

Posterscope Kenya launches OOH campaign

Posterscope Kenya, together with Saracen Media, has launched its first comprehensive Out Of Home advertising campaign in the Kenyan market. The campaign comes just few weeks after Posterscope officially launched their office in Kenya office.

The client, PSI/Kenya, a global social marketing organisation, is using the campaign to educate Kenyans on the benefits of family planning. Large format billboards with catchy phrases are being strategically placed around Kenya with the focus being on the central, coastal, north eastern and Nyanza regions for the first phase to ensure maximum penetration into the various target markets.

"In developing the campaign, we used Posterscope's unique OOH planning tools and local insights to ensure the messages reach the intended audiences and achieve the OOH media objectives," said George Mugendi, MD Posterscope Kenya, "This enabled us to have a quick turnaround time based on strategic insights and smart geographical planning."

Due to Kenya's diverse population and geographical set-up, different creative messaging is being used for the different regions.

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