

PRIMEDIA OUT OF HOME – Continued

the recycling of used PVC billboard flex faces to manufacture a range of durable products such as garden furniture covers, outdoor braai covers, travel and sports bags. The initiative provides previously disadvantaged and unemployed women with the necessary training and skills and resources to break through the constraints of poverty, become self-sufficient, and able to care for their families. Primedia Outdoor's initial contribution towards the project was 20 000 m² of raw material. It contributes to the initiative on an ongoing basis by supplying over 15 flex faces (± R125 000.00) every month. Primedia Outdoor also maintained its A level CSI status, scoring five out of five in the category for this project.

Door of Hope

Door of Hope is a haven for abandoned babies and Primedia Outdoor regularly donates baby items to the organisation, such as blankets, clothing, shoes, feeding bottles, toys, story books, baby towels.

Childline and SA Guide Dogs Association

Primedia Outdoor contributes free media exposure on billboards to this organisation.

Total CSI investment for the FY 2007/08 is R1 606 410.00



PRIMEDIA INSTORE

An instore leader in the last 26 years, Primedia Instore's presence is best described as an instore media provider with world-class experience, expertise and excellence. Offering a bouquet of instore media services to clients – who need to drive their advertising strategies instore, where cash, shoppers and brands meet – these enable access to 27 million shoppers who frequent over 1 000 national trade outlets serviced. These include the retail as well as wholesale, within top-end and in bottom-end, instore trading environments.

INTERESTING FACTS AND FIGURES

Head of Instore: Graham Bouwer

Employee nos: 150

BEE Credentials: AA

70% of all shopping decisions are made instore, while 71% of shoppers look out for instore promotions (TGI). 84% of shoppers are influenced to buy because of on-shelf advertising (TGI).



DETAILS:

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CSI POLICY

One of Primedia Instore's key strategic objectives is to be a community-centric organisation. Since it does not operate in a realm divorced from the people around it, the company feels it needs to play its part in ensuring that the needs of the communities around it are addressed. Given that CSI is at the heart of its business ethos, it continues to leverage its business assets to enrich the lives of those from these communities.

CSI INITIATIVES

Media space

Primedia Instore donates media space to a number of its clients to drive incremental sales of their promoted brands – all in the name of charity. The company has been activating clients' CSI strategies in the instore environment for the last four years.

In the fiscal under review, Primedia Instore offered the CRIME LINE the opportunity to drive their CSI message instore, using one of their key leading media services.

Primedia Instore also drove the 2007 CRIME LINE campaign using its Boxed Shopper Stopper media.

The CRIME LINE Boxed Shopper Stopper campaign was installed in the carcare aisle as well as cooldrinks aisle. Through this media, Primedia Instore distributed 100 000 car license disks branded with the CRIME LINE's SMS tip-off campaign details. This innovative initiative meant shoppers could use these disks in their vehicles and be reminded of this campaign daily.

Primedia Instore's support of the 2007 CRIME LINE was to the value of R 1 110 439.50 (93% of the total campaign value of R 1 191 589.50), and Primedia Instore educated and reminded shoppers instore of the need to report on any crime-related activities happening in their surrounds.

