

Kenya advertising takes to the air

Kenya's first dedicated aerial advertising service has taken off.



Nairobi - Red Fox Communications, based in the nation's capital, and Aerial Ad Aviation, have partnered to offer clients in Kenya and East Africa an alternative means of brand exposure.

"Conventional outdoor is reaching maturity in East Africa, and our clients are now demanding creative avenues for keeping their brands fresh and top of mind". The service will launch out of Nairobi's Wilson or Oly Airports with coverage country wide," says Red fox director, Michael Ngugi.

"Our rates are designed to quickly move this new media type from the perception of a novelty to an integral part of any media planners media mix," he said.

He said that the company will be launching the service in Uganda and Tanzania within the third quarter of 2007 and that it anticipates a warm reception as there have already been some enquiries even prior to the announcement of the services launch in Kenya.

"Our investment in an appropriately customised aircraft will be the key to delivering a full value dimension to our client demand. Unlike past attempts at this type of service, our aircraft is built for the job," he said, adding that "In the long term we will be looking for opportunities to service client looking to engage with captive audiences at the 2010 FIFA World Cup in South Africa".