

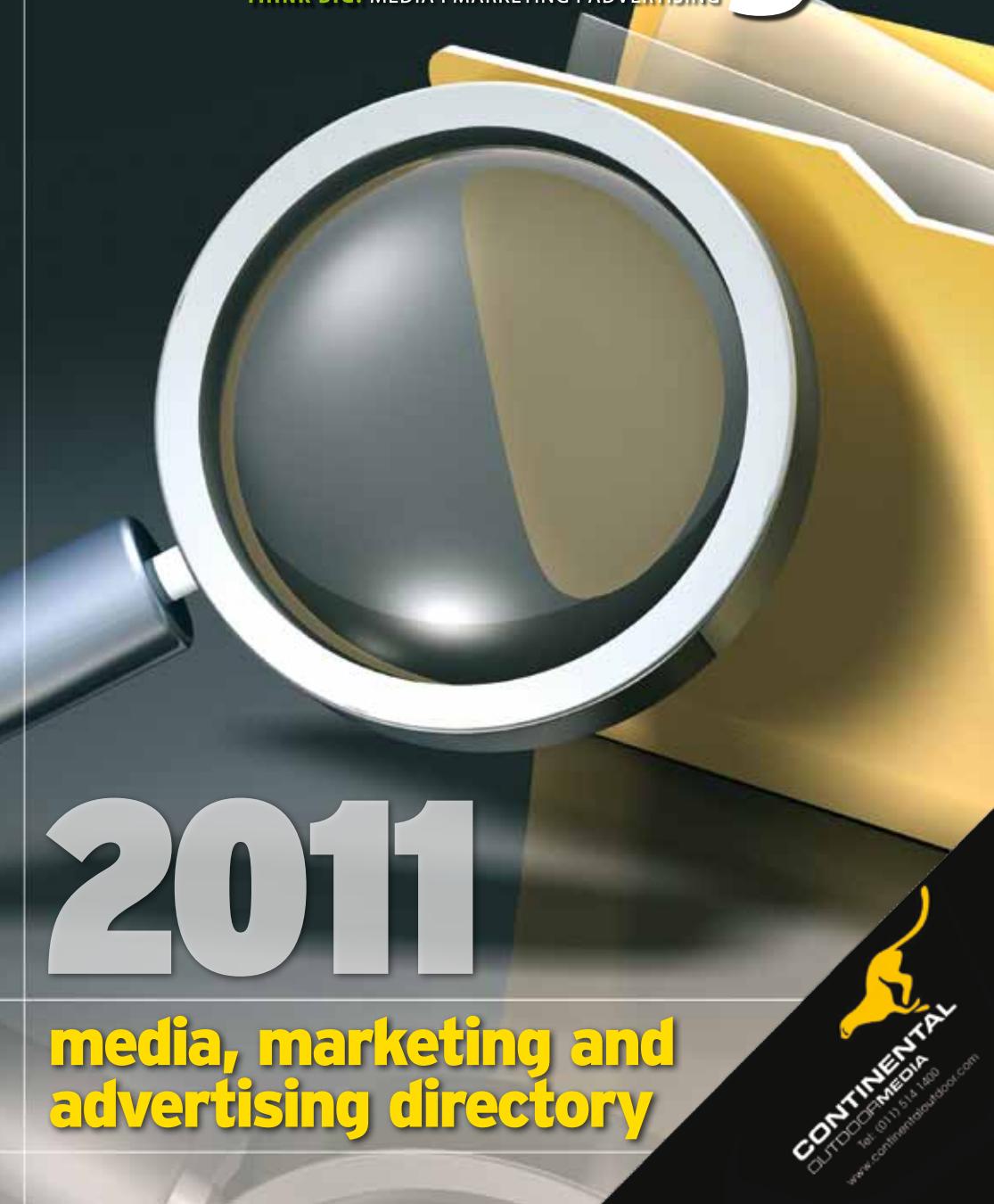
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2011

**media, marketing and
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INTRODUCTION

In 2010 PricewaterhouseCoopers' (PwC) Entertainment and Media industry group in South Africa released the *South African entertainment and media outlook: 2010-2014*, First South African edition. While PwC has been doing this survey globally for many years, it was the first time that this survey was done locally.

The publication provides an overview of how the entertainment and media industry in South Africa will develop over the coming years and focuses on 12 major industry segments, detailing key trends observed and challenges facing industry segments as well as considering their future prospects. It

combines a deep knowledge of the local market with a truly global perspective and is a powerful tool for understanding critical business issues.

PwC has kindly given AdVantage permission to publish parts of its findings in its media directory. The information is, just a small part of its overall findings, but it gives key trends for a media sector for the period 2010-2014.

PwC will be releasing the findings of its second outlook at the end of September this year.

Further information: www.pwc.com/za.

Source: *Global entertainment and media outlook 2010-2014* (PwC, 2010)

INTERNET

DURING THE NEXT FIVE YEARS, THE INTERNET WILL BE THE ONLY SEGMENT TO AVERAGE DOUBLE DIGIT ANNUAL GROWTH WITH A PROJECTED 20.5% COMPOUND

ANNUAL INCREASE. Broadband growth and double-digit increases in mobile access and mobile advertising will drive the Internet market.

The South African Government has made broadband access a central priority and has set the goal of making broadband universally available by 2019. Increased capacity, increased competition and falling prices will contribute to growing broadband penetration. The number of broadband households more than doubled during the past two years and we expect it to more than quadruple during the next five years.

The overall Internet market will rise to R32.2 billion by 2014 from R12.7 billion in 2009, averaging 20.5% growth compounded annually. South Africa's



internet market is at an earlier stage of development compared with the EMEA region as a whole, but is beginning the process of narrowing the gap. PwC's *Outlook* expects search advertising to increase at a 25.3% compound annual rate to reach R721 million in 2014. Total internet advertising will increase from R455 million in 2009 to R1.6 billion in 2014, growing at a 29.2% compound annual rate. Mobile advertising will account for 17.5% of total Internet advertising in 2014, compared with 3.3% in 2009.



GLOBAL TRENDS IN INTERNET ACCESS AND SPENDING: OUTLOOK GLOBAL TRENDS IN INTERNET

- PWC's *Outlook* projects global spending on wired and mobile internet access to increase from \$228.1 billion in 2009 to \$351.1 billion in 2014, a 9% compound annual growth rate.

This will make it the third fastest-growing segment of E&M during the period, behind Internet advertising and video games.

Overall, global spending on Internet advertising - both wired and mobile - will rise from \$60.6 billion in 2009 to \$103.8 billion in 2014, an 11.4% compound annual growth rate.

- Global wired broadband access was the largest component of the market at \$145.7 billion in 2009, and is projected to grow at a 9.7% compound annual rate to \$231.2 billion in 2014
- Global mobile internet access spending totalled \$58.6 billion in 2009, with 66% of this total generated by just three countries - Japan, South Korea and China. Japan alone accounted for 53% of global mobile Internet access spending
- In terms of wired internet advertising, global spending on paid search advertising will overtake display, classified and other forms



of advertising from 2012, and will rise to \$50 billion in 2014 from \$28 billion in 2009, a 12.2% compound annual increase.

- Display, classified and other advertising will advance more slowly, at a compound annual rate of 8.9%, from \$30.3 billion in 2009 to \$46.2 billion in 2014
- PWC's *Outlook* expects mobile access spending will increase to \$110.3 billion 2014, a 13.5% compound increase. Mobile advertising will rise strongly from a low base, increasing to \$7.7 billion in 2014 from \$2.3 billion in 2009, a 27.7% compound annual increase
- Total global wired internet advertising will reach \$96.2 billion in 2014 from \$58.3 billion in 2009, a 10.5% compound annual increase. Despite growing more slowly than mobile advertising, wired internet advertising will still account for almost 93% of global internet advertising in 2014

(Source: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates)

TELEVISION

TELEVISION WILL BE THE NEXT FASTEST-GROWING SEGMENT WITH A PROJECTED 9.8% COMPOUND ANNUAL INCREASE, THE RESULT OF CONTINUED GROWTH IN SUBSCRIPTION SPENDING AND A REBOUND IN ADVERTISING.

