

## Triple E Training takes their message to the airwaves

Triple E Training is currently undergoing a complete brand revamp with Wetpaint Advertising. Social media, online, video production, print, and radio are all included in the 2013 campaign for this first-time advertiser.

Issued by [Wetpaint Advertising](#) 17 Oct 2013

Our radio campaign focuses on the immense benefits which companies can benefit from when investing in the training and education of their staff. The main focus is on BEE points and the benefits of attaining a better rating for your company.

Since the campaign started running on Classic FM and 702, Triple E have noted an increase on weekly website traffic of over 50% taking them to roughly 3000 unique visitors per week!

Listen to the adverts below.

- **Unpopular opinion by a CEO: No budget? No reach. No exceptions** 1 Sep 2025
- **Unpopular opinion by a CEO: If AI wins at Cannes, did a human even compete?** 22 Jul 2025
- **Unpopular opinion by a CEO: Corporate influencers or just employees with a hashtag?** 6 May 2025
- **Unpopular opinion by a CEO: Hyper-personalised marketing is just digital stalking** 1 Apr 2025
- **Recycling influencers - Are we just following the herd? Unpopular opinion by a HOD** 4 Dec 2024

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