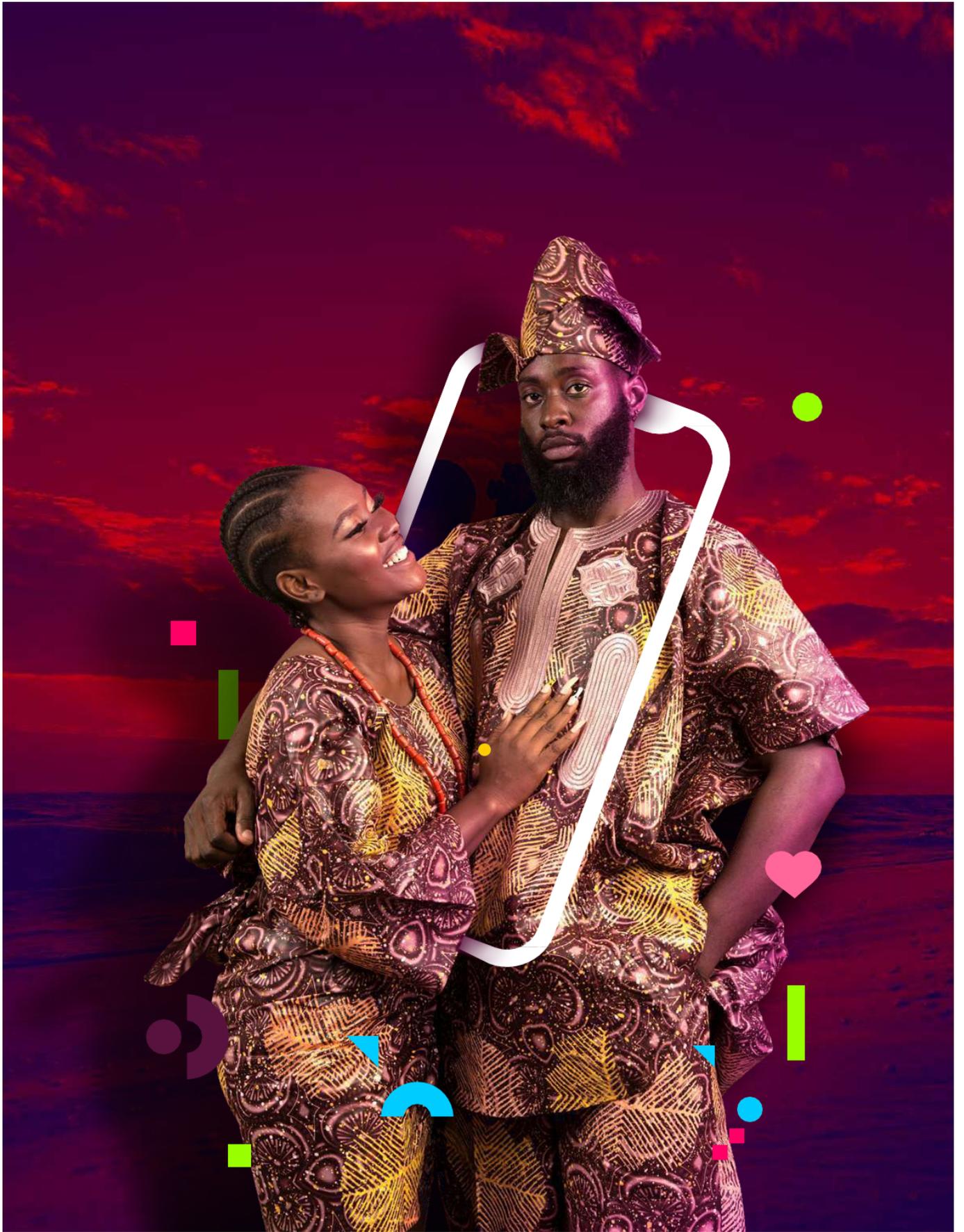


# **Next Naija Couple Reality TV Show – Adverts and sponsorship opportunities**

**Next Naija Couple Reality TV Show – Adverts, sponsorship, and Partnership Opportunities.**



They say opportunity comes but once, so here is an opportunity to save about 70% of your TV advertising budget and reach tens of millions in Nigeria and beyond if you advertise on the Next

Naija Couple reality show in 2024.