Broadcast advertising is expected to expand at a 9.6% compound annual rate during the next five years to R11.9 billion in 2014 from R7.5 billion in 2009.

For the forecast period as a whole, growth will average 9.8% compounded annually, increasing from R17.2 billion in 2009 to a projected R27.5 billion in 2014. The overall number of subscription households will increase from 2.7 million in 2009 to a projected 4.15 million by 2014, a 9.0% compound annual increase. Subscription household penetration will reach 58.0% in 2014 from 39.1% in 2009. Improved wireless networks will help a mobile TV market develop. In early 2010, the leading mobile providers introduced new higher-speed services with download speeds of up to 14.4 Mbps. In selected areas, including FIFA World Cup stadiums, Vodacom and MTN each launched HSPA+networks that offer download speeds of up to 21.1 Mbps.



PWC's *Outlook* expects the share of mobile telephone subscribers subscribing to mobile TV to average 0.05% of wireless telephone subscribers in 2011. It projects that share to rise to 0.35% by 2014. Based on these assumptions, it estimates there will be 20 000 mobile TV subscribers in 2011, rising to 180 000 by 2014. It expects subscribers to spend R30 per month on mobile TV in the first year, with spending edging up to R33 by 2014 as mobile TV carriers provide more premium content. By 2014, mobile TV subscription spending will total an estimated R70 million.

They project a 10.6% increase in 2012, over 2011, helped by advertising associated with the London Summer Olympics, followed by an 8% increase in 2013 and a return to double-digit growth in 2014 as the next FIFA World Cup swells the TV advertising market.

Advertising in 2014 will total an estimated R11.9 billion compared with R7.5 billion in 2009, a 9.6% increase compounded annually. PWC's *Outlook* expects advertisers to increase their investment in television beginning in 2010, with spending per TV household rising to a projected R1 657 by 2014, an 8.8% compound annual increase.



GLOBAL TRENDS IN THE TELEVISION INDUSTRY OUTLOOK: TELEVISION ADVERTISING

- The global economic and advertising downturn saw global television advertising decline by 9.5% in 2009, with each region except Latin America recording falls. But the market will rebound during 2011-2014 thanks to a strengthening economic environment
- Terrestrial advertising - the dominant component of total television advertising - will increase to \$124.6 billion in 2014 from \$101.7 billion in 2009, a 4.1% compound annual increase
- Multichannel advertising will increase at a much faster rate from a lower base, growing at a 7.9% compound annual rate to \$56.9 billion by 2014 from \$39 billion in 2009
- Combined terrestrial and multichannel television advertising will rise from \$145.6 billion to \$187.2 billion in 2014, a 5.1% increase compounded annually
- TV advertising on newer online and mobile television platforms will record double-digit compound annual growth throughout the forecast period, but will remain a much smaller market than traditional terrestrial and multichannel advertising
- Online television advertising will increase at a 20.4% compound annual rate to \$6.1 billion in 2014 from \$2.4 billion in 2009. Mobile television advertising will increase from \$554 million to \$2.5 billion, a 34.7% increase compounded annually. As a result, total online and mobile television advertising will record growth averaging 23.6% compounded annually, increasing from \$3 billion in 2009 to \$8.5 billion in 2014
- The total global television advertising market - including terrestrial, multichannel, online and mobile - will grow at a 5.7% compound annual rate, rising from \$148.5 billion in 2009 to \$195.7 billion in 2014



(Source: Global entertainment and media outlook 2010-2014 (PwC, 2010)

CINEMA

PWC'S OUTLOOK EXPECTS THAT AS THE CINEMA INDUSTRY BECOMES DIGITAL AND AS MORE 3D SCREENS BECOME AVAILABLE, THE APPEAL OF GOING TO THE MOVIES WILL INCREASE, WHICH WILL HAVE A POSITIVE IMPACT ON ADMISSIONS.

At the same time, the novelty of 3D, which contributed to growth in 2009, will eventually begin to diminish as films are increasingly released in this format. Consequently, it does not expect gains in admissions during the next five years to match the increases in 2009. Nevertheless, 3D helps distinguish theatrical exhibition from the numerous competitive and less-expensive outlets for films. It believes 3D will lead to ongoing growth in admissions.

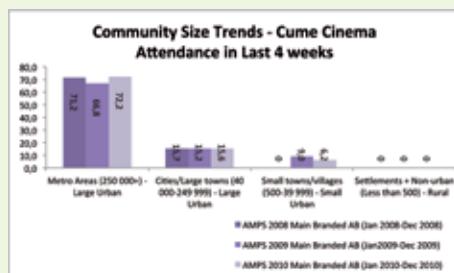
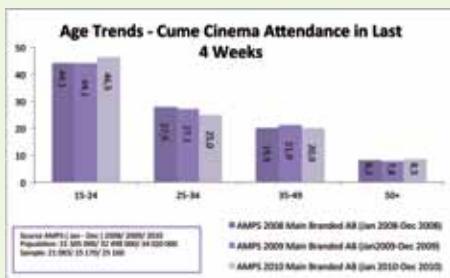
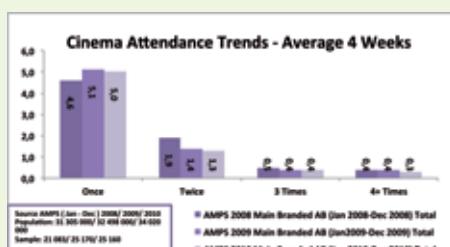
Admissions are also expected to rise at a projected 2.7% compound annual rate during the next five years to reach R35.5 million in 2014 from R31 million in 2009. These estimates do not take into account the appeal of individual film releases, which can significantly enhance or reduce admissions in any given year.

GLOBAL TRENDS IN THE CINEMA: INDUSTRY OUTLOOK

- PWC's *Outlook* projects that global spending on filmed entertainment will rise at a 4.8% compound annual rate, reaching \$107.5 billion in 2014 from \$85.1 billion in 2009
- Global box office spending will increase from \$30.7 billion in 2009 to \$41.7 billion in 2014, a 6.3% compound annual increase
- Box office will outpace overall home video spending, which will expand at a projected 3.9% compound annual rate to \$65.9 billion from \$54.5 billion in 2009
- Physical sell-through spending will decline by 1.5% in 2010 and will then rebound, buoyed up by sales of Blu-ray discs, which will help to drive mid-single-digit growth in 2012-14. Sell-through spending will total \$37.9 billion in 2014 from \$32.6 billion in 2009, a 3.1% increase compounded annually, taking it back above its level in 2005

(Source: *Global entertainment and media outlook 2010-2014* (PwC, 2010)

By 2014 a 3.5% compound annual increase is expected. Overall, box office spending will rise to R992 million in 2014, a 6.4% increase compounded annually from 2009.



RADIO

RADIO IS THE MOST POPULAR FORM OF MEDIA IN SOUTH AFRICA AS IT IS CHEAP, PORTABLE AND REQUIRES NO ELECTRICITY OR LITERACY. ADDING TO RADIO'S APPEAL IS ITS NON-INTRUSIVE NATURE: YOU CAN ENGAGE WITH RADIO NEARLY ANYWHERE YOU GO WHILE PERFORMING OTHER TASKS.

There are more than 10 million households with radios and approximately 28 million people who tune in each week. Overall, radio advertising is projected to increase by 9.4% on a compound annual rate from R2.0 billion in 2009 to R3.1 billion in 2014.



