

# ALLIANCE MEDIA

## MARKET

Whether a single-store, local business, national chain or global brand, Alliance Media has a wide range of outdoor advertising products to assist in the growing and building of businesses and brands across 23 African countries.

Their product range covers all Out of Home (OOH) advertising options from airport advertising to landmark outdoor sites, spectacular billboards, billboards, digital billboards, street furniture and mall media.

Alliance Media's entrepreneurial spirit and business approach combined with its in-depth local market knowledge makes it the best outdoor media option. Their eye for the African continent ensures that the client is assisted in building great brands that will be seen all over Africa!

Within Alliance Media's six product categories, they are able to offer 25,000 sites across 23 African countries. Each site within an extensive portfolio can be individually handpicked to meet brand's objectives.

Alliance Media's knowledgeable Media Sales Executives will work closely with clients to assist you with relevant product and site selection for your brand, target market and budget. They have an unprecedented understanding of target locations, knowing how to reach the right target audience and how to optimise powerful outdoor media campaigns.

### Outdoor and Airport Advertising:

Comprises of:

- Airport Advertising
- Landmark Outdoor
- Spectacular Billboards
- Billboard Advertising (Digital and Static Billboards)
- Street Furniture Advertising
- Mall Media

OOH advertising is targeted at any company or brand wanting to increase their brand awareness and drive response.

### OOH is used to:

- Cast a wide net and reach as many consumers in the market as possible or
- Target niche markets via specific platforms

Alliance Media's 25,000 sites are spread out across all income spectrums. From international airports, where advertising targets business travellers, decision makers and high income earners, right across to the lower end of the spectrum where a rural billboard carries advertising messages talking to lower income earners, in difficult-to-reach areas of African countries.

## ACHIEVEMENTS

Alliance Media is widely recognised as the Pan-African leader in outdoor and airport



advertising, with the widest coverage on the African continent.

Alliance Media is proud to be recognised by the industry on numerous occasions through a number of awards that further reaffirm their market leadership position throughout Africa.

Alliance Media was awarded the European Union Medal for Premium Innovative Media.

The numerous PMR accolades awarded to Alliance Media over the years are representative of their culture – the passion, the energy, the flexibility and the deep understanding of Africa and the client's needs.

Alliance Media has been recognised for the past nine consecutive years as the Best Outdoor Advertising Company in multiple countries. This is testament of their leadership position in the markets.

Alliance Media has also been awarded as a Superbrand in East Africa for the past five years, underpinning the fact that Alliance Media understands the importance of creating a strong brand.

Alliance Media was the first Pan-African Outdoor Advertising Company to take the idea of uniform advertising structures (and therefore campaigns) across multiple countries, through a single point of contact. This attracted big brands such as Coca-Cola, Visa and Standard Chartered Bank who chose Alliance Media as a supplier of high quality and consistent outdoor advertising.

Alliance Media has recently sponsored 5,000 trees through "Trees for the Future" to contribute to the company's goal of reducing their carbon footprint. This initiative shows Alliance Media's commitment to the continent and its pledge to grow brands in Africa and to keep Africa growing.

## HISTORY

Alliance Media was born in 1997 in Zimbabwe. The Company started with a simple idea, to provide shelter to many commuters waiting long hours for transport in harsh rain and sun. The Bus Shelter concept was born and funded through advertising.

An alliance between the City Councils, advertisers and a company was created, and from the beginning Alliance Media was named as partnerships are key to this business. The forward thinking, Coca-Cola was Alliance Media's first client on the bus shelters. With their support and the success of bus shelters the company quickly expanded into other mediums and began its quest to become a truly African outdoor media owner.

Those humble beginnings have evolved into what Alliance Media is today.

## PRODUCT

### **Airport Advertising:**

In this premium Out Of Home (OOH) environment, advertising within airports is known to enhance a brands' stature in the market and assists in building an internationally recognised brand.

Alliance Media has a vast array of innovative airport advertising options available within the international and domestic airport terminal buildings, as well as outside the airport, both airside and landside.

### **Landmark Out Of Home:**

Alliance Media's rare and unique Landmark Out Of Home (OOH) sites provide the ultimate outdoor branding platform. As the market leader across the African continent, Alliance Media has secured the best landmark advertising opportunities in each of the countries in which they operate.

Landmark Outdoor sites provide maximum impact for the advertised brand. This creates market dominance through the billboard's unusual size and the location of the site.

