

A smiling outpost

Ad Outpost recently acquired five-year old independent company, Smile Media, which focuses solely on ambient media opportunities including, mobile media (trailer advertising) and inflatables. Says Willem Krog, MD at Ad Outpost, "We believe that ambient media compliments any traditional outdoor advertising campaign, making it more impactful." Rowan Reiback, current MD of Smile Media, will remain a shareholder.

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