GLOBAL TRENDS IN THE RADIO: INDUSTRY OUTLOOK

- The radio market will rebound from a 9% decline to resume growth in 2010. It will expand by 3.5% compounded annually to \$51.4 billion in 2014 from \$43.2 billion in 2009
- Global radio advertising, which slumped by 14.3% in 2009, will increase by 3.9% compounded annually to \$33.7 billion in 2014 from \$27.9 billion in 2009, as revenues recover from the effects of the economic downturn
- Public funding (public radio license fees) will rise at a modest 1.2% annual rate from \$12.7 billion in 2009 to \$13.5 billion in 2014
- Satellite radio subscriptions will be the fastest-growing component, averaging 10.0% compounded annually to \$4.1 billion from \$2.5 billion in 2009

(Source: *Global entertainment and media outlook 2010-2014* (PwC, 2010))

CONSUMER MAGAZINES

CONSUMER MAGAZINES ARE OFTEN LUXURIES THAT THRIVE WHEN THE ECONOMY IS GROWING, BUT SUFFER WHEN ECONOMIC CONDITIONS

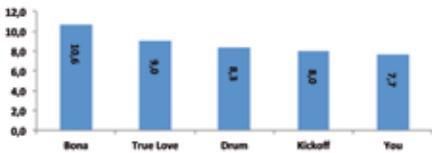
ARE DIFFICULT. The recession in 2009 led to a sharp decline in the South African consumer magazine market with spending falling by 15.1% from R4.2 billion in 2008 to R3.5 billion in 2009 and a further decline is also projected for 2011. PWC's *Outlook* then anticipates a modest 3.6% expansion from 2010 to 2014. Spending will reach an estimated R4.2 billion in 2014, which places it at the same levels as in 2008.

Circulation spending fell by 2.9% from R1.9 billion in 2008 to R1.8 billion in 2009 and will continue to grow at low rates during the next three years. PWC's *Outlook* anticipates a modest 2.4% cumulative increase during 2013 to 2014. Spending in 2014 will total R1.9 billion, which will place it at the same level as in 2008.

Print advertising plunged by 25.2% from R2.3 billion in 2008 to R1.7 billion in 2009. PWC's *Outlook* projects a further decrease in 2011. As the economy recovers, it expects that print advertising will turn around from 2012 to 2014 and expand by 6.1% over the 2010 to 2014 period to R2.3 billion.

Total consumer magazine advertising is expected to rise at a 6.2% compound annual rate from R1.7 billion in 2009 to R2.3 billion in 2014. Total consumer magazine advertising, including digital consumer magazine advertising, will increase at a 6.2% compound annual rate during the next five years. Digital advertising will comprise 1.1% of total consumer magazine advertising in 2014 compared with only 0.3% in 2009.

Top 5 Magazines in South Africa



Source: AMPS Dec10
Population: 54 620 000
Sample:



GLOBAL TRENDS IN THE CONSUMER MAGAZINE INDUSTRY

- Total global spending on consumer magazines fell by 10.6% in 2009 under the impact of the economic downturn. PWC's *Outlook* projects an additional 2.7% decrease in 2010, a flat market in 2011, and modest growth is expected during 2012-14
- As a result, spending will total \$74 billion in 2014, up 0.7% compounded annually from \$71.5 billion in 2009
- Global print advertising in consumer magazines fell by 20% in 2009 following a 4.5% decrease in 2008. PWC's *Outlook* expects two additional years of moderating declines in 2010 and 2011, giving a cumulative four-year drop of 27.6%. Print advertising will then advance by a cumulative 6.1% between 2011 and 2014
- As a result, global spending on print advertising in consumer magazines in 2014 will be \$26.4 billion, up by 0.1% on a compound annual basis from \$26.3 billion in 2009
- Digital advertising on magazine web sites and mobile sites totalled an estimated \$1.3 billion in 2009 and will rise to \$3 billion in 2014, an 18.5% compound annual increase from a small base
- This means that in 2014, digital advertising will account for 10.4% of total consumer magazine advertising, compared with just 4.7% in 2009

(Source: *Global entertainment and media outlook 2010-2014* (PwC, 2010))

NEWSPAPERS

THE RECESSION LED TO A 15.9% DECLINE IN THE NEWSPAPER MARKET IN SOUTH AFRICA

IN 2009. Print advertising plunged by 21.8% and there was even an 8.0% decrease in newspaper web site advertising, while circulation spending also fell by 2.6%.

Spending is expected to reach R7.7 billion in 2014, a 4.5% compound annual increase from R6.2 billion in 2009, although spending will remain nearly 2.5% below its 2008 level. Total newspaper advertising is projected to rise at a 4.9% compound annual rate to R7.9 billion in 2014 from R6.3 billion in 2009.

Circulation spending is expected to decrease from R3.4 billion in 2009 to R3.2 billion in 2014, a 1.2% compound annual decrease. With economic conditions remaining fragile, we expect print advertising to decline by an additional 0.4% in 2010. As the economy strengthens, PwC's *Outlook* anticipates that print advertising will begin to pick up in 2011 and continue to expand through 2014, with high single-digit gains projected for 2013 to 2014.

Growth for the entire forecast period will average 4.5% on a compound annual basis. When digital advertising is included, total newspaper advertising growth will improve to 4.9% on a compound annual basis during the next five years, rising to R7.9 billion in 2014 from R6.3 billion in 2009. Digital advertising will comprise 2.9% of total newspaper advertising revenue in 2014, more than twice the 1.3% share in 2009.

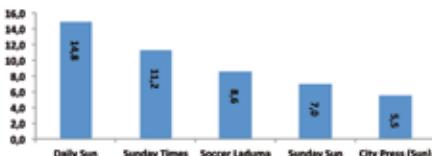


GLOBAL TRENDS IN NEWSPAPER PUBLISHING

- The global newspaper market declined by 11.4% in 2009 and PwC's *Outlook* expects a further 3.6% decrease in 2010 followed by a flat market in 2011. There will then be an increase to \$160.6 billion in 2014. This represents a 0.7% compound annual rate of growth from \$154.9 billion in 2009
- Global print advertising fell by 19.1% in 2009 and will decline by an additional 7.4% during the next two years. Spending in 2014 will total \$80.2 billion, a 0.1% compound annual increase from 2009
- Digital advertising on newspaper web sites will increase at a 7.6% compound annual rate to reach \$7.9 billion in 2014 from \$5.5 billion in 2009, increasing its share of total newspaper advertising revenue to 9.0% from 6.4% in 2009
- Total newspaper advertising revenue will rise from \$85.2 billion in 2009 to \$88.1 billion in 2014, a 0.7% compound annual increase

(Source: *Global entertainment and media outlook 2010-2014* (PwC, 2010)

Top 5 Newspapers in South Africa



Source: AMPS Dec3Q
Population: 34 020 000
Sample: 25 160

BUSINESS TO BUSINESS PUBLISHING (B2B)

IN 2009, THE RECESSION LED TO SHARP DECREASES IN B2B SPENDING. TOTAL SPENDING FELL BY 10.6%, WITH ADVERTISING PLUNGING BY 14.2% AND END-USER SPENDING FALLING BY 7.8%. THE ONLY CATEGORIES TO EXPAND IN 2009 WERE DIGITAL DIRECTORY ADVERTISING AND ELECTRONIC PROFESSIONAL BOOKS.

PwC's *Outlook* expects B2B spending to grow slowly in 2011 as the economy remains weak. Then, as the economy gains momentum we expect faster growth in total spending. Total business-to-business advertising will grow at a 4.8% compound annual rate to R1.4 billion in 2014 from R1.1 billion in 2009. Total end-user spending on business information, trade magazine circulation and professional books will increase by 2.1% compounded annually to R1.6 billion in 2014 from R1.5 billion in 2009. The overall business-to-business publishing market in South Africa will increase from R2.5 billion in 2009 to R3 billion in 2014, rising by 3.2% compounded annually.



