

COMUTANET

DETAILS:

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ComutaNet's core business is to serve the commuter market with advertising communication messages. It offers marketers the opportunity to reach 17.7 economically active adults on a weekly basis. With over 20 years experience, it offers advertisers invaluable knowledge of the South African commuter market as well as insights into its behaviour, spending patterns, etc. Its media options include interior and exterior buses, taxis and train advertising, station platforms, taxi rank promotions and trailer advertising, as well as radio and tv offerings.



CSI INITIATIVES

Soweto Young Stars

More than three years ago ComutaNet was approached by Funky Dube to sponsor Soweto Young Stars. In 2005, after all the players were kitted out, Funky registered the teams in their various leagues. Since then the club has grown tremendously and today the soccer club competes in the u/13 and u/15 divisions of the SAFA Soweto South Eastern league, as well as the u/20 division of the SAFA Soweto Metropolitan league. Over the years ComutaNet has provided the Soweto Young Stars with soccer jerseys, training bibs, sports bags, footballs and league registration fees.

Vin's Car Wash

The company continues to support Vin's Car Wash, which started out as a ComutaNet staff carwash scheme on the company premises. It provided the basic equipment and paid a previously unemployed car-washer a fixed daily wage to wash vehicles. Once sufficient equipment and training had been achieved, ComutaNet handed over the business. Vin's is today a thriving concern, making a monthly profit of around R2 515.00. Much of this profit is generated from the washing of ComutaNet's company vehicles each day – Vin's has employed a person expressly for this purpose. ComutaNet continues to supply Vin's with basic equipment, valued at approximately R1 500.00 a month.

Wild Child Project

Geared towards educating and exciting disadvantaged children about the natural environment, ComutaNet launched the Wild Child project in conjunction with Johannesburg Zoo. It offered the Zoo a branded Mega Bus and one of its media platforms, to heighten awareness of the Zoo and promote repeat visits. Once a month, the Zoo's branded bus, sponsored by Putco and ComutaNet, transports children to the Zoo, where they are entertained and educated. In return, a pre-determined group of underprivileged children were given free zoo access. ComutaNet's contribution to this initiative amounted to R180 000.00 per year. Other sponsors include Mopane Marketing, Synchron, Antalis, Frantic Visual Communications and e.tv.

Supporting the Putco Foundation

Forty per cent (R1 248 976.41) of media revenue generated by bus advertising is distributed to Putco of which a percentage is sponsored to the Putco Foundation, which supports a number of projects, bursaries and charities.

CRIME LINE

ComutaNet advertises Primedia Limited's crime initiative CRIME LINE on Star Radio (R1 47 400.00 p/m), Commuter FM (R37 400.00 p/m), Star Music (R40 000.00 p/m) and Rank TV (R290 000.00 p/m).

THE COMPANY'S CSI POLICY

Social responsibility is a key position at ComutaNet and the company endeavours to respond to the social plight of the communities in which it operates, in a manner which will uplift and empower those in need.



ACHIEVEMENTS

- The company raised R10 000.00 for Alexander Children's Haven. The funds were raised from media agencies and clients through the sale of massages and chocolate fountain dipping.
- In August, ComutaNet mobilised four of their 11 commuter media platforms to advertise a house and furniture give-away to millions of South Africans living in abject poverty. Elite Properties and Ellerines were approached by ComutaNet in June to become partners in this CSI initiative. Elite Properties and Ellerines respectively sponsored a house worth R250 000.00 and furniture amounting to R52 000.00. The competition, advertised through pamphlet distribution and on Rank TV, Star Radio and Commuter FM, came to a close on 15 August. Through a live in-studio draw, Rebecca Mashau, from Alexandra was identified as the lucky winner.

INTERESTING FACTS AND FIGURES

Employees nos: 179

