

OOH media owners invited to OOH Audience Research

The event offers OOH media owners an unmissable opportunity to gain an understanding of the ground-breaking research involved in the OOH Audience Research project, presented by Daniel Cuende and Neil Eddleston, along with an introduction to Quantum software and the revised entry level pricing structure.

The research makes use of big data and cutting edge technology to create reliable measurement metrics for out of home (OOH) advertising. Underway since 2014, the research is set to transform the local out of home advertising industry, providing greater accountability and enabling better media planning using OOH media.

The launch will take place on Monday 23 May from 15:00 - 16:30 at the Group M Auditorium at Group M House, 7 Naivasha Road, Sunninghill.

To RSVP, please send an email to omc@omcsa.org.za or call Micheline on 083 227 4757.

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