

The BRICS effect on Africa's OOH industry

 By [Tatenda Chiweshe](#)

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While Out of Home Media South Africa (OHMSA) is talking about increasing OOH share of spend from about 4% to 10%, a parallel opportunity is lurking in the wings.

I have heard many a commentator talk about how South Africa is unwittingly opening itself up to being overrun by the BRIC countries that have infinitely larger economies, populations and wallets. This may or may not be true for some industry sectors, but the opposite holds true for OOH industry players that think and act strategically.

Bringing brands to our shores

Brazil, India and China will definitely be bringing their brands to our shores - neither you nor I can stop that. So do we sulk in a corner or do we strategically position ourselves to grow the industry and our respective businesses? I single out these countries because they have a deep understanding of third world consumers and have developed products appropriate to African needs and pockets.

More importantly, they are not shy to use outdoor media. Anyone who has been in an African country where the Indian telecoms giant Bharti Airtel operates will know what I am talking about. However, the benefits are not only going to be enjoyed by the bigger format owners. Smaller budget advertisers such as Airlines are also big users of street furniture. All this will obviously come with the ancillary services such as market research and insights, localised creative and copy, media planning, strategy and buying.

As much as I cannot quantify the real impact that BRICS will have on the OOH industry across Africa at this point, my money is on the money!

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