

MSCSPORTS continues to Make Sport Count

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Sports marketing company, MSCSPORTS continues to Make Sport Count for two new clients, namely Samsung Mobile and Etana Insurance.

Sports marketing agency MSCSPORTS is proud to announce the selling of two broadcast sponsorship deals on Supersport, namely the English Premiership League and the FA Cup competition.

The English Premier League is broadcast on Supersport, and is officially proudly co-sponsored by Samsung Mobile. The brand receives a plethora of branding elements including logo on screen, stings, squeezebacks and the Touch of Brilliance feature pre and post each game. The deal was concluded for the 2009/ 10 season, which consists of roughly 380 games all broadcast on Supersport.

Head of Marketing for the mobile division, Mr Shaun Kirk, touches on the success of the campaign thus far. "The opportunity was an obvious choice for us, as the profile of the viewer was the perfect match for our target market. We are now three months into the campaign, and I can proudly say that the recommendation made to us by MSCSPORTS was indeed a very good one."

Staying with football, short-term insurance brand Etana Insurance has concluded the deal as the official sponsor for the FA Cup competition to be aired on Supersport from January 2010 until May 2010. Etana Head of People and Brand, Carel Note is delighted with the opportunity.

"I have no doubt that the competition will give us significant exposure throughout South Africa, and that it will continue to strengthen our brand. We are looking forward to partnering with the master of sports broadcasting Supersport."

Joint MD of MSCSPORTS, Neil Jankelowitz on why broadcast sponsorships are thriving as an advertising medium: "Having specialised in this field for the last five years, our knowledge of the terrain is unmatched, and our experiences continue to stand us in good stead in securing the best possible deals for our clients. Knowing what our clients want and knowing where to get it, means we are able to present attractive offerings to each client - offerings which they struggle to turn down due to the perfect match between the brands objectives and the sponsorship."

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Mscsports was established as a sports memorabilia business in 2000. From humble beginnings with ambitions of shaping the local sports & entertainment industry, Mscsports has evolved into the award-winning full-service sponsorship agency of choice to leading South Africa brands and rights holders.

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