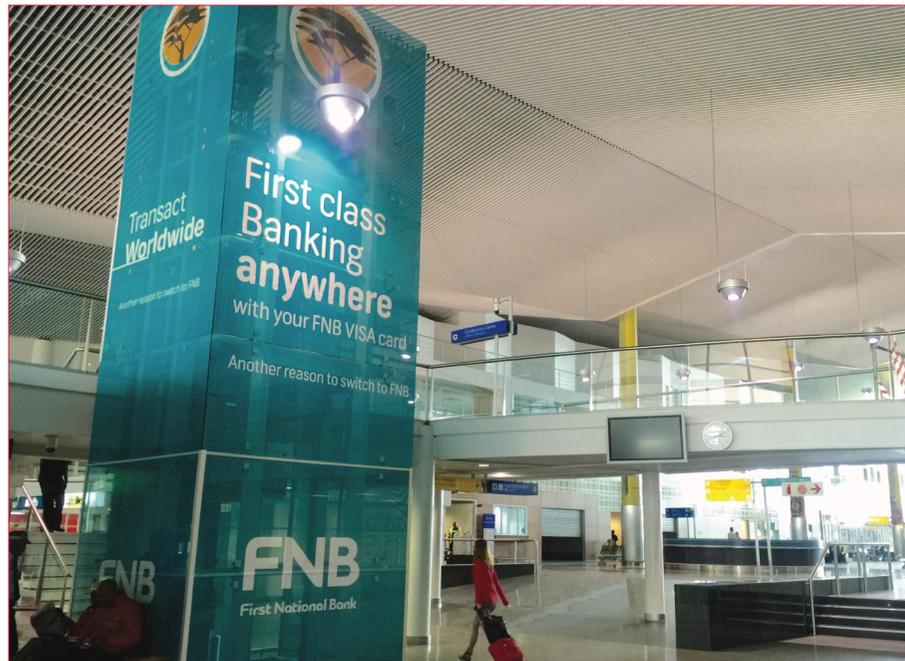
Building wraps, wall sites, bridge advertising, rooftop billboards and custom outdoor advertising installations form part of this specialised Out Of Home (OOH) category.

These sites rarely become available, and when they do, Alliance Media works closely with the client to select the installation, artwork and campaign message that maximises advertising opportunity.

### **Spectacular Billboards:**

Spectacular Billboards establish brands as the market leader. Situated in premium locations these structures are designed to capture and captivate the viewer. Alliance Media has selected premium locations and key access points of the city to ensure maximum exposure.

The sheer size of the spectacular billboard affords businesses a powerful outdoor advertising opportunity. The modern and imposing structures provide dramatic impact, great visibility and brand dominance. Often seen as rising above the clutter, the Spectacular Billboard category is the premium choice in Out Of Home advertising for many of Africa's leading brands.



### **Billboard Advertising:**

Tried and tested, these billboards located at high traffic convergence points, are the ideal medium to get brands noticed and established. The range of billboards available allows clients to target specific markets, thereby minimising advertising waste. These billboards are ideal for new product launches and a long-term brand building strategy via creatively impactful campaigns.

### **Street Furniture Advertising:**

Street Furniture Advertising provides the ideal opportunity to drive brands into the minds of all commuters, pedestrians and motorists. Located throughout city centres, suburbs and rural areas, Street Furniture delivers point-of-sale and top of mind awareness. An added bonus is the positive contribution this medium provides to the community.

This Out Of Home (OOH) media option includes: Bus Shelters, Suburb Signs, Street Finders and Street Pole Advertising.

### **Mall Media:**

Mall Media is an ideal opportunity to attract consumers in a targeted retail environment. Mall Media talks directly to the consumer with limited media wastage. Through an innovative range of options located within the actual shopping mall and outdoor advertising in the surrounding car parks, mall media showcases the brand - where buying decisions are made.

## RECENT DEVELOPMENTS

Alliance Media has new digital media screens in airports across Namibia and Botswana. Other

digital billboards are being rolled out across Africa.

The recent acquisition of Mozambique's largest OOH Company, Imagination Outdoor, has made Alliance Media Mozambique the largest OOH player in the country.

## PROMOTION

Alliance Media makes use of its own inventory of outdoor advertising sites to promote itself. The sites are seen as the product's packaging and are all clearly branded and well-maintained; in many markets the outdoor advertising structures are iconic – with their noteworthy blue pillar and the distinctive red and white Alliance Media logo.

## BRAND VALUES

Partnership or the formation of an 'alliance' is central to the business' philosophy. This is reflected in the approach towards key stakeholders – clients, landlords, city councils, airports and employees.

Alliance Media's vision is to continue to pioneer and lead the creation of a sustainable outdoor media industry on the African continent.

The Alliance Media approach is to develop a deep understanding of the client's business to ensure that

they are able to deliver targeted and relevant campaigns. Due to the in-depth knowledge of the demographics and socio-economic trends in each market, Alliance Media is able to structure outdoor media plans that work for your budget and your brand.

Alliance Media's work environment is one where individuals are appreciated and respected and where ideas and creativity are encouraged.

[www.alliancemediacom](http://www.alliancemediacom)

## Things you didn't know about ALLIANCE MEDIA

- Alliance Media operates in 23 African Countries and has a portfolio of 25,000 billboards.
- Alliance Media is the leading operator of airport advertising concessions on the African continent, Alliance Media has more than 50 African airports under management.
- Alliance Media has sponsored 5,000 trees in Africa to show its commitment to growing brands in Africa and to keep Africa growing!
- Alliance Media have advertised 90% of Africa's most valued brands on their billboards.