

Brand IQ is now an OMC member

The Out of Home Measurement Council (OMC) has welcomed its fifth member, Brand IQ. This membership comes as OMC increases its efforts to produce transparent and representative OOH research to marketers and agencies for brands to sell meaningful opportunities to clients.

OMC continues to drive media measurement for the South African media industry through the delivery of OOH media metrics including but not limited to reach, frequency, impacts and CPM, enabling demographic targeting and strategic media planning.

For more, visit: <https://www.bizcommunity.com>