

Primedia Face 2 Face PRIMEDIA OUT OF HOME



Primedia Face 2 Face

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About the company: Primedia Face 2 Face is a world-class media services provider in South Africa, with 27 years of leadership in enabling FMCG clients, telecommunication clients as well as government to communicate with South African consumers about their respective offerings in an intimate, one-on-one manner.

With its focus primarily on LSM 3-6, Primedia Face 2 Face helps clients get their products to shoppers at point of purchase, and then educates and reminds consumers of these products, via two key channels:

- the distribution channel: clients can have their brands distributed beyond the formal retail footprint to self-service stores, counter-service stores as well as superettes in both urban and rural areas; and
- the communication channel: clients can drive awareness, encourage product trial, and educate consumers through a bouquet of media services, including mobile media services which draw crowds at designated community areas, community events marketing, brand loyalty programmes, and in-store media point of sale.

Primedia Face 2 Face is currently undergoing a revamp of its corporate identity to better drive the business, marketing and CSI objectives of the organisation.

Number of employees: 79
BEE credentials: A
Turnover: R28m

Primedia Face 2 Face dedicates its CSI activities to providing support to the Carryou Ministry, a non-profit organisation involved in home-based care for the sick and elderly, as well as people affected by HIV/AIDS and TB. The organisation, which operates in the Randfontein area in Gauteng, also cares for AIDS orphans, child-headed households and vulnerable children.

Every year, Primedia Face 2 Face throws a Christmas party for the orphans cared for by Carryou. The company enjoys taking some of the pressure off the Ministry by providing the children with snacks, food, toys, and love for the day.

The 280 children were bussed to the Methodist Church in Randfontein, where they were treated to lunch, a jumping castle, an entertaining dance competition, and a visit by Father Christmas and his elves, who gave each child a present.

On top of this, Primedia Face 2 Face, with the help of its sponsors, gave Ministry staff a shopping spree for food and much needed electrical appliances to get the New Year off to a good start.

The company lined up several sponsors (many of whom came from its client base), including Toy Run, Spur, Enterprise, Five Roses and Avis, to help make the day a memorable one.

Primedia Face 2 Face also helps Carryou celebrate Easter. The two organisations made a surprise visit to four of the less fortunate schools in the Randfontein area – Setholelo, Mablomong, Brandvlei and Avante Primary Schools.

Riding in a Face 2 Face Promobile, staff and the Easter Bunny visited each school to hand out Easter eggs and entertain the learners. The day was a joyous one, with learners (and even

the odd teacher) singing and dancing along with the Bunny to the music from the Promobile.

The CSI bottom line

In the 2006/7 financial year, Primedia Face 2 Face contributed R29 837 to supporting its designated charity.



Father Christmas hands out presents to the children of Carryou Ministry, at the Christmas party held by Primedia Face 2 Face.



The Christmas elves dish out the tasty treats to the Carryou Ministry's children.

