

Primedia Unlimited takes a strategic approach to its current and future CSI efforts by recognising that uplifting communities can also lead to realising company business goals and promoting long-term sustainability. Primedia Unlimited sees CSI as a key competitive advantage for itself as well as its clients.

Wideopen makes a difference

One of Unlimited's subsidiaries, Wideopen Platform, together with Unity Design, a company which supplies creative and art services, consistently contributes to the nurturing of young artistic talent in the townships by commissioning art projects.

Youth are encouraged to express themselves through fashion shows, poetry readings, small concerts and other creative activities. Unity Design provides its time, and creative and logistical expertise, while Wideopen Platform contributes from a monetary point of view, offering critical financial support to circumvent the funding issues young township arts groups invariably face.

This initiative is all about uplifting underprivileged youngsters and demonstrating tangible support for their self belief, self



Designers from Katlehong's Sekshin Seven fashion label show off their wares at a fashion show held on the East Rand, supported by Unity Design and Wideopen Platform.

expression and hard work. The support of Wideopen Platform and Unity Design gives township youth a mechanism through which to change their reality and achieve more, both in terms of creative expression and small business development.

Approximately R13 000 was donated by Wideopen Platform to a variety of Unity Design initiatives. This amount excludes the logistical support provided by Wideopen Platform.

As an outdoor advertising media company, Wideopen Platform also has a number of initiatives, related to its advertising hoardings, which benefit needy communities.

One such project is to donate the material used on its hoardings to the Eastfield Christian Family Church in Vosloorus, which typically uses the PVC for shelter and waterproofing for people in its care.

If it were sold, as is the usual practice within the industry, the hoardings donated in the 2006/7 fiscal would have a market value of R600 000.

Another project revolves around security. Since Wideopen Platform's hoardings are at ground level, they often fall prey to vandalism. Instead of enlisting a security company to deter would-be vandals, Wideopen Platform has invested in training existing employees in the security trade in the maintenance, security and upkeep of the hoardings. Using their new-found skills, these individuals are encouraged to open their own small security businesses.

One of the success stories of this initiative is Motshutshu Security and Cleaning Services cc. The first payment to Motshutshu was made in July 2007, although Wideopen Platform began helping the new company with its cc registration, the setting up of bank accounts and other administrative support during the 2006/7 financial year.



Primedia Unlimited

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About the Group: Primedia Unlimited's brief is to develop and grow new and innovative sectors of the media industry. It specialises in delivering synergistic cross pollination opportunities to clients across multi-disciplined media offerings. Its subsidiaries are listed below.

- **Forecourt Media** specialises in advertising at leading petrol stations nationwide, offering 2x2 static screens displaying onto garage forecourts. (011) 562-6666, brian@primedia-unlimited.co.za
- **Wideopen Platform** is an outdoor media company which specialises in large format and high impact advertising, utilising existing urban structures to carry outdoor advertising. Its offerings include mega signs, building and construction site wraps, advertising at airports, and urban rejuvenation advertising. (011) 832-2800, graham@wideopenplatform.com, www.wideopenplatform.com
- **Primestars** is a cause-related marketing company which facilitates marketing communications to communities sharing common interests. (011) 562-6666, martin@primedia-unlimited.co.za
- **Primall Media** is at the forefront of the mall media category, offering ownership and dominance of key locations, at point of purchase in over 60 major malls nationwide. (011) 562-6666, darren@primall.co.za

- **Mamba Media** is a media based company established to develop and market creative concepts through comic and animated forms of communication. Mamba creates and promotes market-related icons and heroes, historical and fictional, as well as corporate communications campaigns.
(011) 562-6666, craign@mambamedia.co.za
- **X/procure**® offers an holistic procurement and advertising system for the South African healthcare industry, offering pharmaceutical companies an advertising channel direct to pharmacists.
(011) 562-6666, deon@xprocure.com, www.xprocure.com
- **The Letter Corporation (TLC)** is the sole player in the washroom advertising media arena. It also offers ads in store fitting rooms, talking frames in cinema washrooms, and media mirrors in nightlife washroom venues, as well as advertising in malls in the Middle East.
(011) 562-6666, andrewk@primedia-unlimited.co.za
- **Icon Media** offers a state-of-the-art mobile media solution in the form of branded racing car and spaceship styled shopping trolleys, which become moving billboards when placed in retailers' stores and shopping malls.
(011) 562-6666, storma@primedia-unlimited.co.za
- **Primedia Lifestyle** specialises in the advertising, marketing and promotion of shopping malls, delivering unique marketing strategies that improve retail sales and increase repeat visits and market share.
(012) 348-2449, alida@primelife.co.za, www.primedialifestyle.co.za
- **Primedia Interactive Properties** specialises in large format and high impact advertising, utilising its portfolio of industrial and commercial property sites.
(011) 562-6666, lizam@primedia-unlimited.co.za

Number of employees: 250

BEE credentials: Currently being rated by EMEX Ratings

Turnover: R117,876m (as at the end of June 2007)

Coming to fruition in 2007/8

Primedia Unlimited spent much of the second half of the 2006/7 fiscal investigating and putting the groundwork in place for a major CSI initiative, which kicked off at the beginning of the current financial year, in July 2007.

It has contributed R250 000 towards the fifth Vega Brand School/Funda Imagination Lab, which was recently established in Soweto to help boost the levels of black talent in the advertising industry.

The Imagination Lab 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.

Members of Primedia Unlimited's executive body will be sharing their marketing skills by tutoring 30 students at the Soweto facility. The total commitment in man hours, over and above the cash commitment to the Funda Imagination Lab, amounts to a further R150 000, bringing Primedia Unlimited's total investment to R400 000 per year. As part of the learning process, field trips to various Primedia Unlimited media companies will give students exposure to real life operations.

Primedia Unlimited subsidiaries who have contributed towards the project are X/procure®, The Letter Corporation (TLC), Icon Media, Mamba Media, Wideopen Platform, Primall Media and Primedia Lifestyle.

The CSI bottom line

In the 2006/7 financial year, Primedia Unlimited and its subsidiaries committed R613 000 to CSI projects, excluding any time spent on getting the Funda Imagination Lab project off the ground.

Primedia Unlimited has contributed towards the fifth Vega Brand School/Funda Imagination Lab in Soweto.



Funda Imagination Lab students page through the Primedia Unlimited XXXXL newsletter in their lecture on brands.



Ken Varejes (CEO, Primedia Unlimited), Claire Wallace (national marketing navigator, Vega School) and Mpho Monareng (assistant, Funda Imagination Lab) at the inaugural lecture of the Funda Imagination Lab in Soweto.