

# Make your brand a Top Brand - at the Top Gear Festival

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*Top Gear* is the top show of its genre in the world - and now *you* have an unbeatable opportunity to hitch *your* brand to *Top Gear*, for the duration of the Top Gear Festival in Durban - a **concentrated audience** of "notoriously difficult to target individuals" with a "high disposable income" who have busy social lives, who are ambitious and want to get on, are aspirational in outlook, brand-savvy and image conscious. They love cars and driving as a lifestyle experience. Zelpy Media Group are proud to announce that we have been appointed the sole rights.



**YOUR ADVERT WILL BE DISPLAYED ON EVERY OFFICIAL TOP GEAR GIANT DAYLIGHT OUTDOOR AND PLASMA SCREENS AND HAVE A MINIMUM TOTAL OF 1240 TV SPOT FLIGHTINGS DEDICATED TO YOUR BRAND OVER THE TWO DAYS!** (All tickets for Saturday shows are sold out and Sunday shows are nearly sold out!)

As this opportunity is now a time sensitive opportunity (...much like a magazine about to go to print) we have a few execution options available from TV adverts to TVC stings and squeeze-backs... to actual branding of (framing) the physical screens on the track... with your brand...

**SHOULD YOU WANT A COST-EFFECTIVE AND CUSTOM ADVERTISING SOLUTION CONTACT STEWART ANDERSON DIRECT ON 0763 999 825.**

Website for Festival happenings: [Topgearsestival.co.za](http://Topgearsestival.co.za).

Yours sincerely,

**STEWART ANDERSON | C: +27763 999 825**

For more info: [saa@zmg.co.za](mailto:saa@zmg.co.za) | W: [www.tgfsa2012.co.za](http://www.tgfsa2012.co.za)

