

# The Power of Billboard Advertising in Kenya



The power of billboard advertising in Kenya stands tall, capturing the attention of millions. We'll delve into the dynamic world of billboard advertising in Kenya, exploring its impact on businesses, the evolving trends, and why it remains a potent force in the age of digital marketing.

## Outdoor Advertising Billboards in Kenya: A Powerful Reach for Your Brand

Outdoor advertising remains a potent force in the Kenyan market, with billboards occupying a prominent place in the landscape. Whether lining Nairobi's bustling streets or gracing the scenic highways of Mombasa, outdoor billboards offer undeniable appeal for brands seeking to reach and engage their target audience.

**Proven Effectiveness of outdoor Advertising Billboard in Kenya:**

- **Widespread Reach:** Billboards extend your message to

diverse audiences across urban, suburban, and even rural areas, ensuring it's readily accessible across the nation.

- **Frequent Exposure :** Strategic placements guarantee repeated viewing by motorists, pedestrians, and commuters, increasing brand recall and awareness.
- **Impactful Visibility :** Large-format visuals captivate attention and deliver impactful brand messages, leaving a lasting impression on viewers.

## **Advantages of Billboard Advertising in Kenya**

- **The Strategic Placement Advantage:** One of the key elements that make billboard advertising thrive in Kenya is its strategic placement. From the busy streets of Nairobi to the picturesque landscapes along major highways, billboards strategically position brands in the line of sight of their target audience. This geographic precision ensures that businesses can reach potential customers where they live, work, and travel, maximizing visibility and recall.
- **Connecting with the Mobile-First Generation:** Billboard advertising in Kenya complements the digital lifestyle by creating memorable visual experiences that seamlessly integrate with online campaigns. Kenya's population is increasingly tech-savvy, with a significant portion relying on smartphones for information and entertainment. Smart advertisers leverage QR codes and interactive elements on billboards to drive online engagement, creating a bridge between the physical and digital worlds.
- **Diverse Content for Diverse Audiences:** Billboard Advertising in Kenya serves as a canvas for brands to showcase their understanding of local nuances and values. Kenya's rich cultural tapestry calls for diverse and culturally relevant advertising. Advertisers in Kenya customize content to resonate with the diverse demographics, languages, and traditions, fostering a sense of connection that goes beyond generic

messaging.

### **Billboards Advertising costs in Nairobi, Mombasa etc.**

When it comes to billboards advertising costs, Nairobi and Mombasa lead the pack in Kenya, followed by cities like Kisumu, Nakuru, and Eldoret. This is because these urban centers are the country's most experiential marketing hubs, boasting dense populations, dynamic companies across various sectors like banks, tech startups, retail, fashion, media, and manufacturing, and millions of consumers who rely on public transportation daily. As a result, billboard advertising costs in these Kenyan cities can range from KES 350,000 to KES 650,000 per month for static billboards and from KES 1,000,000 to KES 2,500,000 per month for digital (LED) billboards. We are dedicated to making billboard advertising in Kenya as accessible as possible, working with businesses of all sizes, from top industries to SMEs, to design, print, and install indoor and outdoor billboards across the country.

## **Types of Billboards in Kenya**

While there are numerous types of billboards, let's explore three popular options for the sake of the article

1. Bulletin Billboard (Link to the various categories)
2. Digital Billboard
3. Mobile Billboard

### **Bulletin Billboards:**

These Bulletin billboards are the most widespread, towering at 48 feet wide and 14 feet high, captivating both drivers and pedestrians. Commonly found on:

Expressways, Highways, Roads with heavy traffic, they offer excellent brand visibility at strategic locations. Expect costs to range from KES 250,000 to KES 700,000 per month, making them a comparatively affordable option. The price depends on location, production expenses,

and the specific site you choose.

### **Digital Billboards:**

Dazzling the streets of Nairobi, Mombasa, and other bustling Kenyan cities, digital billboards showcase everything from telecom services to personal care products with dynamic displays. Strategically positioned in high-traffic areas, they captivate audiences and grab attention effortlessly. The customizable nature and eye-catching visuals come at a premium. Monthly costs typically start at KES 1,000,000 and can easily climb to KES 2,500,000 or even higher based on factors like location, demographics, and the specific billboard features.

### **Mobile Billboards:**

Mobile Billboards are of two types; “flex” (printed) and LED. As the name suggests, they deliver your message directly to your target audience, effortlessly navigating busy streets and major events. Static (flex) mobile billboards offer cost-effective exposure, ranging from KES 50,000 to KES 100,000 per month. For the vibrant impact of LED mobile billboards, anticipate a range of KES 250,000 to KES 700,000, influenced by state, duration, and the number of vehicles involved.

