

DETAILS

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PRIMEDIA@HOME

Founded in 1966, PRIMEDIA@HOME is South Africa's number one partner in direct-to-consumer marketing and promotions and a leader in the field of brand activation. Tailored marketing platforms provide tightly targeted advertising communication channels and new opportunities for consumers to interact with and engage client's brands.

Distributing both advertising material and samples to specific target markets and communities countrywide, PRIMEDIA@HOME's extensive data bases enable distribution solutions that reach pinpointed markets minimising waste and reducing cost. It provides accurate, tailored direct media solutions through an extensive national network.

THE COMPANY'S CSI POLICY

South Africa's children are our future and, therefore, are the company's primary focus. Its other focus is its Green initiative. The rationale behind the current Green Project is based on the United Nations Framework Convention on Climate Change (UNFCCC) and its predictions in the 21st Century. These include:

- significant and disruptive climate shifts,
- catastrophic increases in sea level,
- severe storms and floods along crowded coastlines,
- dramatically decreased agricultural yields and disruptions in food supply,
- rising sea levels affecting access to fresh water,
- 25% of mammals and 12% of birds may become extinct,
- higher temperatures will expand the range of dangerous diseases i.e. malaria, and
- First World emissions will affect the developing world the most.

CSI INITIATIVES

Learning for Life

In the spirit of giving, the company ran its "learning for life" campaign for 2007/2008 fiscal. PRIMEDIA@HOME visited children's organisations around the country in December 2007 with a "back-to-school" drive and in August 2008 with a "winter warmer" drive. The following organisations benefited greatly from a coordinated effort by PRIMEDIA@HOME in partnership with leading South Africa retailers, including Oliver's House, Zenzele AIDS Project and Akani School (all in Johannesburg), William Clark Gardens (Durban), Helping Hands (Cape Town) and MTP Smith (Cape Town).

Green Initiative

For 2008/2009 fiscal PRIMEDIA@HOME highlighted a Green Initiative as the CSI focus. Currently in the planning stage of its pilot for the project, it involves working with children around the country in disadvantage areas to:

- highlight the importance of nurturing the environment,
- give practical examples on nurturing the environment and providing for their families and themselves,
- plant trees to help offset Corporate South Africa's carbon footprint,
- provide trained promoters will teach children how to create and maintain a small vegetable garden, and
- erect branded walls to break the wind and prevent soil erosion.



ACHIEVEMENTS

- PRIMEDIA@HOME donned Santa's hat during the 2007 Festive Season, as part of its national Learning for Life initiative, to cheer and support underprivileged children countrywide. Partnered by leading retailers, PRIMEDIA@HOME brought grateful smiles and lighter hearts to children and their carers in five under-resourced children's organisations around the country. Oliver's House and the Zenzele Orphanage Project in Gauteng, William Clark Gardens in KwaZulu-Natal, Helping Hands in the Western Cape and MTR Smith in the Eastern Cape received donations, vouchers, school clothes, books and equipment to the value of over R36 000.00.
- PRIMEDIA@HOME's inland sales team donated funds, raised through teambuilding efforts, to Akani School in Northern Johannesburg. Pencil boxes filled with stationery and sweets to be delivered to the children at the start of the new school year.
- In keeping with its Learning for Life corporate social investment campaign, this winter PRIMEDIA@HOME collected clothes, toys and blankets and held a fundraising Action Cricket evening at Fourways Falcons Action Cricket in Northriding. Funds raised were used to buy blankets and food. Donations were made to Zenzele School, by Oliver's House in Benoni, and to the Living Hands AIDS Orphanage in Wellington, Cape Town. Over 125 new blankets were given to the babies at Zenzele School.

INTERESTING FACTS AND FIGURES

Head: Melvin Chagonda – CEO

Employees: 130

BEE Credentials: In the process of being rated – letter can be supplied on request

