

Successful adidas school campaign

SchoolMedia has just completed its third successful adidas campaign across Gauteng in 220 schools. The campaign ran for four consecutive months, with all artwork produced and placed by SchoolMedia.



Adidas managed the competition to fit in with its national campaign. Both learners and educators were afforded the opportunity to enter the competition via SMS and Mxit. Each week one lucky winner received an adidas hamper and the winning school received three soccer balls.

Wilhelmina Hoskins Primary School, situated in Riverlea Johannesburg, received the ultimate prize.

"Orlando Pirates midfielder, Daine Klate came to hand out prizes and offered up an hour of soccer coaching sessions for learners. His arrival at the school ignited excitement all around. He noticed the learners kicking around an empty plastic bottle and handed out adidas sponsored, official 2014 FIFA World Cup soccer balls and adidas hampers to learners," says Khethi Ngwenya, MD of SchoolMedia.

Through the company's exclusive rights to media and advertising placements into schools, national and international brands are able to reach and promote their products and services to youth in South Africa. Adidas have since signed off on another campaign with the company, which will be flighted early next year.

For more information, go to www.schoolmedia.co.za.

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