

Bussing in branding for Multichoice

MultiChoice Namibia literally took to the streets with its latest advertising campaign which was conceptualised together with advertising agency Ogilvy Namibia, a partner agency within the Ogilvy Africa network. The campaign makes use of a fleet of eight branded buses as an alternative to traditional outdoor advertising in the Namibian market.

Kobus Bezuidenhout, General Manager of MultiChoice Namibia, says: "The inherent cost of outdoor advertising, combined with the necessity to brand billboards across several sites country-wide made it a difficult medium to include in our media mix.

"In addition, the static nature of billboards, major production cost and inability to change artwork often, led to us look into workable alternatives.

"By using buses as our advertising canvas, we are reaching every major town with the branding campaign, as they drive to every major destination in the country. Exposure is amplified by all the traffic that passes each vehicle."

The creative work was generated by Ogilvy Namibia and is in line with MultiChoice's major themes of news, sport, kids, movies and infotainment.

The launch involved seven of the branded buses departing from Eros, one of the Windhoek airports, at 6.30am, escorted by the Namibian Kosmos Radio's traffic helicopter. Several mentions of the road trip were made on Kosmos Radio during the trip, and a live on air competition was run.

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