

Seni Jaya partners with regional e-hailing firm to provide digital car-top pDOOH advertising

Outdoor advertising service provider, Seni Jaya Corporation Berhad has identified programmatic digital out-of-home (“pDOOH”) advertising as one of its key strategies and will be utilising a home-grown system, ENOMAD, to provide digital car-top pDOOH advertising through partnership with a prominent regional e-hailing firm.

According to CEO of Seni Jaya, Jeff Cheah, ENOMAD is a mobile digital out-of-home (“DOOH”) media system that enables outreach to multiple geo-fenced locations at any point of time. “This technology will complement our existing product portfolios extremely well to give maximum reach and exposures for our advertisers,” Jeff explained. “ENOMAD shall be the first mobile pDOOH in Malaysia, and we will be partnering with a prominent regional e-hailing firm to provide digital car-top advertising display.”

According to a statement released by the Group, this will enable tailor-made, dynamic and flexible advertising offerings that reach its targeted audience more effectively.

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

Brahma explained that 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,” he added. “This is in stark contrast to the location-based advertisement in the market currently.”

According to the statement, car-top pDOOH advertising has been 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 (and) the Group is confident with the prospects of this venture and is looking forward to the commercial rollout very soon.” Jeff said. “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 George Town.”

The pDOOH advertising capability by Seni Jaya is made possible following the Share Sale Agreement (“SSA”) entered by Seni Jaya to acquire 100% equity interest in Topper Media Sdn. Bhd. (“TMSB”) (“Proposed Acquisition”).

TMSB in turn, holds a 40%-stake in NSSB. NSSB has the Digital Rooftop Partnership Agreement with the 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 (“IP”) owner of ENOMAD, as well as the provider of the software and hardware.

“The Proposed Acquisition would enable us to capture the growing digital adspend segment, fuelled by the accelerating digitisation efforts nationwide,” said Jeff.

“Additionally, with our support and backing, NSSB will have the resources to scale up their operations to meet the expected high demand in the near future. It is a win-win situation for all parties (and) we are also exploring other markets in South East Asia through partnership or software licensing given its high potential.”