

Big Tree Outdoor leads MRT Corp's largest advertising concession

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(Marketingmagazine.com.my) – Big Tree Outdoor (BTO), is leading a consortium together with OOH media owner Seni Jaya to manage the outdoor exterior advertising concession from MASS Rapid Transit Corporation (MRT Corp).

The advertising concession awarded by MRT Corp is divided into three main parcels – Station Interior, Outdoor Exterior and MRT Trains. The Outdoor Exterior parcel concession is considered to be highly lucrative as it includes advertising opportunities along the MRT train line which covers a distance of approximately 41km (excluding tunnels) covering key populated areas such as Sungai Buloh, Kota Damansara, Bandar Utama, TTDI, Damansara Heights, Cheras and Kajang.

BTO will lead the consortium for MRT Corp's advertising concession for a period of 10 years.



BTO Chief Executive Officer, Jeff Cheah shared, "We thank MRT Corp for recognising our 17 years of strong track record in managing advertising opportunities in railway systems as well as our creativity in utilising latest technology in providing clients with complete media solutions,"

He added that winning this concession has provided BTO with a new source of revenue while extending its presence into new geo-coverage areas, thus adding more value to existing and potential clients.

BTO predicts that the concession is able to generate close to RM300 million in revenue throughout the 10 year period.

"We spent almost two years preparing for this tender exercise, conducting international benchmarking of products and solutions, developing suitable products, strategy formulation and lastly the presentation during bidding which took place in July this year," said Jeff who is also the Outdoor Advertising Association of Malaysia's (OOAM) President.

BTO, he added, will leverage on four main pillars in delivering its scope of the contract. This includes using the latest technology in OOH, creativity, comprehensive outdoor media solutions and professionalism in dealing with all stakeholders.

"We are committed to delivering maximum returns to all our stakeholders. With Seni Jaya's vast experience also, we are confident of that success. Potential advertisers can look forward to capitalise on the various new opportunities available throughout the MRT line to effectively reach their customers in the Klang valley. Advertisers truly have a reason to be excited," added Jeff.

MRT Corp's announcement of the package conferment marks the second big win for BTO this year.

Earlier in June, BTO had secured an advertising concession of the Light Rail Transit (LRT) new Line Extension Project from Prasarana Malaysia Berhad. BTO was announced as the outdoor agency of choice to manage RapidKL's two LRT lines - the Ampang line and the Kelana Jaya line - both existing tracks and stations, as well as those all along the new extensions. The advertising concession also