OOH screens

Primedia Out-of-Home offers flexible coverage of the entire SEM spectrum, targeting cosmopolitan consumers in major urban area through to those living in rural communities.

Operating in 9 markets across Africa



☆ PRIMEDIA OUT OF HOME

☆ PRIMEDIA OUTDOOR

☆ PRIMEDIA ROA



☆ PRIMEDIA RETAIL

☆ PRIMEDIA MALLS

in your
FACE

☆ PRIMEDIA INSTORE



 **PRIMEDIA
OUTDOOR**



Classic OOH formats



Spectacular



Mass Reach



Mass Impact



Bhamuza



Primelite



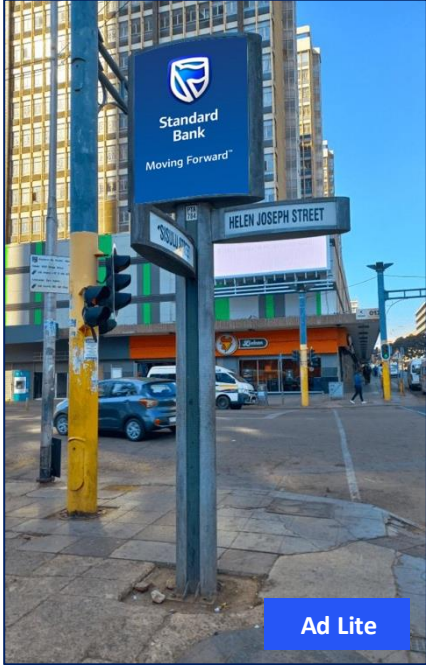
Wall Mural



Rank Branding

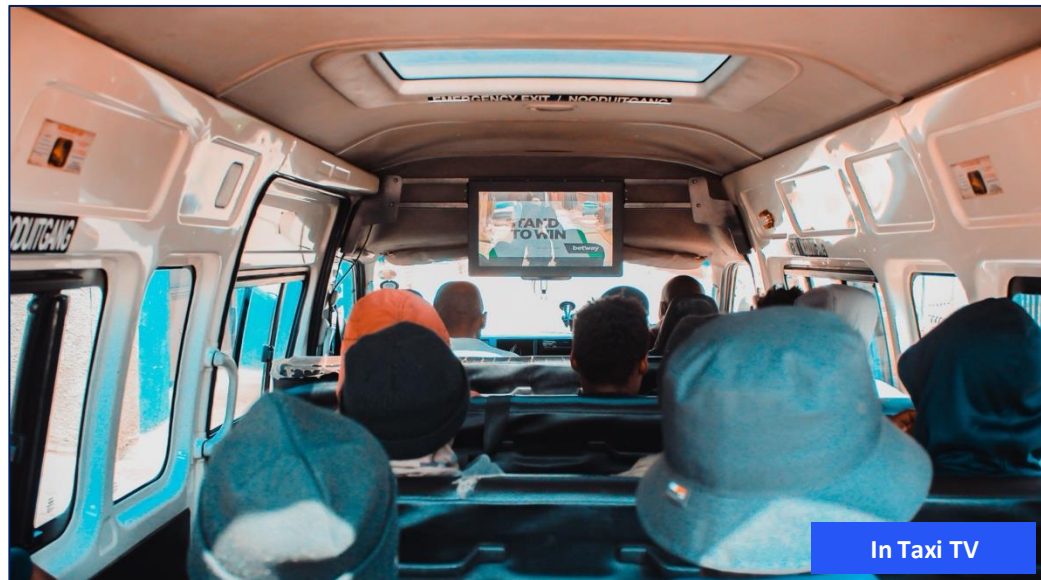
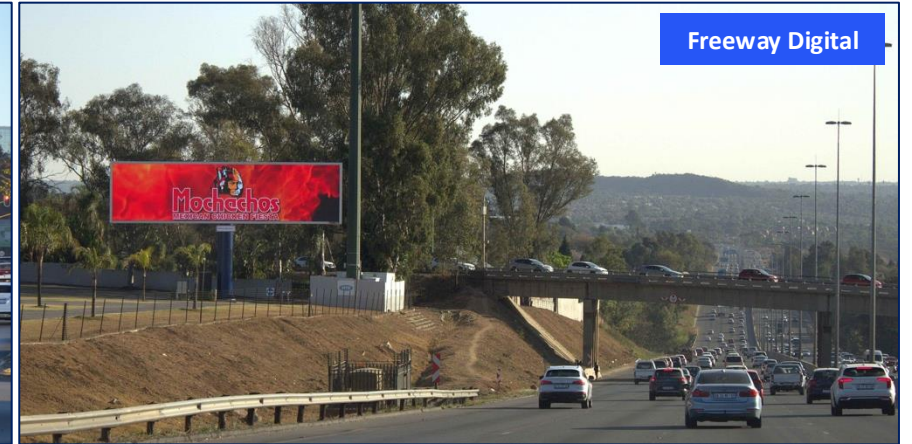


BrandMark



Ad Lite

Digital OOH formats



TECH OFFERINGS

Interactive tech enhancing advertisers' customer engagement

1 Contextual messaging

Tactical messaging automatically triggered by environmental factors such as Heat, Cold, Rain, UV/Pollution.



