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**Agency Offering**

March 2026

# Agency and client offering

## *From our audits*

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### Competitor Brand Report



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### Holding Review



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### State of OOH Report



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### Photographic Updates



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### DOOH Monitoring



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### Online Planning Tool + Traffic data



# Competitor brand reports: provide a current view of how, where and what your competitors are advertising

What it is	A comprehensive analysis of competitor activity
Benefits	<ul style="list-style-type: none"> <li>Data can be used to <b>better plan campaigns</b></li> <li>Data can be used to <b>identify competitors' strategies</b></li> <li>Provides the most accurate view of <b>competitor spending</b> on OOH</li> </ul>
Deliverables	<ul style="list-style-type: none"> <li><b>Graphs</b> of important sub-category fields</li> <li><b>Maps</b> of all sites</li> <li><b>Artwork</b> in use by all brands</li> <li><b>Spend estimates</b></li> <li><b>Insights and recommendations</b></li> <li>A <b>detailed PowerPoint report</b> on the relevant sub-category</li> </ul>

## EXAMPLE OUTPUT



## COST

1 sub-category	2 sub-categories
R26.75K	~R49K

## 2 Holding review: provides an up-to-date view of how your out-of-home spend is working for you

### What it is

An **independent report** on the status of your brand's holding

### Benefits

- Provides an **up-to-date review of your billboard holding**
- **Provides data to guide future changes** to your holding
- **Provides data to challenge media owners** with (potentially a big money saver)

### Deliverables

- A **detailed PowerPoint report** of your holding, with an in-depth review and analysis of each site

### EXAMPLE OUTPUT

**Gauteng**  
**Randburg, 14th Avenue**

Poor site

Poor vis.

Campus Mega Taxi Rank Holding: Campus Sites

Media Owner	MTN	Size estimate	6 * 9m
Date	21.08.24	Site Ref	MTN 2

VON Schedule, MTN Aug24

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### COST

Small holding  
(<20 sites)

**R25K**

Medium  
(<50 sites)

**R36.5K**

Large  
(50+ sites)

**R45K+**

# State of OOH Report: gives you the most accurate view and insights on the health of the OOH industry

## What it is

A **bi-annual report** that looks at the health of the industry. The report has 5 sections to it:

- **General overview** of the market
- **Occupancy rates** review
- **Advertiser review**
- **Top 5 campaigns**
- **Focus Piece** (a subset of billboards)

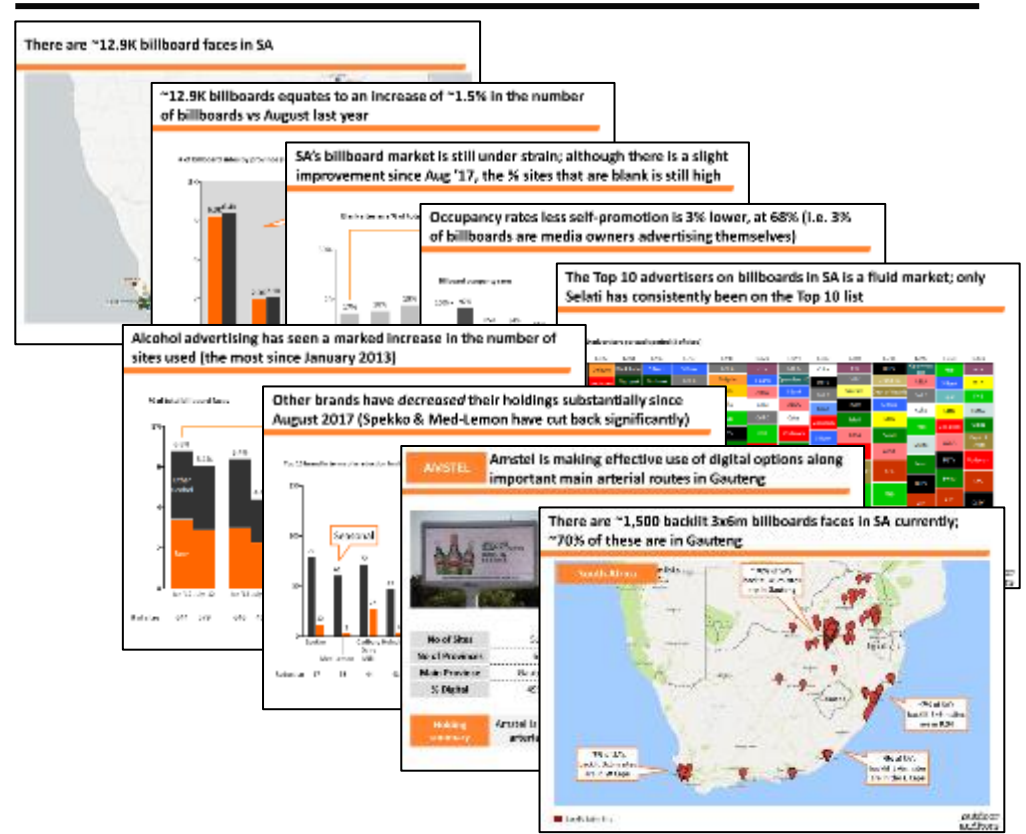
## Benefits

- Helps you **better understand the market you are playing in**
- Helps with **rental negotiations** (media owners with low occupancy rates are more open to a deal)
- Slides can be used in **key presentations** to show that you understand the market