GLOBAL TRENDS IN BUSINESS-TO-BUSINESS PUBLISHING

- Overall spending on business-to-business publishing fell by 10.4% in 2009. PwC's *Outlook* project's further decreases during the next two years, followed by a rebound during 2012-14
- Global spending for the forecast period as a whole will increase at a 1.0% compound annual rate to \$156 billion in 2014 from \$148.1 billion in 2009

- Business information will remain the largest component of the market throughout the forecast period, rising from \$74.6 billion in 2009 to \$80.3 billion in 2014, up 1.5% on a compound annual basis
- Print directory advertising will continue the decline it began in 2008, falling at a 4.6% compound annual rate to \$20.9 billion in 2014 from \$26.5 billion in 2009. In contrast, spending on online directories will rise strongly, reaching \$8.5 billion in 2014 from \$3.6 billion in 2009, a 19.1% compound annual increase
- As a result, online directories will account for 29% of total directory advertising in 2014, up from 11.9% in 2009. Total directory advertising will edge down at a 0.4% compound annual rate to \$29.5 billion in 2014 from \$30 billion in 2009
- Print advertising in trade magazines will fall from \$13.8 billion to \$13.2 billion, a 0.9% decrease compounded annually. Despite modest increases during 2012-14, print advertising in 2014 will be nearly 29% below its 2007 level. In contrast, digital advertising on trade magazine web sites will increase from \$1.5 billion to \$2.8 billion, growing at a 13.4% compound annual rate
- Total trade magazine advertising will rise at a 0.9% compound annual rate to \$16 billion from \$15.3 billion. Digital advertising will account for 17.7% of total trade magazine advertising in 2014, up from 9.8% in 2009

(Source: *Global entertainment and media outlook 2010-2014* (PwC, 2010)



OUT OF HOME ADVERTISING (OOH)

BY 2014, OUT-OF-HOME (OOH) ADVERTISING IN SOUTH AFRICA WILL TOTAL AN ESTIMATED R2 BILLION, A 7.7% COMPOUND ANNUAL INCREASE FROM R1.4 BILLION IN 2009. ON AN OVERALL BASIS, OUT-OF-HOME ADVERTISING REACHES OVER 85% OF THE ADULT POPULATION IN SOUTH AFRICA, SUPERSEDED ONLY BY RADIO AND TELEVISION, WHICH REACH ABOUT 90% OF THE POPULATION. BY CONTRAST, MAGAZINES REACH LESS THAN 50% OF THE ADULT POPULATION.

Digital OOH is an exciting new technology and PWC's *Outlook* expects to see a growing digital presence in the short to medium term. Outdoor has become an integral part of "bundled" advertising campaigns, as brand marketers combine different outdoor formats for maximum impact on their audiences.

GLOBAL TRENDS IN THE OOH ADVERTISING INDUSTRY

- Globally, the OOH advertising market will grow by 4.5% on a compound annual basis from \$24.1 billion in 2009 to \$29.9 billion in 2014
- This means that the expansion in out-of-home advertising will outpace the growth in advertising spend as a whole during the forecast period. As a result, OOH will gain a larger share of overall global advertising
- Its growth will be driven by rising penetration of digital billboards that can show multiple ads on the same display and improved OOH audience measurement

(Source: *Global entertainment and media outlook 2010-2014* (PwC, 2010))



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Arm Advertising & Design
PO Box 3281
Rivonia
2128
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Fax: 011 656 9331
mail@armcomm.co.za
www.armadvertising.co.za

Arrow Advertising & Design
PO Box 913
Bedfordview
2008
Tel: 011 622 8702
Fax: 011 622 3424
stella@arrowadvertising.co.za

Artifact Advertising
PO Box 194
Northriding
2162
Tel: 011 467 6241
Fax: 011 465 3544
info@artifact.co.za
www.artifact.co.za

Atmosphere Advertising
1 Roxburgh Avenue
Craighall, 2196
Tel: 084 261 1535
anushdayal@india.com

Azzopardi Guidotti Advertising
PO Box 4084
Umhlanga Rocks
4320
Tel: 031 566 2503
Fax: 031 566 2824
admin@gdot.co.za
www.gdot.co.za

B & C Group
PO Box 28535
Kensington
2101
Tel: 011 622 4610
Fax: 011 622 2561
ashleigh@bandc.co.za

BAAD - Baby Angel Advertising and Design
PO Box 3880
Northcliff

2115
Tel: 084 523 6622
Fax: 086 514 7688
jacques@baad.co.za
www.baad.co.za

Baker Street Advertising
PO Box 41099
Craighall
2024
Tel: 011 463 0180
Fax: 011 463 0189
info@bakerst.co.za
www.bakerst.co.za

Bathon House Multi Media
PO Box 1581
Randpark Ridge
2156
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Fax: 086 618 5682
bhouse@webmail.co.za
www.bathonhouse.co.za

BBDO Cape Town
PO Box 4617
Cape Town,
8000
Tel: 021 480 0400
Fax: 021 480 0681
www.140bbdo.co.za

Beckley & Associates
PO Box 786220
Sandton, 2146
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beckley@global.co.za

Bellagio New Media
PO Box 145
Umhlanga Rocks
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info@bellagiogroup.co.za
www.bellagonewmedia.co.za

Bester Burke Slingers
3rd flr, De Waterkant Centre,
9 Somerset Road
Green Point, 8001
Tel: 021 417 9600
Fax: 021 421 1435
reception@tbsp.co.za

Betelgeuse Advertising
PO Box 76277

Wendywood
2144
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Fax: 011 656 2376
info@betelgeuse.co.za
www.betelgeuse.co.za

Bizart
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Linden
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art@bizart.co.za
www.bizart.co.za

Black Khaki
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www.blackkhaki.com

Black River
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tilly@blackriver.co.za

BluePlanet Design
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costing@blueplanetdesign.co.za
www.blueplanetdesign.co.za

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Cape Town
8010
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8002
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debbie@blueplanetdesign.co.za
www.blueplanetdesign.co.za

Boomtown Advertising
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Newton Park
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www.boomtown.co.za

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william@brainstorm.co.za
www.brainstorm.co.za

BRAND
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Brand Activation
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Tel: 011 709 6720
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www.ogilvy.co.za

Brand Team - a division of Virgin Active SA
PO Box 379
Rondebosch, 7701
Tel: 021 710 8500
Fax: 021 710 8869
www.virginactive.co.za

BrandNew Advertising
Postnet Suite 305 Private Bag
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Sunninghill
2157
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Fax: 011 234 2094
shaun@brand-new.co.za
www.brandnewadvertising.com

BrandSmart
PO Box 650404
Benmore
2010
Tel: 011 880 0773
Fax: 011 880 0183
dudu@brandsmart.co.za
www.brandsmart.co.za

Brett Armstrong Advertising
PO Box 531
Hilton
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studio@baadvertising.com

Brightmark
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spark@brightmark.co.za
www.brightmark.co.za

Campaign Junction
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gordon@campaignjunction.co.za

Chemistry
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Greenpoint, 8051
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theo@chemistrysa.com
www.chemistrysa.com

Chillibush Advertising & Marketing
PO Box 1432

Cramerview
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Fax: 011 646 4239
dale@chillibush.co.za
www.chillibush.co.za

Chilvers Advertising & Marketing
891039
Lyndhurst
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Chimo Advertising
Unit 57, Thembi Place Office
Park, Calderwood Road
Sunninghill
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Fax: 011 705 2760
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www.chimo.co.za

CLM Advertising
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Wynberg
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Tel: 021 448 2626
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reception@clm.co.za

Code. A Company of Designers
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Vlaeberg
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sean@code.co.za
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Cre8tive Worx
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Creative Caterpillar Design & Brand Agency
12 Pastorie Park
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creativedimension@mweb.co.za
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Creative Solutions Marketing and Advertising
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Creative Thinkers
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Creative Zoo Advertising
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Houghton
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Fax: 011 486 1523
eric@cza.co.za
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Creativity Advertising & Design
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Crimson Room
Communications
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Fax: 011 219 7354
phillippa@crimson.co.za

CW Advertising
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cwadvert@africa.com

DDB South Africa
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Definitive Communications
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Dicomm Grey
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Fax: 011 293 6291
www.wpp.com

