

SABC's 2010 marketing campaign takes to the road

SABC, as the official broadcaster for the 2010 FIFA World Cup, has embarked on an awareness campaign to promote its involvement in the sporting event. SABC Content Enterprises, together with The MediaShop, has compiled a holistic marketing drive, which sees Joburg's Metrobus selected as the premier alternative medium.



The fleet of 10 single and 10 double-decker buses have full exterior wrapping as well as internal window strip branding, designed to engage commuters throughout their journey.

Peter Kwele, SABC general manager for strategic marketing and communications, is convinced that this media combination will be highly effective in demonstrating the SABC's brand values. "Metrobus branding conveys a value proposition that is innovative and it has the ability to reach the masses. This delivers the clear message of SABC as the official broadcaster for 2010," adds Kwele.

The buses reportedly caused a stir at Kyalami in February 2009. During the opening lap of the A1 Grand Prix the buses' hyped SABC's "2010 Countdown" message. "A fully wrapped Metrobus is almost impossible to ignore," says Charl Timms of SP Media.

Bus exteriors are seen by volumes of traffic, pedestrians and passengers daily, generating far more brand impressions than possible with a static medium.

Kwele agrees: "I am confident that our colourful buses will create the desired impact and awareness running up to and during the 2010 World Cup."