

H-Factor to produce Cell C Sound of the City

Cell C has reappointed leading event marketing company H-Factor to produce its 2006 'Cell C Sound of the City' showcase concerts.

The 2005 inaugural concerts, which took place in Johannesburg, Cape Town and Durban between August and November last year, were a resounding success and exceeded all expectations. Against this backdrop, the cellular phone operator has announced that it has increased the number of concerts this year to four. In addition then to Johannesburg and Cape Town, the Cell C Sound of the City will make its 2006 debut in Port Elizabeth and Polokwane.

H-Factor is responsible for the A to Z production of the concerts, the first of which kicks off on 7 July 2006 in Port Elizabeth, followed by the Johannesburg concert, before moving on to Polokwane and culminating in Cape Town on 15 December 2006. Dates for the Johannesburg and Polokwane concerts have yet to be confirmed.

The Cell C Sound of the City concerts will again feature leading local artists from the genres either born of each city or common to that city, thus showcasing each city's indigenous talent and the unique 'Sound of the City.'

H-Factor is one of Cape Town and South Africa's foremost event marketing companies. The company was established in 1999 by Heloise Fourie who, among other talents, brought to bear upon event marketing the benefit of her finely tuned ability to coordinate multifold production teams at different locations in several cities. Her brand experience and advertising background make her eminently qualified to produce events that offer maximum return on brand investment. Heloise is a master stylist whose attention to detail is unsurpassed in live event productions.

Andrew Shelly, production designer and technical whiz, wrote the book on rigging up raves in the early Nineties. He joined H-Factor in 2003. Andrew's technical competence, coupled with his long-standing, close relationships with the entertainment industry, and the music industry in particular, added a new and unique dimension to H-Factor's event marketing offering. Andrew is well respected for his innovation in multi-media applications for events, and in particular for his invention of kinetic visual postering, which uses multiple screens to convey brand essence.

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