

Seni Jaya to offer programmatic digital out-of-home advertising



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KUALA LUMPUR: Outdoor advertising services provider [Seni Jaya Corp Bhd](#)  has identified programmatic digital out-of-home (PDOOH) advertising as one of its key strategies to adapt to the rapidly changing advertising landscape.

The company would be utilising a homegrown system called ENOMAD, which will be the country's first PDOOH network system, to provide digital car-top PDOOH advertising via partnership with a prominent regional e-hailing firm.

Seni Jaya chief executive officer Jeff Cheah said PDOOH advertising would be one of its key focuses going forward, given its vast potential.

ENOMAD is a mobile PDOOH media system that enables outreach to multiple geofenced locations at any point of time, and this technology would complement the company's existing product portfolios to give maximum reach and exposures for advertisers.

Cheah noted that Seni Jaya would be partnering with a prominent regional e-hailing firm to provide digital car-top advertising displays.

"This enables us 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 Seni Jaya will be marketing ENOMAD to our clients,” he said.

Brahma Shakthi, whose firm Noisy Sherbert Sdn Bhd (NSSB) developed ENOMAD, said: “The proprietary ENOMAD system allows us to perform geotargeting, complete with customised timeframe, which is ideal for e-hailing cars that are always on the move.

“For instance, if a restaurant owner in Gombak wants to promote his or her business between 11am to 2pm in Gombak catchment area and Bangsar area, the advertisement can be programmed to appear on the car-top digital screen when the e-hailing vehicles are present in the geo-targeted zones at the designated timeframe.

“This enables businesses and merchants to accurately engage with its target market at accessible rates.

“The advertisements that appear could be different on every single e-hailing car depending on the programme. This is in stark contrast to the location-based advertisement in the market currently.”

Cheah added: “Car-top PDOOH advertising has been very successful in many major cities such as New York and London. Hence, we see synergies in joining forces with the prominent regional e-hailing firm.

“The group 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, before gradually moving to other key cities such as Johor Bahru and George Town.”

The PDOOH advertising capability by Seni Jaya is made possible following the share sale agreement entered into by the company to acquire the entire equity interest in Topper Media Sdn Bhd (TMSB). TMSB, in turn, holds a 40%-stake in NSSB.

NSSB has the digital rooftop partnership agreement with the prominent regional e-hailing company to install the digital LED screens on the rooftop of driver car fleets and run the advertising media contents using ENOMAD.

NSSB is the developer and intellectual property owner of ENOMAD, as well as the provider of the software and hardware.