

Seni Jaya Corporation identifies programmatic digital out-of-home advertising as key strategy

By NST Business - June 16, 2021 @ 7:47pm



Seni Jaya Corporation Bhd (SJCB) has identified programmatic digital out-of-home (PDOH) advertising as one of its key strategies to adapt to the rapidly changing landscape of the advertising industry.

KUALA LUMPUR: Seni Jaya Corporation Bhd (SJCB) has identified programmatic digital out-of-home (PDOH) advertising as one of its key strategies to adapt to the rapidly changing landscape of the advertising industry.

SJCB will be utilising a home-grown system ENOMAD, Malaysia's first PDOH network system, provides digital car-top PDOH advertising through a partnership with a prominent regional e-hailing firm.

SJCB chief executive officer Jeff Cheah said PDOH advertising would be one of the company's key focuses going forward, given its vast potential.

"ENOMAD is a mobile digital out-of-home (DOH) media system that enables outreach to multiple geo-fenced locations at any point in time, and this technology will complement SJCB's existing product portfolios well to give maximum reach and exposures for our advertisers," he said in a statement today.

He said the partnership enables SJCB to offer tailor-made, dynamic and flexible advertising that reaches its targeted audience much more effectively.

"It opens up a wide spectrum of possibilities for advertisers, and SJCB will be marketing ENOMAD to our clients," he said.

Noisy Sherbert Sdn Bhd (NSSB), the company that developed ENOMAD, said the system allows geotargeting, complete with customised timeframe, which is ideal for e-hailing cars that are always on the move.

Car-top PDOH advertising has been very successful in many major cities such as New York, United States and London, United Kingdom said Jeff.

"Hence, we see synergies in joining forces with the prominent regional e-hailing firm.

"SJCB is confident with the prospects of this venture and is looking forward to the commercial rollout very soon.

"The plan is to roll out the first 200 cars in Klang Valley by August 2021, before gradually moving to other key cities such as Johor Bahru and Georgetown," he said.

The PDOH advertising capability by SJCB is made possible following the share sale agreement inked by the company to acquire 100 per cent equity interest in Topper Media Sdn Bhd (TMSB).

TMSB, in turn, holds a 40 per cent stake in NSSB.

NSSB also has a digital rooftop partnership agreement with the prominent regional e-hailing company to install the digital

LED screens on the rooftop of the driver car fleet and run the advertising media contents using ENOMAD.

NSSB is the developer and intellectual property (IP) owner of ENOMAD and the provider of the software and hardware.

"The acquisition would enable us to capture the growing digital ad spend segment, fuelled by the accelerating digitisation efforts nationwide.

"More importantly, this synergistic acquisition will contribute positively to SJCB's financial performance moving forward," Jeff said.