2 Live RSS feeds

Access to automated data feeds linked to various events allow you to broadcast contextually relevant messaging in real-time across our national digital assets automatically.



3 Social wall

Fully-automated digital technical innovation showcasing the immediacy and interactive capability of digital out-of-home (DOOH), by linking live social feeds to be displayed onto digital screens instantaneously.



4 QR code technology

Scannable QR technology gives contactless, safe access to information. It can drive one-on-one interactions with consumers & purchase intent; & enable advertisers to provide vouchers/ discount coupons.



5 Gamification

Digital OOH integrates with tech to create interactive campaigns engaging with consumers. The interactive capability executes exciting campaigns where consumers can participate in experiential events across OOH environments.



6 Augmented reality

Blending of digital interactive elements with real-life to produce a simultaneous virtual-real-world experience. Technology and consumers interact to reinforce advertisements to offer unique experiences.



7 3D Content

3D or Deep Screen is content that uses various depth cues & visual effects to create the illusion of depth on a 2-dimensional screen. This makes elements on the flat screen appear to have different levels of depth.



8 Programmatic

A method of buying and delivering DOOH ads through automated platform. Allows advertisers to target specific audiences in real-time using data-driven insights to optimize campaigns based on various factors.

 PRIMEDIA
MALLS

★ PRIMEDIA MALLS

Multiple Touchpoints Across The Shopping Journey



45+ key shopping malls nationally

280+ Digital screens

2,500+ Static faces

42 million monthly avg. shoppers

in your
FACE



In Your Face is an established BTL activations agency based in South Africa. As a company, we specialise in providing customized brand experiences to our clients, with the aim of increasing brand awareness and engagement. Our team of passionate and knowledgeable professionals are dedicated to creating successful brand experiences that leave a lasting impression on our clients and their customers

RETAIL

Implementing activations within the retail environment helps brands disrupt consumers' shopping patterns. By strategically placing enhancers near the point of purchase, these executions facilitate a seamless interaction between shoppers and the brand. There's nothing more impactful than having a brand right in the consumer's hand.

MALL

Mall activations bring brands to life by branding & inviting exploration through various execution activities that can take place on a stand in a space where the goal is already to shop. With rights for Fourways and SA Corp portfolio coming through IYF gives you that one-stop shop you are looking for.

COMMUTER

Targeting high or low LSM consumers in a commuter space gives us the ability to educate, sample & drive shoppers whilst fitting into their daily routines naturally.

COMMUNITY

Door-to-door, sample drop-offs through delivery bikes, and school involvements allow brands to entrench themselves and cement their name into the minds of the community. It also allows for takeovers as the sample areas are smaller so a more targeted approach can take place for a lower spend.



THE RIGHT EXECUTION

Dry sampling distribution of sealed samples	Wet sampling produced or served during engagement
Demos product showcase during engagement	Education detailed information and leave behind content
Experiential experienced based engagement	

if you can dream it, we can do it...

- ✓ **Black Economic Empowerment (BEE)**
- ✓ **Nationwide presence**
- ✓ **Warehousing capabilities**
- ✓ **Logistics services**
- ✓ **Creative integration solutions**
- ✓ **Digital competitions**
- ✓ **Social media marketing**
- ✓ **Influencer partnerships**
- ✓ **PRIMEDIA's comprehensive 360-degree campaigns**

