

Tractor Outdoor launches Cape Town's first digital advertising network - The Loop

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With technology and trends evolving each year, the momentum for OOH companies to tap into the digital market has been increasing tremendously.



Digital formats are becoming predominant, with consumers spending more money as a result of digital campaigns (which generate high recall for ads and positive consumer attitudes). "South Africa's OOH advertising market will grow steadily over the next five years at a CAGR of 3.5%. It will reach an estimated total value of R5.1bn by 2019. Of this amount, DOOH will generate approximately R1.7bn. With 33.1% of OOH revenue coming from digital, South Africa will be the most digitised market in the region and in the top 30 worldwide," according to PWC's OOH upcoming predictions research.

Digital advertising demonstrates real-time, interactive targeted campaigns which can be tracked and integrated on various social media platforms. This exact reason is why [Tractor Outdoor](#) launched their new concept called "The Loop" where they converted three of their primary locations to digital screens. "We installed three high-quality (P8) dynamic and flexible digital advertising networks across the Atlantic Seaboard, Cape Town CBD and the Southern Suburbs, all of which allow over four million views per month, all of which are LSM 8-10 highly qualified working professionals," says Simon Wall, Managing Director at Tractor Outdoor.

The screens offer the latest in digital technology offering advertisers' tailor-made campaigns allowing real-time updates whenever they want; thus creating consumer engagement 24/7.

To find out more about this digital network watch the video on www.dooh.co.za or contact Tractor Outdoor on 086 999 0226.

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Tractor Outdoor



Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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