Difford Advertising & Design Associates (DADA)
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dadacc@mweb.co.za
www.dada.co.za

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www.draftfcb.co.za

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www.ebonyivory.co.za

Elements

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Bramley, 2018
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Fax: 011 883 2585
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www.elements.co.za

Eliance Communication

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Lynnwood Ridge, Pretoria
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Energy MC

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Fax: 088 021 701 39
energ-comm@iafrica.com
www.mbendi.co.za/orgs/cdsd.htm

Espial Go-To-Market

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www.espial.co.za

Espresso Dbn

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advertising@futurenet.co.za

EZ Media

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Ridge
Pretoria
0040
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maurice@ezmedia.co.za
www.ezmedia.co.za

Faction Media

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Faerie Glen
0043
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Fax: 012 991 7778
werner@factionmedia.co.za
www.factionmedia.co.za

Fat Cat Advertising

PO Box 3314
Pinegowrie
2123
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fatcat@hotmail.co.za
www.fatcatadvertising.co.za

FCB Headspace

PO Box 78014
Sandton
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admin@fcb.co.za
www.fcbsouthafrica.co.za

**FCB Jonssons
(Johannesburg)**

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Benmore
2010
Tel: 011 3011300
Fax: 011 3011594
jonssons@fcb.co.za
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Firebrand

PO Box 77
Kalk Bay
7990
Tel: 021 447 3819
Fax: 021 447 3818
georgia@firebrandtm.co.za
www.firebrandtm.co.za

Firefly Advertising

PO Box 1134
Strand, 7140
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Fax: 021 852 7907
info@firefly.co.za

FoxP2

2808
Cape Town
8000
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Fax: 021 422 4051
lab@foxp2.com
www.foxp2.com

Free-Charge SA

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1685
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brett@free-charge.co.za
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ancegunn@telkommsa.net

Fresh Paint Advertising & Design Café

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Tel: 031 201 8367
Fax: 031 201 4472
contactus@freshpaint.co.za
www.freshpaint.co.za

Fundi Communications

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2104
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Fax: 011 888 1263
elvis@fundipro.co.za
www.fundipro.co.za

Garlic Design

5 Munt street
Durbanville
Capetown
8000
Tel: 021 982 8540
Fax: 086 530 6451
garlicdesigns@iburst.co.za

Gee-Spot Advertising

3 Dolomite Avenue
Wilro Park
1724
Tel: 011 764 5923
Fax: 086 6845 460
dido@gee-spot.co.za
www.gee-spot.co.za

Gendel Advertising

PO Box 2126
Parklands
2121
Tel: 011 880 2616
Fax: 011 880 6827
gendel@gendel.com
www.gendel.com

Geoff

PO Box 5248
Rivonia, 2128

Tel: 011 233 8541
Fax: 011 233 8907

George Robertson Advertising

PO Box 124546
Alrode, 1451
Tel: 011 907 7344
Fax: 086 671 1679
george.r@mweb.co.za

Georghiou Advertising

PO Box 3030
Durban
4000
Tel: 031 332 8411
Fax: 031 332 8807
jason.g@gmpharm.co.za

Gibbs & Dold

9 Windmill Road
Musgrave
4001
Tel: 031 201 2721
Fax: 031 201 2705
frontdesk@gibbsanddold.co.za

Global Mouse

PO Box 3079
Randburg
2125
Tel: 011 880 2800
Fax: 011 880 2812
info@globalmouse.co.za
www.globalmouse.co.za

Globecreative Advertising & Branding

19 Hope Street, Gardens, 8001
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Fax: 021 461 1905
mathys@globecreative.co.za
www.globecreative.co.za

Goldswain Global Advertising

PO Box 30206
Melville, 4058
Tel: 031 273 1000
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stuff@goldswain.co.za
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Goodfellows Advertising

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info@goodfellows.co.za
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Graphite

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Grey Worldwide (Johannesburg)

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Grocott's Advertising

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Grylls & Co Advertising
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adservice@grylls.co.za

Gullan&Gullan Advertising (Pty) Ltd
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Melrose Arch
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HDI Youth Marketeers
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2021
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jason@hdifyouth.co.za
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Headspace Advertising
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Jukkskeipark, 2153
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hylton@hspace.co.za

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Herdbuoys McCann-Erickson
PO Box 10663

Johannesburg
2000
Tel: 011 235 4600
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infos@mccann.com
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2010
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PO Box 50556
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HKLM (Harwood Kirsten Leigh McCoy)
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Sunninghill
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info@hklm.co.za
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Howl At The Moon Advertising
PostNet Suite 34, Private Bag
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Bryanston
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howl@themoon.co.za
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Hutton Vergers & Associates
PO Box 1360
Jukkskei Park, 2153
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Fax: 011 465 1551
www.hvadvert.co.za

Ideaworx
PostNet Suite 136, Private Bag

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Rivonia
2128
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Fax: 011 467 3816
marcelle@ideaworx.co.za
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Imagine Advertising
Postnet Suite 34, Private Bag
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Claremont
7735
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chris@imagine-advertising.com
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Initiative
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Inroads Multimedia
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Insignia
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Highlands North, 2037
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**Inspiration (Cape Town)**

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Inspiration (Johannesburg)

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Interbrand Sampson

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International Trend Institute (ITI)

PO Box 620
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Ireland Davenport

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Tel: 021 465 3511
Fax: 021 465 3517
james@kingjames.co.za
www.kingjames.co.za

King James (Johannesburg)

PO Box 41333
Craigall, 2196
Tel: 011 250 7940
Fax: 011 250 7941
charles@kingjamesjhb.co.za
www.kingjames.co.za

Klatzko @ Waldron

PO Box 1696

AGENCIES

Gallo Manor
2052
Tel: 011 802 4502
Fax: 011 802 4567

Koolooma
PO Box 50824, Musgrave
Road
Durban
4062
Tel: 031 208 5330
Fax: 086 529 1413
info@koolooma.com
www.koolooma.com

Krew Interactive
PostNet Suite 560, Private
Bag X1
Jukkskei Park
2153
Tel: 011 463 3208
Fax: 086 528 4913
catriona@krew.co.za
www.krew.co.za

**Laja Marketing
Assignments**
PO Box 11442
Dorpspruit, 3206
Tel: 033 343 3008
Fax: 033 343 3009
laja@marketinghouse.co.za
www.marketinghouse.co.za

**Lange Strategic
Communications
(Johannesburg)**
2nd Floor, West Tower, Nelson
Mandela Square, c/o Maude &
5th Street
Sandton
2196
Tel: 011 280 6647
Fax: 011 280 6610
ruth@lange.co.za
www.lange.co.za

Lemon-Ad Advertising
PO Box 261
Pinetown
3600
Tel: 031 701 9810
Fax: 031 702 8472
barbara@lemonad.co.za

Limbak Responding Creative
141 Dorb Street
Stellenbosch

Tel: 021 883 8876
Fax: 021 886 7557
info@idadvertising.co.za
www.idadvertising.co.za

Lime Design
PO Box 306
Fourways
2055
Tel: 011 794 4779
Fax: 088 011 794 47
limedesign@profint.co.za

Limelight Corporation
PO Box 1351
Saxonwold
2132
Tel: 011 327 3070
Fax: 011 327 6358
limelightsa.co.za

**LKDA - Lamberts.
Kretzschmar Design &
Advertising**
PO Box 31459
Totiusdal
134
Tel: 012 460 8545
Fax: 012 460 8096
info@lkda.co.za
www.lkda.co.za

Lobedu Leo Burnett
Private Bag X 19
Sunninghill
2157
Tel: 011 235 4000
Fax: 011 235 4003
creativeintelligence@
leoburnett.com
www.leoburnett.com

**Locker 14 Films &
Photography**
PO BOX 32022
Camps Bay, Cape Town
8040
Tel: 082-222-5623
021 424 3986
Fax: 021 424 1071
bryan@locker14.co.za
www.locker14.co.za

