



**TRICYCLE (KEKENAPEP)  
BRANDING IN ABUJA  
(NORTHERN NIGERIA)**



# 8 (Eight) good reasons to use our Tricycles!



**Keke Napep branding is a veritable advertising platform in Abuja and the 19 Northern States of Nigeria. Here is why?**

# 1. MAJOR SOURCE OF LOCAL TRANSPORT



Motor cycle is banned in most of Northern state cities like kano, Abuja, Kaduna etc so Tricycle (Keke Napep) is the major source of transport.



## 2. BELLOW-THE-LINE ADVERTISING



You can be target audience specific in your reminder medium advertising e.g. campaigns that is meant for the youth/student audience could be placed on Keke Napep that shuttles through a College of Education, Polytechnic, University or a Nursing School. We are expert in displaying your advertising campaign to focus specific target audience.

### 3. REDUCE MARKETING BUDGET



Keke Napep is one of the most cost-effective ways of targeting large audiences on busy high streets and roads as compared to other commercial medium, especially beneficial for firms with limited marketing budget.



## 4. EASY TO MONITOR



The Keke Napep are numbered according to their districts so the monthly code generated by client will be placed on each and the picture will be taken as an evidence.



## 5. Frequent message marketing



Seeing the same campaign on many tricycles at different points will definitely reinforce the commercial in audience's mind. The repetition of the same advertisement cause people to remember the brand for a long time.

## 6. MEDIUM OF REMINDER ADVERTISING



Fast Moving Consumer Goods (FMCGs) can use it to remind people going to market



## 7. FLEXIBLE CAMPAIGN



You can run different contents/designs of your commercials on different Kekes. You can also display different products of your brand.

## 8. SHORT AND LONG TERM CAMPAIGN



They're suitable and flexible for all campaign durations either a short burst campaign or a longer-term objective. You can run your campaign monthly, quarterly, or yearly.



# ADVERTS HERE!



## OUR KEKE IN ABUJA FCT

S/No	LOCAL GOVERNMENT AREA	QUANTITY	Monthly Cost (N)
1	Gwarimpa	1,000	7,500
2	Jabi	1,500	7,500
3	Apo Resettlement	1,000	7,500
4	Maraba/Nyanya	2,500	7,500
5	Dei-Dei International Market	2,500	7,500
6	Kubwa	3,000	7,500
7	Lugbe	2,000	7,500
8	Lokogoma	1,000	7,500

We have Keke in Abuja and the 19 Norther States (Niger, Kwara, Kaduna, Sokoto, Kebi, Zamfara etc) at different monthly costs depending on the state policies, but we are sure to give you good value for your ad. spend



## OUR KEKE IN KANO STATE

S/No	LOCAL GOVERNMENT AREA	QUANTITY	Monthly Cost (N)
1	Nassarawa	3,000	7,500
2	Fagge	2,500	7,500
3	Tarauni	2,000	7,500
4	Gwale	2,000	7,500
5	Dala	2,500	7,500
6	Kano Municipal	3,000	7,500
7	Kumbotso	2,000	7,500
8	Ungogo	2,000	7,500

We have Keke in Abuja and the 19 Norther States (Niger, Kwara, Kaduna, Sokoto, Kebi, Zamfara etc) at different monthly costs depending on the state policies, but we are sure to give you good value for your ad. spend



# **DABIRA**

## **OUTDOOR MEDIA**

...creating a captivating brand experience

**Plot 2, Block 115, No.14 Yalinga Street,  
Off Adetokunbo Ademola Crescent, Abuja.**

**08036234109, 08052155331**

**info@dabiraoutdoormedia**

**www.dabiraoutdoormedia.com**