

DETAILS:

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CINEMARK

An advertising sales company that represents Ster-Kinekor and selected independent cinemas, CineMARK provides advertisers with an attentive and captive audience in a relaxed and receptive mood. Cinema is also a medium, with high visual impact and great sound, that engages the audience and is a youth stronghold. Cinema advertising provides scores of through the line marketing and promotional opportunities.



"LIVE LIFE"

CSI POLICY

CSI is developed from the skills and resources of the company. The model CSR project is that which is managed from within the company, supplemented by a few ongoing donations to worthy drives. Having one project allows for more effective branding. Using what CineMARK and the industry already know brings down the cost of CSI, forcing the company to stretch its competencies in remarkable ways.

CSI INITIATIVES

CineMARK Ad Screenings

As Ster-Kinekor's cinema advertising sales company, CineMARK'S CSI initiatives are centred firmly around the silver screen. It has screened the following ads as part of its CSI campaign during the last fiscal:

Supersport Let's Play:	R3 144 117.00
Primedia Anti-Crime:	R1 642 510.00
Xenophobia:	R322 200.00
Dance 4 Life:	R278 290.00
SA Guide Dogs:	R248 310.00
Sunflower Fund:	R149770.00
Changing diabetes:	R131 400.00
Alcohol Anonymous:	R126 000.00
Basa National Arts Festival:	R54 900.00
World Hunger:	R48 960.00
Love Life:	R41 820.00
Total Ad Screenings:	R6 188 277.00

ACHIEVEMENTS

The Giving Organisation

CineMARK is the first Primedia Group company to have signed up for this initiative and to date it has 34 staff members registered for their monthly donations. The Giving Organisation™ is an independent and reputable organisation, owned and managed by some of South Africa's most well known Charities and Non-Profit Organisations, and audited by PricewaterhouseCoopers. It is a body formed with an exclusive objective to create a sustainable business-orientated annuity income stream to the benefit of good causes in South Africa, supporting a balanced portfolio of good causes. It is passionate about supporting needy South African children and education, helps care for animals, addresses illnesses such as HIV/AIDS and Cancer, and fights for nature conservation. Over and above its 12 main beneficiaries, its distribution models make it possible for participants to select a charity of their choice, allowing participation of all non-profit organisations, especially those smaller unknown ones, which need support the most. The Giving Organisation is about uniting the charity industry in South Africa behind what is to become the benchmark for charitable giving worldwide.

Supporting Bandana Day

Pick n Pay sells bandanas at all its stores throughout South Africa in September to help the Sunflower Fund raise money for leukaemia patients in need of bone marrow transplants. Each year CineMARK buys bandanas for its entire staff and invites them to wear it on the day in support and care for all children with leukaemia.

HIV/AIDS Awareness campaigns

The company's HIV Peer Group "LIVE LIFE" wrapped CineMARK's Johannesburg building for the WORLD AIDS DAY on 1 December 2007. A red wrist band was also handed out to all staff members during the course of the day to celebrate World Aids Day.

INTERESTING FACTS AND FIGURES

CineMARK represents 68.7% of South African cinema audiences, 65.8% of South African cinema complexes and 63.9% of South African cinema screens.

Head: Jenni Critchfield – Divisional CEO

Employees nos: 57

BEE Credentials: Not rated by Empowerdex yet