Logogistics
PO Box 12320
N1 City
7463
Tel: 021 591 0155

Fax: 021 591 0184
info@logogistics.co.za
www.logogistics.co.za

Lowe Bull (Cape Town)
PO Box 158378
Vlaeberg
8018
Tel: 021 422 5220
Fax: 021 422 5232
info@lowebull.co.za
www.lowebull.com

Lowe Bull (Johannesburg)
PO Box 69864
Bryanston
2021
Tel: 011 780 6100
Fax: 011 706 2636
info@lowebull.co.za
www.lowebull.com

Lowe Bull Truth
Cluster 4122, The Square
Umhlanga Rocks
4620
Tel: 032 941 5000
Fax: 032 941 5164
kelley@lowebulltruth.co.za
www.lowebull.com

Lunch
PO Box 1296
Cape Town
8000
Tel: 021 461 6769
Fax: 021 465 3517
agent@lunch.co.za
www.lunch.co.za

Mad! Advertising
4 Treaty Road
Woodstock
Tel: 021 448 8853
Fax: 021 447 2204
danie@madworld.co.za

Madison Advertising
PO Box 1893
Honeydew
2040
Tel: 011 804 3564
Fax: 011 804 3659
jeanette@madison.co.za

**Mafoko Media
Communications**



3rd Floor, 18 Melrose Boulevard, Melrose Arch, Johannesburg Gauteng 2076
Tel: 079 035 4066
Fax: 086 609 4259
mamokonare@webmail.co.za
www.mafokomedia.co.za

Magentasoft
PO Box 3999
Halfway House 1685
Tel: 011 256 7600
Fax: 011 256 7620
info@magentasoft.com
www.magentasoft.com

Majorgraph Advertising
PO Box 90677
Garsfontein 42
Tel: 012 361 2243
Fax: 012 365 2245
anso@majorgraph.co.za
www.majorgraph.co.za

Makinwa Media Management
P O Box 900
East London 5200
Tel: 043 722 3312
Fax: 043 722 3313
barrymak@iafrica.com

Masterjuggler
PO Box 78072
Avondale Road, Durban 4101
Tel: 031 201 2850
Fax: 088 031 201 280
masterjuggler@mweb.co.za

Matrix Advertising
PO Box 15560
Vlaeberg 8018
Tel: 021 426 2571
Fax: 021 424 4737
info@matrixads.co.za
www.matrixads.co.za

McCann Worldgroup
PO Box 10663
Johannesburg, 2000
Tel: 011 235 4600

Fax: 011 235 4784
www.mccann.com

McEwan Advertising
PO Box 3552
Edenvale, 1610
Tel: 011 450 3994
Fax: 011 450 3998
info@createonline.co.za
www.mcewanadvertising.co.za

MDS Design
Johannesburg
Tel: 072 533 5888
mdsdesign@iburst.co.za

MediaCom
The Avenues Office Park, 45 Homestead Road, Rivonia
Tel: (011) 582-6600
Fax: (011) 234-1475
ian.manning@mediacom.com

Media Chef
Postnet Suit 18, Private Bag X19, Menlo Park Pretoria 0102
Tel: 012 346 5252
Fax: 086 690 4276
carina@mediachef.co.za
www.mediachef.co.za

MGM Brand Construction and Advertising
PO Box 414139
Craighall 2024
Tel: 011 482 8944
Fax: 011 482 8945
deon@mgmcom.co.za
www.mgmcom.co.za

Modus Brand Company
PO Box 98724
Sloane Park 2152
Tel: 011 463 7500
Fax: 011 463 7001
mark@modusbrandco.co.za

Morgan Paul
PO Box 1851
Magalies View 2067
Tel: 011 463 5524
Fax: 011 463 5251

greg@morganpaul.co.za

Morrisjones & Co.
PO Box 2018
Parklands 2121
Tel: 011 486 1284
Fax: 011 486 1295
nina@morrisjones.co.za
www.morrisjones.co.za

Mortimer Harvey
PO Box 4282
Rivonia 2128
Tel: 011 996 2833
Fax: 011 996 2839
info@mortimer-harvey.co.za
www.mortimer-harvey.co.za

Mostly Media
PO Box 60873
Tableview 7439
Tel: 021 555 0059
Fax: 021 555 0057
mostlymedia@wwwmail.co.za
www.mostlymedia.co.za

Neale-May & Partners Advertising & Promotions
PO Box 40
Observatory 7935
Tel: 021 447 6397
Fax: 021 447 9884
clientservice@nealemay.co.za
www.nealemay.com

Net#work BBDO
Private Bag X 15
Benmore 2010
Tel: 011 912 0000
Fax: 011 327 0576
keith.s@networkbbdo.co.za
www.networkbbdo.co.za

New World Communications
PO Box 3496
Rivonia 2128
Tel: 011 803 5527
Fax: 011 803 8320
helena@nwc.co.za
www.nwc.co.za

AGENCIES

O'Donoghue & Associates

PO Box 892
Westville
3630
Tel: 031 208 6166
Fax: 031 208 6505
bernie@odonoghue.co.za
www.odonoghue.co.za

Off The Wall Advertising

PO Box 781864
Sandton
2146
Tel: 011 786 3330
Fax: 011 786 3319
denise@offthewall.co.za
www.offthewall.co.za

Ogilvy (Cape Town)

PO Box 1142
Cape Town, 8000
Tel: 021 467 1000
Fax: 021 467 1001
bryan.gibson@ogilvy.co.za
www.ogilvy.com

Ogilvy (Johannesburg)

Private Bag X 33
Bryanston
2021
Tel: 011 709 6600
Fax: 011 700 3012
www.ogilvy.com

Ogilvy Africa

Private Bag X 33
Bryanston
2021
Tel: 011 709 6600
Fax: 011 700 3040
yvette.labuschagne@ogilvy.co.za

Ogilvy Healthcare

Private Bag X 33
Bryanston
2120
Tel: 011 709 9600
Fax: 011 709 6771
www.ogilvy.com

Oil

PO Box 69864
Bryanston
2021
Tel: 011 780 6100
Fax: 011 706 2636

info@oilinsight.co.za
www.lowebull.com

OliverMcIntyre

PO Box 130981
Bryanston
2074
Tel: 011 463 7110
Fax: 011 463 7706
mail@olivermcintyre.co.za

On Line Advertising

P.O. Box 3318
Durban
4001
Tel: 031 - 240 9600
Fax: 031 - 208 0633
stacey@onlineadv.co.za
www.onlineadv.co.za

On Track Advertising

PO Box 1509
Somerset West
7129
Tel: 021 851 2878
Fax: 021 852 7458
andre@ontrackads.co.za
www.ontrack.co.za

ORD

PO Box 291
Mutual Park
7451
Tel: 021 531 1027
Fax: 021 531 1431
grantr@ord.co.za
www.ord.co.za

Papillon Marketing

PO Box 6047
Birchleigh
1621
Tel: 011 316 5650
Fax: 086 675 1802
mail@papillongroup.co.za
www.papillongroup.co.za

Peace Of Mind Advertising Consultants

PO Box 2791
Durbanville
7551
Tel: 021 979 0408
Fax: 021 979 5492
assist@pmac.co.za

Perceptione

P O Box 2197
Somerset West
7129
Tel: 083 701 2008
Fax: 088 021 851 5607
chris@perceptione.co.za
www.perceptione.co.za

Phakisa Communications

PO Box 923
Melville
2109
Tel: 011 888 6518
Fax: 011 888 2799
creative@phakisacom.co.za
www.phakisacom.co.za

Phatcat

PO Box 230
Petervale
2151
Tel: 0861 742 8228
Fax: 0866 554 603
info@phatcat.co.za
www.phatcat.co.za