**'Next Naija Couple' is not just a reality TV show; it is a celebration of African culture, a journey of self-discovery, and a quest for genuine connections. Over the course of 60 days, 24 individuals embark on this journey of romance, connection, and discovery, all under the watchful eyes of the audience.**

### **Why Partner with Next Naija Couple?**

Similar shows have garnered massive viewership, providing sponsors and partners with unparalleled exposure. With an estimated viewership of over 100 million people across TV channels and the Next Naija Couple mobile app, the show is poised to make a significant impact. By aligning your brand with reality TV shows, you can reach a diverse audience of youths aged 18-45 across Nigeria and beyond.

Partnering with Next Naija Couple allows your brand to make a lasting impact. Previous sponsors for similar reality TV shows have reported significant boosts in brand recognition and consumer engagement, translating into enhanced profitability and market influence.

Securing sponsorship or advertising spots early is crucial. Like other popular shows, Next Naija Couple's opportunities are limited and allocated on a first-come, first-served basis. Early involvement ensures your brand stands out and maximizes its impact on viewers.

Next Naija Couple presents brands with the chance to engage with a vibrant and engaged audience. Whether you want to advertise your products/services or form strategic partnerships, this show offers a cost-effective way to reach your target market.

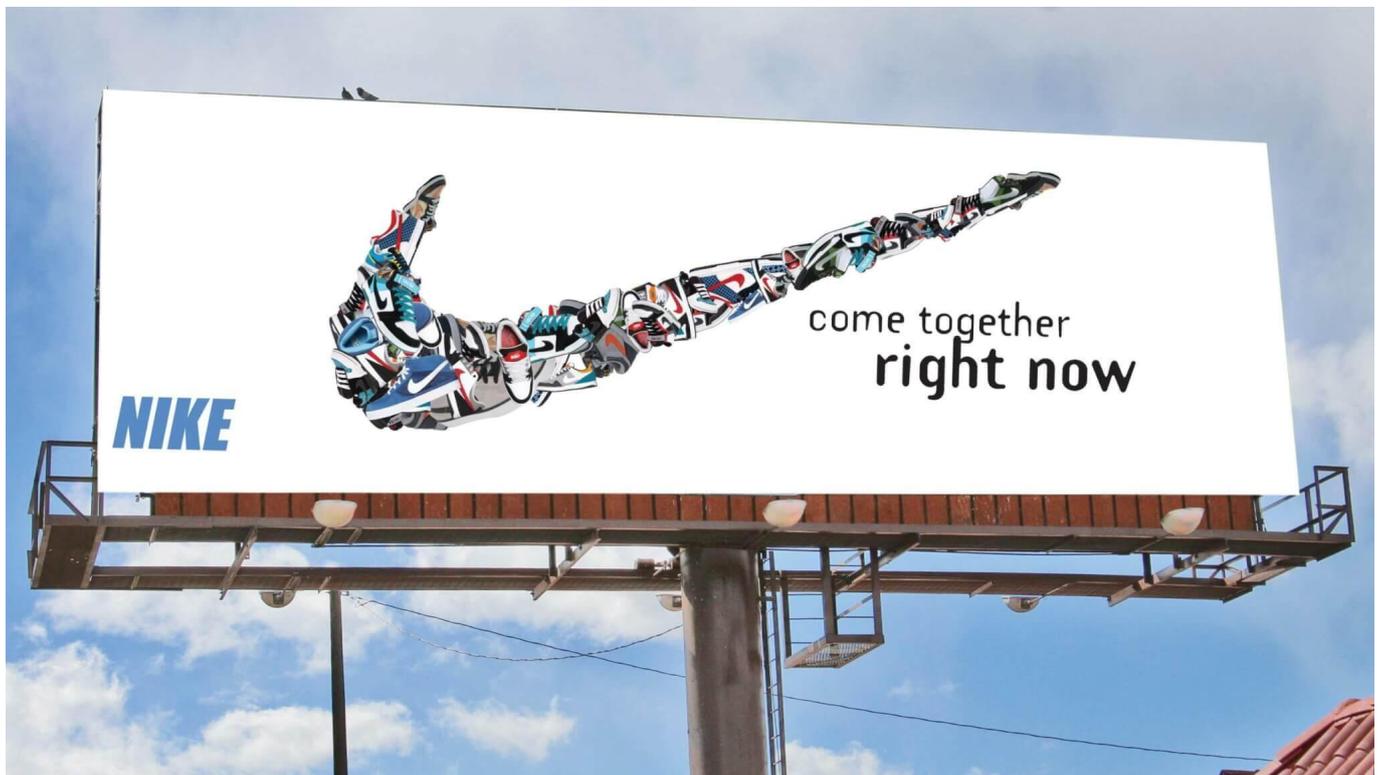
**If your brand wishes to sponsor, partner, or advertise on Next Naija Couple Reality TV Show, call 08140806869 or 07014039333.**

Don't let this chance slip away, position your brand prominently with Next Naija Couple and reap the rewards of nationwide exposure and engagement.