### **Advantages of Mobile Billboards (Flex and LED) in Kenya:**

- **Reaching Untapped Locations:** Unlike static billboards confined to specific sites, mobile units go where the action is. They can navigate bustling market streets, traverse rural areas, and even reach remote destinations, exposing your brand to audiences inaccessible through traditional billboards.
- **Reduced Competition:** With fewer mobile billboards compared to static options, your message stands out against less saturated media environments. This reduces “visual clutter” and increases the likelihood of capturing attention amidst busy Kenyan streets.
- **Broader Audience Targeting:** Mobile billboards act as roving ambassadors, captivating everyone from pedestrians in Nairobi’s vibrant city center to motorists on Mombasa’s coastal highways.

This flexibility allows you to target diverse audiences across urban, suburban, and even rural locations, broadening your campaign's reach beyond traditional billboard limitations.

## **Our Billboard Advertising Services in Kenya**

At Alternative Adverts, we offer a unique approach to billboard advertising in Kenya. Through our platform, "website link", you get access to an extensive network of over 5,000 billboards nationwide, from bustling cities to rural areas.

**Unmatched Variety:**

Choose from an array of options like:

- Unipoles
- Gantries
- Super 48-sheets
- Backlit
- Wall-mounted boards
- 96-sheets
- Bridge panels
- Bulletin boards
- Eye catchers,
- Wall drips
- LED Billboards etc

### **Reaching Every Corner of Kenya:**

We have strategic placements across all 47 counties, ensuring your message reaches your target audience, whether in Nairobi's vibrant streets or Kakamega's scenic countryside.

### **Billboard Installation:**

Focus on your business while we handle the paperwork: fast-tracking permits with KEBS and other relevant regulatory bodies. Our expert teams efficiently install

billboards nationwide within optimal timeframes.

### **Billboard Design**

We offer no-cost billboard creative design, saving you resources and ensuring

high-impact visuals that deliver your message clearly.

We also handle printing with meticulous attention to detail and quality, ensuring your brand shines.

### **Your Success is Our Priority:**

At Alternative Adverts, we're passionate about helping businesses thrive through

impactful billboard advertising in Kenya. Our comprehensive solutions, combined

with local expertise and a commitment to affordability, make us your perfect partner for success.

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**Get 2 months of a corporate  
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## Free Corporate email address for 2 months

How to get 2 months  
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address for free –  
yourname@yourcompan  
y.com

Sending emails from your corporate email address like name@yourcompany.com helps to enhance your corporate image. **The challenge is that if you rely on the email from your website hosting server, you will have issues with being able to have your important business email delivered into the recipient's inbox, most often the email goes to spam or is not delivered at all, because your website hosting server is not an email server, Hence the reason serious business people host the corporate email on a proper email server.**

But with the naira sliding downwards against the US Dollars on daily bases I can understand the negative impact it is having on your business!

We had a client who is right where you are now some months back, the client had 48 staff and all had corporate email addresses at \$6 per user per month which is \$72 per year. And  $\$72 \times 48 = \$3,456$  (Three thousand four hundred and fifty-six dollars), as at the time he wanted to renew with the previous provider the exchange rate was 655/\$1 and he was to pay N2,263,680.

When I told him we could save him a million naira, you can understand the joy, we migrated his account to another corporate email provider that charge just **\$25 per year**,  $\$25 \times 48 \text{ user} = \$1200$ ,  $00 \times N655 = N786,000$ .

We actually saved him **N1, 477,680 (One million four hundred**

**and seventy-seven thousand six hundred and eighty naira)**

You are losing lots of money using an expensive corporate email address provider because they show you lots of other features when in reality what you and your staff use is just an email.

**My kind advice to you.**

If you don't want to switch to a more affordable email platform, another thing you can do is create a corporate email address for only the senior staff names, and for the rest of the staff create a department-based corporate email address.

For your admin department for example, instead of creating a corporate email address with an individuals names like john@yourcompany.com, create admin@yourcompany.com, With that method, you will save money in two ways

1. If you have 2 people in admin both will use one email and enter their names when they are sending an email.
2. If anyone resigns and you employ another person you don't have to pay for a new email account for the new staff, the person will just continue from where the other staff left off, that way no communication will be lost as well.

## **Corporate email address price comparison in Nigeria**

<b>Providers</b>	<b>Google G Suite</b>	<b>Microsoft Office 365</b>	<b>Private Corporate email</b>
Monthly cost per user	\$6	\$6	\$2.5
Minimum Yearly cost per user	\$72	\$72	\$25

The only difference is that the first two have some other



features like Video, Documents, Spreadsheet, etc. But you can get all those other features at no cost online and offline.

If you have up to 5 staff you are most likely losing lots of money yearly, and it will continue to increase as long as the Naira continues to slide downwards against the US Dollars.

Take action today and save more money you can channel into other important parts of your business.

**Call for a free consultation on either  
08140806869 or 07014039333.**

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