Pie Street Advertising

PO Box 3276
Rivonia
2128
Tel: 011 802 1093
Fax: 011 802 1052
piestr@icon.co.za

Pike

Johannesburg
Tel: 082 444 7612
walterpike@gmail.com
www.pike.co.za

Pod Communications

PO Box 69797
Bryanston
2021
Tel: 011 463 8858
Fax: 011 463 9835
www.podcom.co.za

Price Creative Management

Unit 13 Canterbury Studios, 35
Wesley Street
Gardens
8001
Tel: 021 461 7751
jo@pricecreativemanagement.co.za



www.ricecreativemanagement.co.za

Primaproximity

PO Box 1713
Cape Town
8000
Tel: 021 468 4000
Fax: 021 468 4010
anna@primaproximity.co.za

Promotis

PO Box 51082
West Beach
7449
Tel: 021 556 9070
Fax: 021 556 9071
lee@promotis.co.za
www.promotis.co.za

Publicis

PO Box 1946
Gallo Manor
2052
Tel: 011 519 1800
Fax: 011 804 5407
info@publicis.co.za
www.publicis.com

Pulse Advertising

Postnet Suite 221, Private Bag
X 033
Rivonia
2128
Tel: 011 234 2028
Fax: 011 234 2031
pulse.ad@mweb.co.za

Pump (Brand Ideas)

Postnet Suite 180, Private Bag
X 1, Jukseki Park, 2153
Tel: 011 361 2200
Fax: 011 465 4531
info@pumpsa.com
www.pumpsa.com

Purple Hat Marketing Solutions

PO Box 1164
Sundowner
2161
Tel: 011 791 2598
Fax: 011 791 4753
lynn@purplehat-adv.co.za
www.purplehat.co.za

Puruma Business Communications

Postnet Suite 242, Private Bag
X 31
Saxonwold
2132
Tel: 011 781 0097
Fax: 086 517 9305
info@puruma.com
www.puruma.com

re:act

PO Box 652896
Benmore Gardens
2010
Tel: 011 706 0630
Fax: 011 706 0709
theo@republic.co.za

Red Cherry Advertising & Design

PO Box 1122
Cramerview
2060
Tel: 011 886 7000
Fax: 011 886 7057
sams@redcherryadv.co.za
www.redcherryadv.co.za

Red Rocket Design & Advertising

Postnet Suite 71, Private Bag
X 11
Halfway House
1685
Tel: 011 466 0784
Fax: 011 466 0792
base@redrocket.co.za
www.redrocket.co.za

redgrape

27 Sarojini Road
Pietermaritzburg
32001
Tel: 033 387 1717
Fax: 086 516 41833
yellodot@webmail.co.za

Retail Impact

PO Box 6716, Roggebaai 8012
Gardens
Cape Town
8001
Tel: 0214621466
Fax: 0214621469
veronica@retailimpact.co.za

RJ Palmer Advertising

PO Box 1362
Wandsbeek, 3631
Tel: 031 266 8058
Fax: 031 266 6128
media@rjpalmer.co.za

Roots Branding

PO Box 52106
Berea
4007
Tel: 031 202 4622
Fax: 031 202 4983
david@roots.co.za
www.roots.co.za

Saatchi & Saatchi (Cape Town)

PO Box 694
Cape Town
8000
Tel: 021 413 7500
Fax: 021 425 7550
saatchi@iafrica.com
www.saatchi.com

Saatchi & Saatchi (Johannesburg)

PO Box 650831
Benmore
2010
Tel: 011 548 6000
Fax: 011 548 6005
linda@jb.saatchi.co.za
www.saatchi.com

Salient Strategic Advertising and Design

PO box 535
Paarden Eiland
7420
Tel: 021 506 9300
Fax: 021 570 7120
info@salient.co.za
www.salient.co.za

Sauce Communication Creation

PO Box 792
Parklands, 2121
Tel: 011 475 7199
Fax: 011 675 1039
justaddsauce@netactive.co.za

Scharrer Advertising / Fusion Advertising

Private Bag X 80

AGENCIES

Bryanston
2021
Tel: 011 463 0411
Fax: 011 463 8332
jos@scharrer.co.za
www.scharrer.co.za

search-results.co.za
PostNet Suite 69, Private
Bag X16
Kenilworth
7200
Tel: 021 762 5097
Fax: 086 653 6133
tino@search-results.co.za
www.search-results.co.za

Shenzhen Sansun hi-tech co.,ltd
3F Sansun bluiding,Langshan road,hi-tech park,Nanshan district,Shenzhen,China China 51805
Tel: 86 13798236771
Fax: 86 755 26013539
rachel.tong1460@gmail.com/
tracy1460@hotmail.com
www.szboe.com

Siyaenza Marketing & Advertising
PO Box 309
Paulshof
2056
Tel: 011 803 2601
Fax: 011 803 6338
lorna@bayes.co.za

Smarter Image
PO Box 6004
Welgemoed
7538
Tel: 021 913 1288
Fax: 021 913 2139
retha@smarter.co.za

Solidline Marketing
PO Box 484
White River
1240
Tel: 013 751 3493
Fax: 086 511 7325
greg@soildline.co.za
www.soildline.co.za; www.mybrightideas.co.za

Solutioncity
11168 Steenberg Golf Estate,
69 Blue Crane Way, Tokai Rd
Tokai
7945
Tel: 021 712 8020
Fax: 021 712 4826
pg@solutioncity.tv
www.solutioncity.tv

Stick Advertising
6A 6th Ave
Johannesburg
2092
Tel: 011 726 6696
gustav@stickadvertising.co.za
www.stickadvertising.co.za

Stick Communications
Postnet Suite 264 Private Bag X 75
Bryanston
2021
Tel: 011 996 3400
Fax: 011 996 3439

Stratcom Advertising
PO Box 75800
Gardenview
2047
Tel: 011 618 1082
Fax: 011 614 2968
stratcom@global.co.za
www.sticksa.co.za

Strats Inc
Postnet Suite 162 Private Bag X 15
Rivonia
2128
Tel: 011 807 0603
Fax: 011 807 2133
rebecca@stratsinc.co.za
www.stratsinc.co.za

Sync Communications
PO Box 70057
Bryanston
2021
Tel: 011 462 0310
Fax: 011 462 0318
sales@sync.co.za
www.sync.co.za

Synergy Africa
PO Box 701278
Overport

4067
Tel: 031 312 0301
Fax: 031 312 1087
bigideas@synergyafrica.co.za
www.synergyafrica.co.za

Tayloredwright Advertising
Postnet Suite 214, Private Bag X 6
Cascades
3202
Tel: 086 110 1968
Fax: 086 111 3328
info@xposure.co.za
www.tayloredwright.com

TBWA/Hunt Lascaris (Cape Town)
PO Box 6078
Roggebaai
8012
Tel: 021 417 5700
Fax: 021 425 8488
fusion.contact@tbwa.co.za
www.tbwafusion.co.za

TBWA/Hunt Lascaris (Durban)
Private Bag X 6
Westville, 3630
Tel: 031 267 6600
Fax: 031 266 1566
www.tbwa.com

TBWA/Hunt Lascaris (Johannesburg)
PO Box 785203
Sandton
2146
Tel: 011 322 3100
Fax: 011 322 3335
www.tbwa.com

Tenakas Tribe Productions
PO Box 7
Lonehill
2062
Tel: 011 886 0055
Fax: 011 886 0061
julia@tenaka.co.za
www.tenaka.co.za

The Agency
PO Box 78037
Sandton
2146
Tel: 011 235 3100



Fax: 011 235 3251
tmadolo@agency.co.za
www.theagency.co.za

The Art Company
PO Box 31335
Braamfontein
2017
Tel: 011 726 1150
Fax: 011 726 1160
kay@frendz.co.za
www.theartcompany.co.za

The Bryan Slingers
Partnership Advertising &
Marketing
PO Box 12743
Mill Street
8010
Tel: 021 461 1117
Fax: 021 461 9699
lynn@tbsp.co.za

