



ComutaNet

Physical address: ComutaNet House
Corner of Maxwell and Witkoppen Drives
Sunninghill, Gauteng
Contact: Karen van Wyk, marketing manager
Tel: (011) 807-2111
Fax: (011) 807-2888
Email: karenvw@comutanet.co.za
Website: www.comutanet.co.za

About the company: ComutaNet offers marketers the opportunity to reach 17,7-million economically active adults on a weekly basis. Many of these people are difficult to reach through traditional media.

Its media options include advertising on taxis, buses, trains (both interior and exterior) and trailers. It also offers unique ways of reaching taxi commuters: through Star Taxi Music, which produces 90-minute cassette tapes of top local and international hits with advertising slots, which taxi drivers play in their taxis; and through Star Radio, a digital satellite radio station broadcasting live to 24 of the largest taxi ranks in South Africa, reaching 2,4-million unduplicated commuters daily. There is also the Rank TV service, with permanent big screens situated at South Africa's largest taxi ranks, reaching 1,9-million unduplicated commuters each day. This footprint will be extended to 30 sites by the end of 2008.

In terms of reaching train commuters, ComutaNet has Commuter FM, a digital satellite radio station which broadcasts on 84 Metrorail platforms nationwide.

The company's Interactive Promotions offers kiosk, in-queue, in-taxi and gazebo promotions, leaflet distribution and the use of its mobile promotional unit.

Number of employees: 160
BEE credentials: Rating pending
Turnover: R150m

Social responsibility is a key priority at ComutaNet.

Social responsibility is a key priority at ComutaNet, whose core business has always been to respond to, and serve, the commuter market with advertising communication messages. It endeavours to respond to the social plight of the communities in which it operates, in a manner which will uplift and empower those in crisis or need.

ComutaNet has supported a number of worthy CSI initiatives during the 2006/7 financial year, ranging from kitting out rising young soccer stars and contributing to feeding schemes, to raising funds on behalf of the Children's Haematology Oncology Clinics (CHOC).

Hot chocolate for CHOC

Each year, ComutaNet commits itself to supporting an NGO, and invites its supportive advertising and media agencies to join in to help make a difference. Its latest initiative was in aid of CHOC, and saw ComutaNet doing the rounds at selected agencies, selling hot chocolate and chocolate croissants. All the income generated by the project, which amounted to R12 000, was donated to CHOC.

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. ComutaNet provided the basic equipment and paid the previously unemployed car-washer a fixed daily wage to wash vehicles. Once sufficient equipment and training had been achieved, ComutaNet handed over the operation.

Vin's is today a thriving business, making a monthly profit of around R2 515. 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 a month.

Kitting out soccer kids

ComutaNet has continued its support of the Soweto Young Stars, sponsoring the U10, U13, and U17 teams' soccer kits for the second year running, to the value of R6 000. To give the kids a real treat, the kits were personally handed to the youngsters by Kaizer Chiefs stars, Lucky Mzizi, Sergio Didjehoua, and Gerald Sibeko. ComutaNet also donated R3 500 towards the teams' league fees.



ComutaNet's chairman, Kenneth Maomela, hands over the R12 000 raised for CHOC by selling hot chocolate to the company's media agencies.

Delivering food

ComutaNet delivered over 200 boxes of Ace instant porridge to a community kitchen and two feeding schemes in Gauteng. The Lighthouse Community Kitchen Ministry in Olievenhoutbosch provides food, spiritual guidance, and care for the underprivileged. The feeding schemes in Alexandra and Lawley provide food parcels, care and community services to vulnerable children and orphans.

The Wild Child project

Geared towards educating and exciting disadvantaged children about the natural environment, ComutaNet launched the Wild Child project in conjunction with the Johannesburg Zoo. ComutaNet offered the zoo a branded Mega Bus, one of its media platforms, to heighten awareness of the zoo and promote repeat visits. In return, a pre-determined group of underprivileged children was given free zoo access.

Once a month, the zoo's branded bus, sponsored by Putco and ComutaNet, transports children to the zoo, where they are entertained and educated. ComutaNet's contribution to this initiative amounted to R103 160. Other sponsors include Mopane Marketing, Synchron, Antalis, Frantic Visual Communications and e.tv.

Future plans are for the project to be expanded to the National Zoo in Pretoria, as well as to Maropeng in the Cradle of Humankind.

Supporting the Putco Foundation

Forty percent of ComutaNet's media revenue generated by bus advertising, amounting to almost R1,249m, is distributed to Putco, of which a percentage is donated to the Putco Foundation. This Foundation supports a number of projects, bursaries and charities.



The Johannesburg Zoo's branded Mega Bus, compliments of ComutaNet and Putco, which promotes the zoo and the Wild Child project.



Underprivileged children get free access to the zoo as part of the ComutaNet/Johannesburg Zoo Wild Child project.

Donating airtime

Finally, ComutaNet's digital satellite radio station, Star Radio, which broadcasts live to 24 large taxi ranks, conducted numerous interviews and presented information on rehabilitation and the prevention of substance abuse, on behalf of SANCA, the South African National Council on Alcoholism and Drug Dependence. This was valued at R436 320.

The station also conducted monthly interviews with CARE (Community AIDS Response), a non-profit organisation which provides holistic care and support for people and families living with HIV and AIDS. The interviews provided information on the treatment and prevention of HIV/AIDS, and home-based care. Total contributions in this regard amounted to R436 320.

ComutaNet also flighted commercials for the Animal Anti-Cruelty League on its Rank TV service at taxi ranks, as well as on Star Radio, to the value of R99 999.

Lastly, ComutaNet advertised Primedia Limited's Crime Line initiative on Star Radio and Commuter FM, to the value of R12 600. This anti-crime campaign, recently launched by Primedia, has seen the setting up of a data centre at the company's head offices in Sandton, where community members can report on criminal activities.

The CSI bottom line

ComutaNet contributed just under R1,165m to corporate social investment initiatives during the 2006/7 financial year.

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