

DETAILS:

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PRIMEDIA UNLIMITED

Formed at the end of 2004 to enter into new growing sectors of the South African media industry, which presently fall outside Primedia's current media and asset base, Primedia Unlimited's brief is to develop and grow new and innovative sectors of the media industry.

Primedia Unlimited is made up of a number of dynamic companies including:

- Wideopen Platform – specialising in large format and high impact outdoor advertising),
- Primestars – a cause-related marketing company,
- Primall Media – shopping mall media,
- Forecourt Media - advertising at leading petrol stations,
- The Letter Corporation (TLC) – washroom advertising,
- X/procure@ – procurement software offering pharmaceutical companies an advertising channel to pharmacists,
- Icon Media – a shopper marketing solution,
- Mamba Media – comic forms of communication,
- TLC Middle East – operating in Dubai, Saudi Arabia, Bahrain, including TLC
- Primedia Lifestyle – marketing and promotion of shopping malls
- Primedia Interactive

CSI INITIATIVES

Developing Black Talent

In an endeavour to develop black advertising talent, Primedia Unlimited, through a special fund, contributed R250 000.00 to the Vega Brand Funda Imagination Lab situated in Soweto. The course is registered with SAQA as a Level 4 Certificate in advertising and is structured in line with current educational trends, integrating theoretical training and intensive practical application.

The executive body of Primedia Unlimited have also committed to sharing their marketing skills by tutoring 34 students at the lab and have contributed over 110 tutorial hours – equating roughly to R165 000.00 in actual hours dedicated to educating.

As part of the learning process, field trips to three different Primedia Unlimited media companies also give the students exposure to real life operations. At least half of the students also enjoy a two week internship at the various divisions within the Primedia Unlimited Group. Should really outstanding and talented students emerge in the process, Primedia Unlimited will find a related business concern to take them on as interns.

CSI POLICY

Primedia Unlimited takes a strategic approach to its current and future CSI efforts by recognising that benefitting the community can also lead to realising company business goals and long term sustainability. It sees CSI as a key competitive advantage for itself as well as its clients. Its major CSI initiative literally got off the ground as fiscal 2007 drew to a close, while three of the divisions have also focused on social upliftment and education over the past two years.

INTERESTING FACTS AND FIGURES

Head: Ken Varejes – CEO
Employees nos: 312
BEE Credentials: Level 5