The Design Works
PO Box 46923
Glosderry, 7702
Tel: 021 761 4850
Fax: 021 761 4826
info@designworks.co.za
www.designworks.co.za

The Engine Room
Private Bag X 6
Wynberg
7824
Tel: 021 696 7944
Fax: 021 696 7953
richardv@engineroom.co.za

The Flagship
Communications Company
SA
PO Box 51094
Musgrave, 4062
Tel: 031 202 8401
Fax: 031 201 5212
captain@flagship.co.za
www.flagship.co.za

The Full Circle Advertising
PO Box 13459
Mowbray, 7705
Tel: 021 448 7342
Fax: 021 448 7673
thefullcircle@iafrica.com
www.fullcircleadvertising.co.za

The Gate Worldwide
PO Box 294
Sunninghill, 2157
Tel: 011 253 5692
Fax: 011 253 5693
wendy.ludlam@
thegateworldwide.co.za
www.thegateworldwide.com

The GateKeeper Advertising
& Marketing
P O Box 25148
Gateway
4321
Tel: 031 566 2698
Fax: 031 566 2618
info@thegatekeeper.co.za
www.thegatekeeper.co.za

The Hardy Boys
PO Box 47473
Greyville
4023
Tel: 031 263 0940
Fax: 031 263 0941
candidem@hardyboys.co.za

The Jupiter Drawing Room
PO Box 14000
Mowbray
7705
Tel: 021 442 7000
Fax: 021 442 7001
jobs@jupiterct.co.za
www.thejupiterdrawingroom.
com

The Old Shanghai Firecracker
Factory
PO Box 2885
Rivonia
2128
Tel: 011 807 2745
Fax: 011 803 2944
glen@shanghai.co.za

The Orange Room Designs
PO Box 1821
Northwold
2155
Tel: 011 704 7001
Fax: 086 605 1179
vanesah@orangeroomc.co.za
www.orangeroom.co.za

Thirtyfour: the brand
activation agency
Suite 14, first floor,

Longkloof Studios, Darters
Road, Cape Town, 8001
Tel: 021 480 3400
Fax: 021 480 3402
info@34.co.za
www.34.co.za

Three Sixty Degree
Advertising - t/a Adnet
PO Box 651494
Benmore, 2010
Tel: 011 462 4130
Fax: 011 462 4589
info@adnet.co.za
www.adnet.co.za

Timesquare Advertising,
Promotions & Design
Private Bag X 170
Bryanston
2021
Tel: 011 706 8884
Fax: 011 706 6080
reception@time-square.co.za
www.timesquare.co.za

Tin Pan Alley
Suite 8B, The Waverley,
Coetze Street
Mowbray
7700
Tel: 021 448 8383
Fax: 021 448 8704
study@capeaudiocollege.co.za
www.capeaudiocollege.co.za

TinFish CLM Advertising
PO Box 18078 Wynberg
Cape Town
7824
Tel: 021 448 2626
Fax: 021 448 2636
dave@tinfish.co.za
www.tinfish.co.za

Tomcat Advertising Agency
PO Box 159
Durbanville
7551
Tel: 086 186 6228
Fax: 086 186 6229
bookings@tomcat.co.za
www.tomcat.co.za

Total Exposure
PO Box 23896
Claremont, 7735
Tel: 021 555 4891/021 683

AGENCIES

Fax: 021 552 2638/021 683
diahann@total-exposure.
co.za
www.total-exposure.co.za

Trading Places
1st Floor College House
26 Peter Place Lyme Park
Sandton, 2191
Tel: 011 463 0099
info@tradinggp.com
www.tradinggp.com

Traffic Brand
81 St Johns Street
Cape Town, 8001
Tel: 021 469 2618
Fax: 021 465 8172
www.trafficbrand.com

Troika Imagineering Works
PO Box 650721
Bennmore
2010
Tel: 011 884 0775
Fax: 011 884 2450
graham@troika-iw.com
www.troika-iw.com

Tsebo Kitso Trainings
PO Box 1259
Boipatong
1901
Tel: 016 981 8701
bbdo@telkomsa.net

TTW
PO Box 411436
Craighall
2024
Tel: 011 788 2581
Fax: 011 447 2049
ttw@ttw.co.za

Underline Advertising & Promotions
Postnet Suite 131, Private Bag
X 11, Halfway House
1685
Tel: 011 466 2004
Fax: 011 466 4481
lucas@underline.co.za
www.underlineadvertising.
co.za

**Unlimited Brand Services t/a
Brand Unlimited**
PO Box 30900
Kyalami
1684
Tel: 011 702 1412
Fax: 086 504 0954
info@brandunlimited.co.za
www.brandunlimited.co.za

Urban Pin-up
PO Box 75577
Gardenview
2047
Tel: 011 579 3700
urbanpinup@gmail.com
www.urbanpin-up.co.za

V Squared Marketing
PO Box 3152
Northcliff
2115
Tel: 011 678 2227
Fax: 011 678 7149
vtwo@telkomsa.net

Value Added Advertising
PO Box 809
Sloane Park
2152
Tel: 011 704 2300
Fax: 011 462 2668 or 086
mail@value-added.co.za
www.value-added.co.za

Varder Hulsbosch
PO Box 51
Parklands
2121
Tel: 011 880 0248
Fax: 011 447 3700
mark@vh.co.za
www.vh.co.za

Visual Ignition
PO Box 839
Pinegowrie
2123
Tel: 011 327 0005
Fax: 011 327 0066
darneils@visualignition.co.za
www.visualignment.co.za

Visual Projects
P O Box 8953
Pretoria

0001
Tel: 012 643 0098
Fax: 012 643 0126
visualadmin@mweb.co.za

Volcano Advertising
PO Box 71795
Bryanston
2021
Tel: 011 706 3060
Fax: 011 463 6043
paul@volcano.co.za
www.volcano.co.za

Wassp Advertising
PO Box 1095
Bedfordview
2008
Tel: 011 450 4634
Fax: 011 450 4639
bryanw@waspadv.co.za
www.waspadv.co.za

Wisdom Keys Group
PO Box 3433
Cramerview
2060
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Ripe Design

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VWV Events

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 abey@vwv.com
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www.zapop.com
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Profile: ZaPOP are specialists in the in-store marketing arena and have access to more than a thousand stores in 7 countries and multiple media services to choose from. We provide the supplier with printed media, radio and in-store digital media tools to enable the suppliers to convey their message directly to the target audience. ZaPOP has the means, the opportunity, and the tools to convey your targeted or mass message directly to the shopper whether you are looking to create an immediate purchase, promote a specific brand or just create brand awareness. ZaPOP is constantly finding new ways to approach the world of in-store advertising and staying on top of the newest technology in in-store advertising for ongoing growth of target markets.

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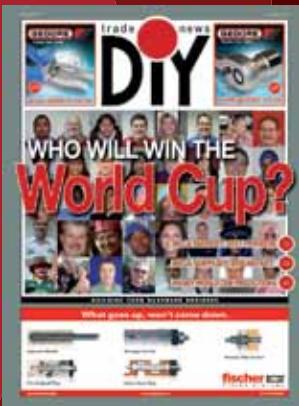


NOTES

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2006
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Daily Sun
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2006
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ads@dailysun.co.za

Daily Voice, The
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8300
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Gasp Outdoor

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Graffiti (Cape Town)

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Fax: 021 552 4024
sales@graffiti.co.za
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MEGAPRO Marketing

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Fax: 021 446 4800
pippa@primedia.co.za
www.captalk.co.za

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Fax: 021 446 4800
pippa@primedia.co.za
www.kfm.co.za

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www.algoafm.co.za

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www.chai.co.za

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Fax: 040 636 4112
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Fax: 011 408 5249
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www.classicfm.co.za

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Fax: 031 310 9914
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Fax: 021 406 8940
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www.1049.fm

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Fax: 031 709 2935
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www.highwayradio.org.za

Ikwekwezi FM

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Tel: 011 714 9111
Fax: 011 714 6205
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