

## Media Connection launches two divisions

The Media Connection has launched two new divisions, The Brand ConnecXion and The Mobi Connection, and restructured its process to take it 'successfully into the future', following the resignation of Basil van Niekerk, founder of the company in 1999.



Basil van Niekerk,  
one of the founders  
of Media Connection

Simon Milne will manage Brand ConnecXion and Debra Williams will take on the role of The Mobi Connection manager.

The Brand ConnecXion provides marketers with extra mileage in the community radio sphere with branded vehicles that take the on air message directly to the consumer's door. "Live music, entertainers and popular DJs cross live to the community radio station, whilst an on-the-ground promotion captures consumer attention in taxi ranks, local shopping malls for example. It also facilitates vehicle wrapping and corporate gifting" says Simon Milne, newly appointed manager of the division.

Through a partnership with Grapevine Interactive Marketing, The Mobi Connection offers advertisers the ideal opportunity to reach consumers advertising on a network of community radio mobisites (54 currently available). It also facilitates MMS campaigns, mobile business intelligence, bulk messaging "This results in increased brand awareness and message uptake by targeting consumers on a personal, immediate and direct level rather than randomly trying to communicate to a nameless and faceless audience," adds Debra Williams, manager of the new division.

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