

## Dialdirect sponsors The Voice South Africa

Dialdirect is the headline sponsor for the first season of The Voice South Africa, which debuted on M-Net on 31 January 2016. The adverts flighted during the season feature South African singer/songwriter, Matthew Mole.

The sponsorship elements will be executed across multiple platforms with on-air opening and closing billboards, ad bumpers, 30" and 60" ads, incidentals, backstage branding, presenter mentions and end credits as well as branding on The Voice South Africa's various online and social media platforms.

The company will also award the winner of the competition a cash prize of R200,000 to assist in making the next chapter of his or her singing career easier.

Using Mole's personal video footage, Dialdirect, in partnership with Joe Public, has created an emotional montage that illustrates all the time, effort and hard work it has taken to get the singer where he is today.

**View the advert**

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