

LED-Electronic Signage

In a bid to increase our range of services as well as offer our clients exclusive brand visibility, we have recently introduced high definition LED signage, so far at: Conrad Plaza Entebbe Road and Zain Roundabout Jinja Road. We shall be installing more similar signs in the near future to ensure maximum brand exposure for our clients.

LED signage is just like "extending TV to the streets". One should realize that it is along streets where most potential buyers make their purchase decisions, and by extending TV to the streets, customers are reminded about the products in the most colorful way. ATTRIBUTES

The LED is a cutting edge product in outdoor marketing both locally and internationally and because it is partly interactive, it allows the advertiser the chance to demonstrate product usage, which is extremely important.

We offer exposure on LED signage on both units charging you rental on a monthly basis.

Because this is an up market product, we are placing the sites in AB areas. This means that the product portfolios are extremely selective and also not controversial.

A schedule in our case is a pack of 20 ads each 30 seconds and it will last 10 minutes.

Hence:

- 20 ads x 30 Secs = 600 Secs ÷ 60 Secs = 10 Min
- 10 Min x 6 = 1 hr = 6 exposures per ad
- 24 Hrs = 6 x 24 = 144 times per ad per day per site

PEAK TIME

Peak time lasts 6:00am to 9:00pm = 14 hrs

Average number of viewers per site per ad during peak hrs = 500 people x 14 = 7000 x 20 brands = 140,000 people per site per day (peak time only)

Since you have 2 sites, this will give you exposure to at least 280,000 viewers per day.

Read details