

SABC launches TV licence campaign

The SABC has launched its latest audience services campaign to South Africans, using television, radio, print and cinema advertising, to inform South Africans of the plethora of TV Licence pay points available to consumers.



Jacques Coetzee, marketing manager of SABC Audience Services Division says, "This campaign aims to offer a fresh and entertaining way to inform consumers that their entertainment ticket or TV licence is available in-store today. The campaign also focuses on how all South Africans can make a difference to the lives of millions of their fellow citizens by paying their TV licence."

The income generated from TV licences goes towards SABC's public service radio stations as well as SABC1 and SABC2, to supplement advertising revenue, in order to produce local content.

It now has over 10,000 nationwide outlets to pay or renew domestic or business TV licences. Consumers who pay or renew their household television licences at any of the retailers before 31 March 2014 stand to win one of twenty R10,000 shopping vouchers.

Consumers can go to www.tvlic.co.za for more information and competition rules.

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