

## Primedia Nigeria wins award

For its contribution to the development of the out of home advertising category in Nigeria, Primedia Nigeria was awarded the Platinum Brand Award at the recent IMC Movers awards dinner. The accolade is a result of media owners judging their peers within their own industry.



"We're extremely privileged and proud to be the recipient of this award, especially because we have been judged on the aspect of innovation by our peers," says Frikkie Cornelius, CEO of Primedia Africa. "The achievement is a direct result of "Living our Values" which includes innovation, sustainability, accountability and our people.

One such innovation displayed by the company was advertising on pedestrian bridges which was a first for Primedia OOH Nigeria.

"Primedia's constant belief in creating sustainable partnerships has enabled us to meet and develop mutually beneficial relationships on the ground, which in turn has provided a foundation of sites and a shared vision, leading to the acquisition of this award," Cornelius says.

A fundamental objective in Primedia Africa's strategy is to enrich Nigeria as a country and to empower their people with additional infrastructure, skills and learnings.

"This award is a true reflection that both local and foreign OOH practitioners believe that we are destined for great success." concludes Cornelius.