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### **AdMazad Egypt's first Out Of Home online platform reveals re- sults of 'Sahel Season' outdoor advertising monitoring**

Sahel season is perhaps one of the annual advertising calendar's highest spending seasons, and in today's market of Out Of Home (OOH) advertising, the need for research-based data driven analytics is greater than ever. As part of its host of services, AdMazad launched its annual Sahel OOH monitoring operation for Summer 2018 Sahel season that extends from mid-June to mid-September, covering an area from the Cairo/Alex Road toll station up to Fouka Bay in Ras El Hekma, 226 km from Alexandria/75 km away from Marsa Matrouh.

AdMazad is a dedicated OOH solutions company that provides creative agencies, businesses, suppliers and anyone interested with a dynamic suite of tools that allows businesses to make OOH related decisions based on solid data and analytics.

Speaking on the significance of Egypt's out of home advertising market, Assem Memon, managing director of AdMazad said, "walk down the street or drive on any of Egypt's highways, and you'll find billboards stretching as far as the eye can see. The sheer size of Egypt's total OOH market is staggering. At the same time, it is extremely cluttered, and that is where AdMazad comes in. The Egyptian market is brimming with unbridled potential, with thousands of companies that spare no expense for premium OOH locations.