

Primedia Outdoor helps spread the word

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In the recently launched "Story Power. Bring It Home" billboard campaign by Nal'ibali, funded primarily by the DG Murray Trust, 500 billboards were booked with Primedia Outdoor over a four-month period - a substantial investment in the outdoor medium by any standard. The primary objective of the project to promote reading.

The cartoon visuals, illustrated by the ubiquitous *Madam & Eve* artist, Rico, consist of three variations in eleven languages. Logistically it was a challenge to ensure the languages and site locations corresponded appropriately, but it was successfully accomplished and will no doubt contribute to the overall efficacy of the campaign.



A 48-sheet billboard with one of the creative variants

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In addition to the billboards, Primedia Outdoor flighted animated versions of the creative on their Rank TVs, located at major bus and taxi ranks across the country. These ads reach the massive commuter market, most of which fits the target audience profile.

"Even if you can't read, you can still tell stories to children. Stories spark those parts of their brains concerned with imagination, emotion, sensation and movement, and create the neural circuits that ultimately enable sophisticated thinking and reasoning," says David Harrison, CEO of the DG Murray Trust, summing up the underpinning rationale of the Nal'ibali campaign.

Primedia Outdoor has, as part and parcel of their CSI commitment, placed emphasis on assisting disadvantaged communities, and, more specifically, schools and learning centres within them, by providing educational material like books, charts, stationery and other learning aids. So, being part of this "Story Power" drive, albeit as a media provider, dovetails perfectly with their social responsibility ethos.

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