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## Outdoor Billboard Advertising in Nigeria



Outdoor billboard advertising in Nigeria is one of the

advertising strategies used by many firms. It consists of billboards, which are big outdoor advertising structures that display adverts to promote a brand or run a campaign. A visually appealing billboard advertisement attracts passers-by's attention. During traffic and go-slows, billboards on important routes keep people interested.

Billboards become tools for capturing the public's attention with a compelling message. Advertisements on busy roads are more likely to influence viewers' thoughts and consumers' judgments about a brand.

Outdoor billboard Advertising exposes your brand and increases awareness about your products and services to a larger audience, allowing you to establish credibility and trust, which are core factors influencing their purchase decision.

## **Types of Outdoor Billboard Advertising in Nigeria**

Billboard advertisements vary depending on your marketing campaign requirements and other factors such as size, content format, and so on. This allows small and large businesses to choose the style of billboard advertisement that best suits their budget. We will explain 5 for the sake of this article;

- 1. Digital Billboard**
- 2. Portrait Billboard**
- 3. Unipole Billboard**
- 4. Eyecatcher Billboard**
- 5. Bridge Panels**
- 6. Gantry Billboard**
- 7. Backlit Billboard**
- 8. 96-sheet Billboard**
- 9. Bulletin Boards**
- 10. Mobile Billboard**
- 11. Wall drape and wall panel**

## Digital Billboards



Digital billboards are computer-controlled LED displays that can display ads, text, numbers, characters, symbols and other content. They can also be adjusted remotely or automatically using electricity or digital technology. Every six to eight seconds, advertisements on digital billboards and signage rotate in a slide show style. Digital billboards are sometimes known as LED signs or digital signage. Top-tier advertisers are increasingly using digital billboards because they are visually appealing, always visible and recognizable from a distance. It allows advertisers to launch campaigns almost immediately.

## Portrait Billboards

Portrait billboards provide cost-effective coverage for inner city and retail areas with high pedestrian or traffic activity. These portrait sites are normally available in three common sizes: 3m x 4.5m, 4m x 6m, and 6m x 10m. They are commonly referred to as Style Panels. These billboards are ideal for retail since the creative can easily be transferred from magazine advertisements to billboards.

## Unipole Billboards

Unipole billboards are large boards erected on very tall poles because of their long-range visibility and utility. It has been shown to provide significant results. A unipole's distinctive rectangular shape allows advertisers to be innovative in their message content.

## Bulletin Billboards

Bulletin billboards are the most common, standing 48 feet wide

and 14 feet tall and capturing both vehicles and pedestrians. It is typically encountered on expressways, highways, and heavily trafficked roadways. They provide tremendous brand awareness in crucial locations.

## Bridge panel Billboards

Bridge Panel Billboards are large advertising displays mounted on the sides or above roadways, specifically on bridges. Their size and location offer high visibility to commuters. Bridge panel advertising can be expensive compared to other OOH options due to their prime location and large format.

# Difference between Static and LED Billboard Advertising in Nigeria

Static and LED are two display technologies that are most dominant in the competition for viewers' attention. However, how can you pick the best one for your requirements? Let's examine their advantages and disadvantages in more detail:

## Static Billboards



Any printed signage that is not meant to be updated or modified frequently is referred to as static signage. This usually refers to billboards, advertising hoardings, directional signage, notice boards, fixed printed signs, banners or posters.

1. **Static billboards are easier and more Economical:** Static displays are the workhorses of the advertising industry. Compared to LED displays, they are typically less expensive to make and maintain. Static displays include signs like traffic lights, billboards and posters.
- 2.

**Crisp Image Quality:** Static displays are excellent at displaying detailed and high-resolution images. Rigid content means that fine details can be displayed without worrying about flickering or blurring.

3. **Robust and Weather proof:** Static displays are frequently constructed to resist inclement weather. For long-term outdoor applications where continuous messaging is crucial, they might be perfect.

4. **Restricted Flexibility:** The main problem with static displays is that they are not very flexible. The content is set once it is printed or generated. Because of this, they are inappropriate in scenarios where dynamic information needs to be displayed or changes often.

### LED Billboards



LED Billboards, also known as Digital Billboards, are digital displays composed of small light emitting diodes (LEDs). These small diodes come in three

colours: red, green, and blue (RGB), and they combine to produce a pixel. LED billboard display images that are changed every few seconds by the computer.

