

# Idols SA teams up with Telkom

Season ten of Idols South Africa sees Telkom partnering with M-Net and Mzansi Magic to create a positive Telkom brand for consumers as part of its growth strategy.

"The organisation is looking forward to tuning in with fans across the country to find out who South Africa's next Idol will be. Its involvement will enable the organisation to engage millions of consumers with its services, products and technologies. It is a fantastic opportunity," says Telkom chief marketing officer, Enzo Scarcella.



## High ratings

Idols SA has enjoyed high ratings in recent seasons, with millions of viewers joining the weekly search for the country's best singer. During the final stage of the show in 2013, the winner was determined by more than 7 million votes from fans.

Scarcella said that while a great deal of the business has been on right sizing the organisation's cost base, it is also important to focus on growing the business. "The partnership provides us with a platform to create positive associations for the brand and I'm excited about its benefits. While brand imagery is the driver behind the decision, the deal we have done ensures that we get media value that gives us commercial benefit. The bottom line is that the spin-offs will drive both the brand and business onwards and upwards," concluded Scarcella.

The season will be televised on from 13 July 2014 and the winner will be announced in November 2014.

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