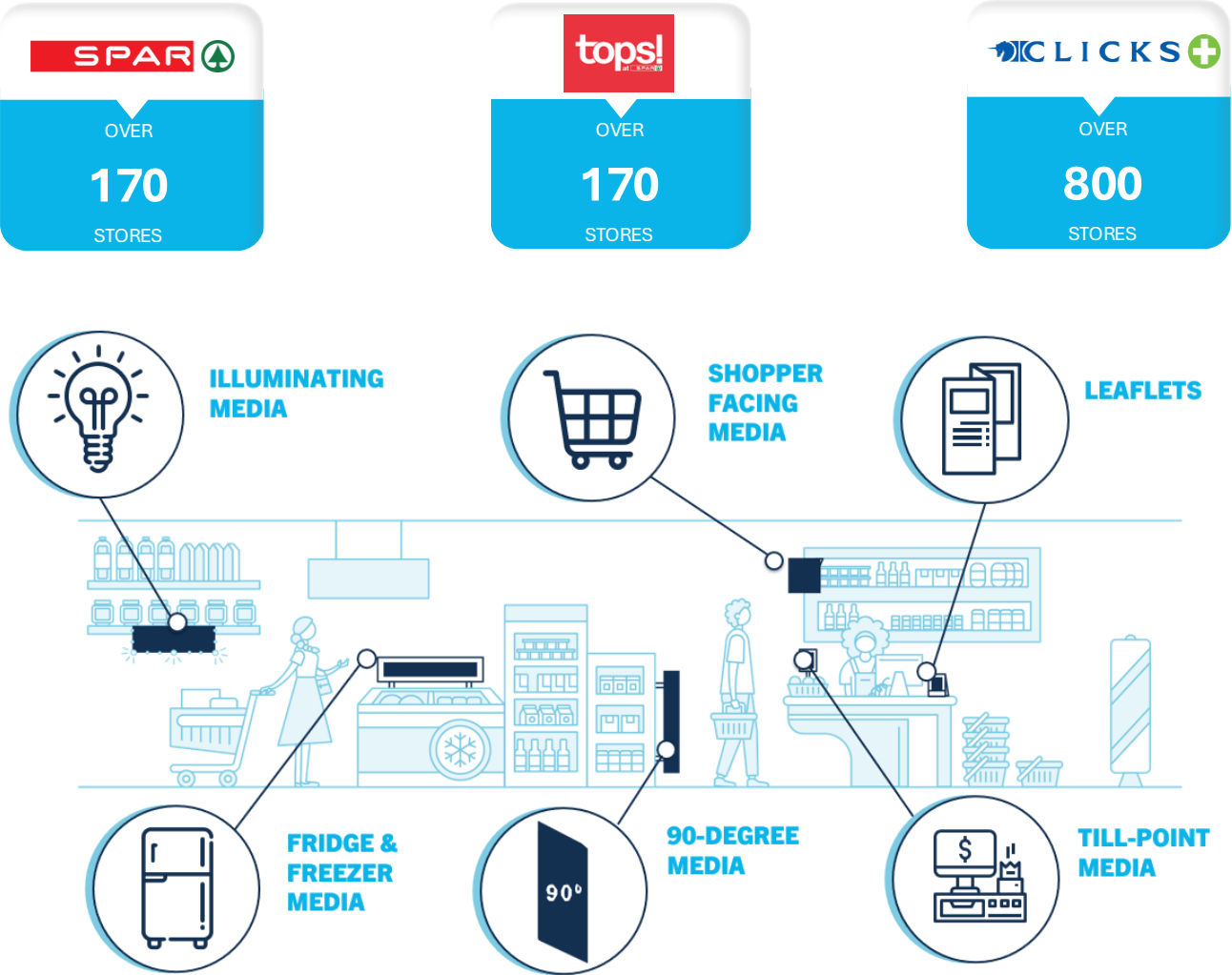


★
**PRIMEDIA
INSTORE**



PRIMEDIA INSTORE

Enhance the shopper experience with your brand through targeted Primedia in-store media solutions nationwide.



Why in-store media works and how it shapes shopper decisions:

1. Influences decisions at the moment of purchase	In-store media reaches shoppers at the point-of-sale, where final purchase decisions are made, allowing advertising to directly affect which brand or product is chosen.
2. High shopper proximity increases attention	Advertising placed close to products on shelves or displays is more visible and relevant to shoppers, making it more likely to capture attention and influence choice.
3. Encourages impulse purchases	Promotions, signage and displays near products can trigger unplanned buying, especially when shoppers notice special offers or attractive product presentations.
4. Simplifies shopper decision-making	In-store media highlights promotions, prices and product benefits, helping shoppers quickly compare options and choose products more easily in crowded aisles.
5. Promotes brand switching	When competing brands use strong shelf displays or promotions, shoppers may switch from their usual brand to the one that stands out more at the shelf.

TAVERNS OF THE FUTURE



Connecting communities safely

Primedia Retail with Heineken South Africa is embracing the transformation of impoverished taverns. Expanding business operations to new markets increases revenue potential through screen advertising and content opportunities and fosters economic growth, empowering entrepreneurs and surrounding communities.



6 Project PARTNERS



100 RETAIL SCREENS



300 SCREENS BY YEAR END



In 8 PROVINCES



42 TOWNSHIPS



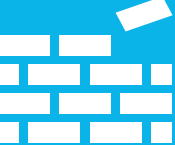
120 Taverns TRANSFORMED



350 Toilet Cubicles TRANSFORMED
> 300 BY EOY



±105 000 Litres of PAINT USED



±9 000 BRICKS USED



54 Permanent JOBS CREATED



120 Buildings UPGRADED



±900 Coaching & CHECK-INS

TAVERNS OF THE FUTURE



Creating safe and welcoming spaces

Unlike traditional shebeens, Taverns of the Future are safe environments for communities to gather, eat, connect to Wi-Fi. These modernised taverns prioritise responsible drinking and provide a safe-haven for women and children. Enhance your brand reputation and build consumer trust by aligning with this commitment to safety and inclusivity.

The below highlights the improved consumer experience in Taverns of the Future:

There to order something
to drink

There to make use of
the WiFi



There to order food



There to enjoy
the music



There to meet up with
friends / family

**Reach your people,
connect with us!**

