

Seni Jaya launches Malaysia's first mobile programmatic digital out-of-home advertising services

By NST Business - January 19, 2022 @ 1:38pm



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KUALA LUMPUR: Seni Jaya Corp Bhd has launched Malaysia's first mobile programmatic digital out-of-home (pDOOH) advertising services.

The outdoor advertising services provider said the launch collaborates with Carsome



Sdn Bhd, an online platform for buying and selling cars in Malaysia.

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Seni Jaya's pDOOH network system is powered by proprietary software - ENOMAD.

pDOOH is an automated system that allows advertisers to purchase ads, customise various parameters, and monitor their ad campaigns on a user-friendly platform.

The ads are displayed via car top LED screens installed on e-hailing cars.

Seni Jaya chief executive officer Cheah See Heong said the company is excited to roll out the country's first mobile pDOOH advertising services, which has been developed using proprietary technology.

"We see this as a game-changer in the out-of-home (OOH) advertising industry. We believe pDOOH will revolutionise the OOH space as technologies such as the cloud system and artificial intelligence become more integrated into our day-to-day lives," he said.

Cheah said pDOOH, which is driven by data analytics, holds many advantages over regular out-of-home (OOH) mediums as it allows for parameters such as weather, time, geography, and so on to trigger the selection of ads for display.

"This ensures the content reaches the right demographics, and in turn, creates maximum value and impact for advertisers.

"pDOOH's high customizability enables us to serve both large corporations as well as small and medium businesses to advertise in the OOH space efficiently, emulating one of the important appeals of digital online ads."

He said the company had secured several high-profile clients for our pDOOH advertising services.

"Carsome, for one, is an early adopter and understands the potential of this innovative solution. We expect many more to come on board soon.

"Through our tie-up with a regional e-hailing service provider, we are capable of generating over 30 million impressions per month via the initial fleet of 200 cars in the Klang Valley. Looking ahead, we plan to add another 300 cars by year-end.

"In terms of geographical expansion, we will be extending services to Penang and Johor before introducing the technology to other countries in the Southeast Asia region," added Cheah.