

Eastern Cape campaign urges visitors to buy mohair

Reportedly the official mohair capital of the world (and one of the 2010 FIFA World Cup host cities), Port Elizabeth will be at the epicentre of Mohair SA's high profile 'Don't Leave Without It' campaign. It is a call to action directed at visitors to the Eastern Cape region to purchase a mohair product during their stay.



The highly visual element of the campaign has a sleek, alluring tone which is designed to take the brand from being 'old-fashioned' and 'uncomfortable' to the realm of high-end glamour and international catwalk couture.

"The campaign will welcome both local and international visitors to the city and introduce them to this versatile and unique product during their stay in the Eastern Cape," explains Jackie Gant, marketing manager at Mohair SA. "It will also educate the local community, who are unaware of this prize commodity from their region and give them a sense of pride and passion for the product."

OOH elements

The campaign will make extensive use of outdoor advertising.

- Billboard at the bottom of Mount Road Port Elizabeth
- Two inside the Port Elizabeth airport building (one large billboard promoting Nelson Mandela Bay and smaller poster focussing on PE being the mohair capital of the world)
- Two small billboards inside the Cape Town and Johannesburg international airports outside the Memento's of Africa retail stores
- Mohair SA will also receive advertising space in one of the six designated areas inside the Nelson Mandela Bay Soccer Stadium.

Print campaign

The print element of the campaign will consist of full colour adverts.

- British Airways in-flight magazine for both the June and July editions
- Inside cover of the Inforcom magazine (the Port Elizabeth Chamber of Commerce publication) for June and July
- Full page in Mantis Collection publication (which is placed in all its products worldwide)
- One page advert in the Nelson Mandela Tourism guide

Other media

The 'Don't Leave Without It!' campaign will be driven by extensive use of social media (Twitter, in particular) and a comprehensive communications plan. The landing page of the newly revamped [Mohair SA](#) website will reflect the visuals that are being used for the campaign.

The campaign will receive further exposure on Bay FM, with a 10-minute slot to discuss the mohair industry, tourism and the 'Don't Leave Without It!' campaign.

Mohair SA will also distribute 1000 gifts (male socks and ladies knee-highs) to select guest establishments in the Nelson Mandela Bay area.

"'Don't leave without it' is a message that offers longevity for this particular campaign," says Sanine Baird from TIC advertising. "Whilst the World Cup is on our shores, this message is a strong reminder that visitors shouldn't leave our region without a mohair product - a symbol of our province and their stay in South Africa. "After the World Cup, this message represents more of a 'daily life' concept, the idea that you shouldn't leave the house or office without it. Mohair should be a symbol of our province and country, dotted all over our cities and in our homes."

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