

***Clever Shopper* competition launches: know your retailers**

 By [ActivRetail](#) 4 Sep 2008

The Times and *Sowetan* daily newspapers are inviting advertisers, marketing managers and media planners to put money back in their pockets through its *Clever Shopper* weekly pages and competition.



The recently launched initiative not only gives advertisers an opportunity to gain retail know-how but also an opportunity to win a shopping spree at a shopping centre of their choice. There is a weekly R1000 voucher and a grand prize of a R50 000 voucher up for grabs.

“Advertisers are one of our key stakeholders so what better time to give something back,” says Enver Groenewald, Avusa Media General Manager: Advertising Strategy, Trade Marketing & Strategic Communications.

To stand a chance to win, advertisers simply need to answer an easy weekly question: Who is “The Buyer featured in this week’s issue of *Clever Shopper*”? The answer can be found in the *Clever Shopper* section that appears every Thursday in *The Times* and *Sowetan* as well as on www.thetimes.co.za and www.sowetan.co.za. For a clue to the answer they can also look out for the weekly mailer or visit www.pushprint.co.za.



Once they have the answer they simply SMS “Trade” followed by a space and then the answer to 40883 (R3.00/SMS). Every single SMS entry into the weekly competition will go into an overall draw for R50 000 in shopping vouchers. There is no limit to the number of times one may enter.

Winners are announced weekly on www.pushprint.co.za.

Consumer competition

Advertisers are also welcome to enter the consumer competition where they can once again win a weekly R1000 voucher and stand the chance of winning a grand prize of R100 000. Simply SMS “Times” or “Sowetan” in place of “Trade”.

Winners for both these competitions will be announced at a retail award ceremony being hosted by *The Times* and *Sowetan* on 30 October 2008.

“Advertisers can also save themselves money by reading the weekly pages or going online to learn the art of clever shopping,” explains Groenewald.

The pages include a weekly Q ‘n A with a buyer from one of the big supermarkets, a celebrity enlightening readers on product values by testing five products and a *Hot Stuff* section informing readers about new products.

Individuals can also submit shopping-related queries via an email to and it will be researched and answered.

Last entries for the competition have to be submitted by 23 October.

ABOUT ACTIVRETAIL

The strategic partnership between ActivRetail and BizCommunity offers the best news of its kind to the retail industry. In a strategic positioning agreement, ActivRetail and Retail.Bizcommunity have created an association by bringing a joint offering to this sector in terms of news, information, research, services and product news. This creates the best news, media, business and trade services to stakeholders within this vibrant industry. Please continue to submit news and updates to editor@rmcg.co.za. Or visit: [ActivRetail](#)
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