

Primedia Outdoor celebrates Valentine's Day once again with its outstanding #PrimediaBigLove campaign

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For the third consecutive year, Primedia Outdoor celebrated Valentine's Day in the most extraordinary way with its renowned #PrimediaBigLove campaign. The campaign invites the public to send their loved ones a personalised message via their social media platforms Twitter and Facebook and then have their message displayed across Primedia Outdoor's digital screens on roadside and in mall environments.



The socially-driven #PrimediaBigLove digital out-of-home (DOOH) campaign delivers an engaging way for audiences to share sentiment with loved ones and those who participated were rewarded with a screening image, which was shared with participants via social media. This fully-automated digital campaign is a true testament of the synergistic application between digital out-of-home and social media, and serves to prove the immediacy and interactive capability of DOOH.

“ Thank you for participating in our [#PrimediaBigLove](#) campaign. Your message has been displayed on our roadside & mall digital screens. Primedia Outdoor would like to congratulate you on your engagement and wishes you a very happy Valentines Day ♥ pic.twitter.com/yRPVChjoGh— Primedia Outdoor (@Prime_Outdoor) [February 13, 2021](#) ”

In addition, Primedia Outdoor also utilised their dynamic capability Prime(i), which triggered a personalised message to people driving specific vehicle brands, wishing them a happy Valentine's Day from Primedia Outdoor. Prime(i) uses anonymous vehicle recognition technology to target consumers of specific vehicles. All vehicle details are matched with an anonymised vehicle specification database and ads are triggered and served automatically, based on specific vehicle make and model when stationary at a traffic light. The pioneering technology is unique to Primedia Outdoor's urban LED screens and currently rolled-out onto six digital billboards located on main arterials and at key intersections across Johannesburg and Pretoria.

“Digital out-of-home can be used as a strategic platform to connect with audiences on a personalised level and to generate direct consumer responses,” said Jorja Wilkins, marketing and marketing services executive at Primedia Outdoor. “Our #PrimediaBigLove campaign is well-known for being fun, interactive and creates a memorable experience for consumers. Primedia Outdoor is dedicated in delivering noteworthy engaging campaigns by leveraging Digital assets with new technology to create seamless multi-channel Digital Out-of-Home advertising solutions”, she added.

About Primedia Outdoor

Primedia Outdoor is the premier provider of out of home media solutions within Sub Saharan Africa. A level one 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 the 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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