## Deliverables

A Ppt Report

### SECTIONS TO THE REPORT



### COST

R14.5K ex. VAT

# Photographic updates: we provide current photos of your sites when you need them

## What it is

Outdoor Auditors takes **high-res, high quality photos** of your **sites** so that you don't have to

## Benefits

- Instead of having media owners' flighting teams taking poor, unreliable photos, Outdoor Auditors' **trained teams** collect **high quality photos** for you instead
- Data can be used for multiple reasons, e.g.: **monthly client validation**, updating of **site bibles**, monitoring the state of your **assets**, etc.

## Deliverables

- A **PowerPoint presentation** of all relevant sites
- A **folder of all photos**, labelled how you want them

### EXAMPLE OUTPUT



### COST

**Dependent** on size of holding, location of holding and timing requirements

# 5 Digital OOH Verification: we can help you monitor your digital campaigns in real time, in granular detail

<b>What it is</b>	<ul style="list-style-type: none"><li>• An <b>online platform</b> and <b>monitoring service</b> that shows what is being played on each of your DOOH assets, in real time</li></ul>
<b>Benefits</b>	<ul style="list-style-type: none"><li>• Campaigns run <b>more efficiently</b></li><li>• <b>Errors are picked up</b> (and therefore can be fixed) in <b>real time</b></li><li>• <b>Complete visibility</b> of what actually flights (and when)</li><li>• <b>Easy-to-read and interpret</b> reports</li><li>• An <b>independent</b> source of truth <b>builds trust</b> with clients</li></ul>
<b>Deliverables</b>	<ul style="list-style-type: none"><li>• Weekly reports</li><li>• Daily updates (if errors are found)</li></ul>



**COST**

**2% of the value of your DOOH campaign**

# The list of Seedooh Verified Networks is growing – more than 30 media owners are now connected to Seedooh



			In negotiations / onboarding
12 Star	Frontseat	Primedia Outdoor	Ad Outpost
Alive Advertising	Full Moon	Relativ	Esona
Aura Outdoor	Go Big Media	Ripple Media	Gresham Media
Blue Label	Gutterlamp	RL Media	Innovocan
BrandIQ	Indaba	ROHM Media	JCDecaux
District	Insight Outdoor	SB Outdoor	Media Reign
Eclectic	Kena Media	Summit	Reveel
Epic	Kwame Media	The Brand Pot	Rook
Evolv	Nalesa Media	The Media Factory	Street Swift Media
Face First Media	Outdoor Network / PMG	The Medium	The Grid
Fagimvubu	Outsmart	Tractor	Vortex Media

Polygon

\*First programmatic platform

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# 6 Online Planning Tool: shows where SA's ~15K billboards are, associated photos + key data

## What it is

An **online planning tool** showing where SA's ~14K billboards are positioned. Shows, per site:

- **Media Owner + site ref number** (where known)
- **Size estimate**
- **Road and town name**
- **Photos** (run up and close up)

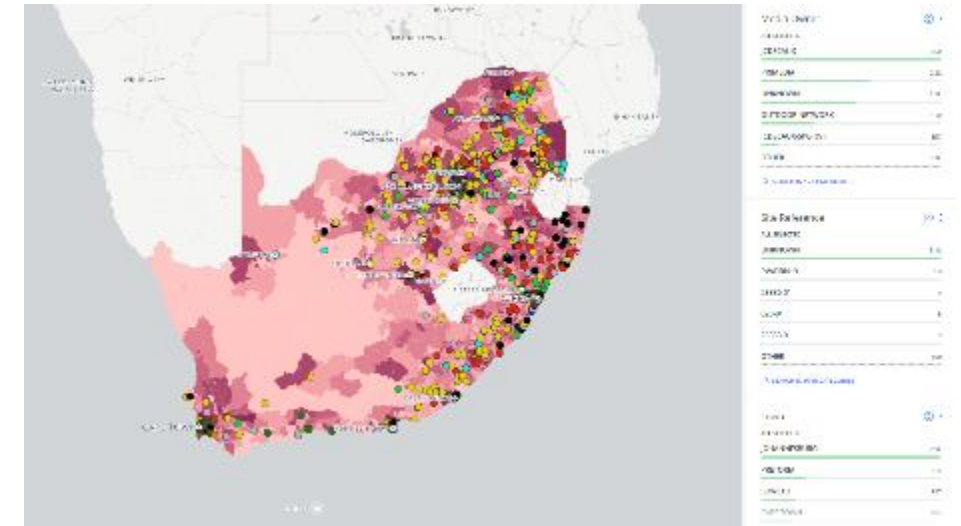
## Benefits

Gives planners tools to **better plan** OOH campaigns

**Saves planners' time** (can now ask for specific sites)

**Improves site selection** (based off recent, independent photos)

## WHAT THE TOOL LOOKS LIKE



## COST

**R3.15K** per user per month

# If you are concerned about internal fraud, consider these 3 products

*From our audits*

*With other partners*

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# Contact details

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