

Primedia @ Home



PRIMEDIA @ HOME

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About the company: PRIMEDIA @ HOME is South Africa's leading partner in precision marketing and consumer promotions, and the biggest distributor of advertising material in South Africa. It provides accurate mass- and niche-targeted direct media solutions, through its extensive national network of 34 branches. It can deliver marketing messages in any form to 10,5-million houses in Southern Africa, and distributes in excess of 870-million catalogues annually.

PRIMEDIA @ HOME uses MarketScan®, a comprehensive database of Southern African suburbia used to pinpoint specific target markets in suburbs, at schools, traffic intersections and shopping centres, allowing it to accurately identify distribution areas for advertising material such as leaflets, pamphlets and brochures.

PRIMEDIA @ HOME also offers consumer promotions, creating memorable consumer brand experiences with added value. By going beyond traditional media, it creatively enhances brands' consumer promotional activities by adding intriguing elements which entice consumers to interact with the brand. It also offers experiential marketing through product sampling or testing at traffic intersections, shopping malls, forecourts, cinemas, clubs and pubs, sporting events, and educational facilities. Furthermore, it markets advertising space inside Cell C mobile containers countrywide.

Number of employees: 227

BEE credentials: Compliant

Turnover: R84,688m



PRIMEDIA @ HOME delivers containers of soup donated by an anonymous donor to the Oasis Haven of Love Foundation, one of eight organisations to receive this welcome donation.

Primedia @ Home leveraged its distribution network to assist homes in Mamelodi, Soshanguve, Bloemfontein, Yeoville and Volksrust.

Towards the end of the 2006/7 financial year, PRIMEDIA @ HOME undertook the first of several planned CSI projects, supplying charitable organisations with soup donated by an anonymous benefactor.

The company delivered between 50 and 60 catering-sized containers of soup mix each to eight charitable organisations, among them homes for the aged, the disabled and people affected by HIV/AIDS, and a number of broader community upliftment projects.

PRIMEDIA @ HOME leveraged its vast distribution network to assist these homes, situated in Mamelodi, Soshanguve, Bloemfontein, Yeoville and Volksrust.

PRIMEDIA @ HOME's new CSI project for the 2007/8 fiscal will see staff sacrificing weekend time to renovate dilapidated schools in the townships.

The company will carry out this project in two schools in Johannesburg, one in Cape Town and another in Durban.

This will allow PRIMEDIA @ HOME to feel connected to its projects, and back up its CSI initiatives with action, rather than just donations of money.

The CSI bottom line

The estimated value of PRIMEDIA @ HOME's delivery of soup in the 2006/7 financial year is R100 000.