- **Eye catching and dynamic:** LED displays are the superstars of the display industry; they are dynamic and eye-catching. Real-time text, images and colour changes which provides an engaging and dynamic experience. They are therefore ideal for drawing attention in busy places.
- **Versatility Unbound:** The size, resolution, and even shape of LED displays can be altered. They can be used for showcasing artwork and educational presentations, as well as for advertising and live sports results.
- **Remote Control and Scheduling:** Content updates are possible on the go with remote control of LED displays.

This offers amazing versatility when it comes to scheduling content changes or controlling different displays.

- **Increased Cost and Maintenance:** Compared to static displays, LED technology is more expensive because of its complexity. Furthermore, because LED displays incorporate electronic components, they require additional upkeep.

## Benefit of Outdoor Billboard Advertising



business, increasing awareness and visibility among potential customers.

**2. Constant Visibility:** Unlike other advertising mediums, billboards offer constant visibility. Rain or shine, day or night, your message will be prominently displayed, ensuring uninterrupted exposure to consumers.

**3. Targeted Advertising:** Companies can tailor billboard campaigns to specific demographics or geographic locations, maximizing the relevance and impact of the advertisement.

**4. High influence:** Properly designed and strategically positioned billboards may engage people and make a lasting influence. Their larger-than-life appearance stands out, beautifully breaking through the clutter of current advertising. A captivating billboard design combined with strategic placement can trigger emotions, pique curiosity, and

**1. Broad Reach:** Unlike other advertising mediums, billboards offer constant visibility, reaching a large audience across multiple demographics. When strategically placed in high-traffic areas, they serve as constant reminders of your

increase brand recall, resulting in more consumer engagement and loyalty.

**5. Building Brand recognition:** Effective billboard advertising not only promotes a product or service, but also increases brand recognition. Marketers can create consumer trust and credibility by tying the new item to an established brand. Even if customers aren't immediately interested in the new product, increasing brand awareness can lead to future sales and client loyalty.

**6. Creating Buzz and Excitement:** Strategic advertising can generate buzz and excitement about new products or services. Billboard advertisements can inspire anticipation and excitement from their intended audience by employing inventive narratives, appealing visuals, and compelling topics. This anticipation frequently leads to increased curiosity and interest, leading customers to seek more information or even make a purchase.

## **Best Practices for Outdoor billboard Advertising in Nigeria**

Below are some best practices to consider for a successful billboard advertising campaign in Nigeria:

### **1. Target audience:**

- Identify your ideal customer. Before anything else, identify your target audience. Age, economic level, geography, and interests will all have an impact on where you place your billboard and what message you convey.

### **2. Location:**

- Prioritize high-traffic areas with clear sight from several lanes. Consider important highways, busy

intersections, and regions popular with your target demographic.

- Although Lagos has a vast audience, consider other major Nigerian cities or places related to your target market.

### **3. Design for Impact:**

- Use simple, bold images to capture the attention of drivers with little time. Use clear, attention-grabbing graphics and succinct messaging with a strong call to action.
- Include cultural references or pictures that resonate with the Nigerian audience.
- Use color intelligently to stand out from billboard clutter and increase visibility.

### **4. Static Vs Digital:**

Consider the pros and cons: Choose between static billboards (fixed message) and digital billboards (variable content). Static billboards are less expensive but provide less flexibility, whereas digital billboards are more expensive but support dynamic content and updates.

### **5. Measure and Adjust:**

Monitor your outcome; although gauging the impact of billboards can be difficult, keep an eye on website traffic or mentions of the campaign on social media. You may want to A/B test a few different designs to determine which works best.

### **Conclusion:**

Selecting the ideal outdoor billboard advertising for your company is very crucial. Before choosing the most effective billboard to raise awareness, businesses and brands must carry out their due research.

Customers are searching the market for goods and services that they can clearly see, thus the business must use the most effective billboards to reach their target audience in the

right location.

I have no doubt that the company's sales and profits would rise as a result of the marketing department's sound strategy and well-chosen outdoor billboard advertising. Investing in public relations will attract possible customers.

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## 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 etc.
- LED Billboards

**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 business email address for free – na\*\*@\*\*\*\*\*ny.com**



## Free Corporate email address for 2 months

How to get 2 months  
of a corporate  
business email  
address for free –  
yo\*\*\*\*\*@\*\*\*\*\*n  
y.com

Sending emails from your corporate email address like na\*\*@\*\*\*\*\*ny.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 jo\*\*@\*\*\*\*\*ny.com, create ad\*\*\*@\*\*\*\*\*ny.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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