

3 HOURS. MULTI-CHANNEL IMPACT. MASSIVE REACH. REAL RESULTS.

How Cell C amplified a live radio broadcast with Digital OOH to dominate commuter moments across South Africa.

▶ Video



In just 3 hours, Cell C achieved powerful scale across our 40 digital freeway and urban billboards — reaching nearly 500,000 adults and delivering over 700,000 VAC.

Paired with exposure across 9 national radio stations, the campaign created a seamless Radio-to-Road impact that amplified reach and reinforced messaging across multiple touchpoints.

This proves the strength of digital OOH in driving rapid, high-quality reach during peak commuter moments, delivering real-world visibility and immediate brand presence.

Combined with radio, the campaign extended its impact even further — using audio to prime consumers and digital billboards to reinforce the message in real time, creating a powerful, multi-channel Radio-to-Road effect.

OUTDOOR RESULTS:

Campaign Period:
24th October 2025 Between 6am – 9am

METRICS	ALL ADULTS AGE 15+	
Urban & Freeway Digital Billboards Overall Analysis: 40 Screens	REACH	498,216
	VAC	712,288

Source: ROAD 2.0 (2017–2024)
Performance data was measured over the 1-week period from Week 42 (20.10.2025) to Week 42 (26.10.2025).

Legend:

- **Reach:** Count of Unique People who had contact with at least one face.
- **VAC (Visually Adjusted Contacts):** is the total impacts of people with all faces.



498,216

REACH

Adults 15+



712,288

VAC

(Visually Adjusted Contacts)



9

NATIONAL RADIO STATIONS

Extending reach nationwide



3

HOURS

Powerful scale in a short time

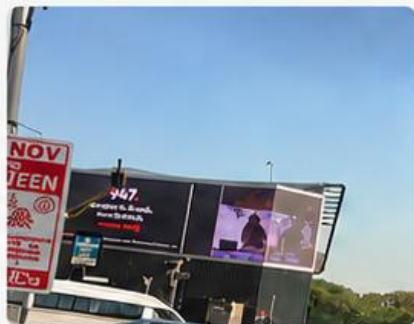
THE CONVERSATION CONTINUES ONLINE



Dinesh Govender
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X.com

SA media is exciting when your favourite radio show is on TV on a billboard!



07:37 · 2025/10/24 · 1.1K Views

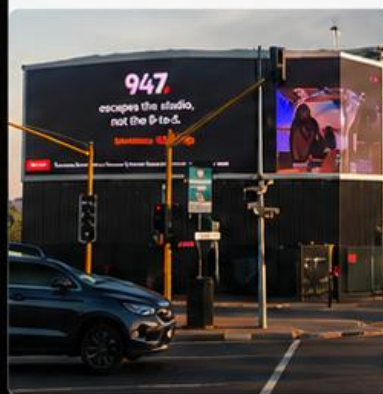
The Cell C digital OOH campaign didn't just dominate the streets — it organically extended its reach onto social media, proving the power of high-impact DOOH to spark real-world conversations online. When commuters capture and share your billboard, your campaign instantly multiplies its visibility without additional media spend.



EXAMPLES OF PROOF OF FLIGHTING

Gauteng: UDN001/004

Location: Cnr Grayston Drive, Rivonia Road, Sandown High School, Sandown, Sandton



Gauteng: UDN014

Location: Winnie Mandela Drive opposite Winifred Mandela Precinct, Bryanston, Sandton



DIGITAL OOH + RADIO =
REAL IMPACT.

The right message.
The right moment.
The right results.

