

Primedia Out Of Home Nigeria commits to partnership

Nigerian Deluxe Colour Productions has partnered with Primedia Out Of Home Nigeria which will provide an investment in the country and its people. The media owner has been chosen by Deluxe because of the company's pedigree, experience and expertise.



"We are committed to developing the markets we enter, and Nigeria is no different," says Niyi Oyedeggi, managing director of Primedia Out Of Home Nigeria. "We provide our clients with new, strategic and highly impactful advertising opportunities. These elements encapsulate our partnership with Deluxe Colour Productions with whom we have joint rights for pedestrian bridges in six Nigerian states."

"The partnership has several objectives," says Niyi. "Firstly, to enrich Nigeria as a country and empower its people with additional infrastructure, skills and learnings. Secondly, the partnership allows Deluxe Colour Productions to increase its profitability as a company and eventually open doors to other markets."

A win-win situation

Dipo Selesi, managing director of Deluxe Colour Productions says, "I believe it's a 'win-win' for both companies. It's a wonderful opportunity for us to reinvigorate our brand and build on our successes based on Primedia's wealth of experience and capital resources."

Niyi adds, Nigeria is the major hub in West Africa, with its estimated population of roughly 160 million people, its therefore imperative that brands meaning to do serious business need to be visible in Nigeria. "We believe that the cross road span of the bridges on the major arterial roads will provide high visibility and brand awareness for our clients, targeting no less than five million commuters who travel Nigeria's roads on a daily basis."

"As well as creating traditional outdoor advertising formats, Primedia's constant belief in creating sustainable partnerships has enabled us to meet and develop mutually beneficial relationships on the ground, which have the ability to provide a foundation of sites and a shared vision."

Primedia Out Of Home Nigeria is registered with the relevant authorities, including the Lagos State Signage and Advertising Agency and the Outdoor Advertising Association of Nigeria.

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