

# Offerings

## MEDIA: Golf Cart Advertising



**Maximise the impact of your brand with this unexpected visual medium – golf cart wheel advertising.**

- \* Capture your client's attention and contribute to image recall.
- \* Highly visible.
- \* National coverage.
- \* Exceptional target demographic.
- \* Exclusive on-course brand awareness.

# Offerings

## MEDIA: Conveyor Belt Advertising



Turning formerly wasted retail space into valuable, productive and colourful brand messages. Conveyor belt advertising can generate unparalleled profit opportunities, increasing compulsive purchases and adding to the frequency of marketing messages.

This new world of point-of-sale advertising for checkout counter tops, is the primary non-utilized rentable space in supermarkets.

- \* Adds a new profit center to any store.
- \* Sells products or services.
- \* Reinforces store brand and image.
- \* Enhances store interior design.

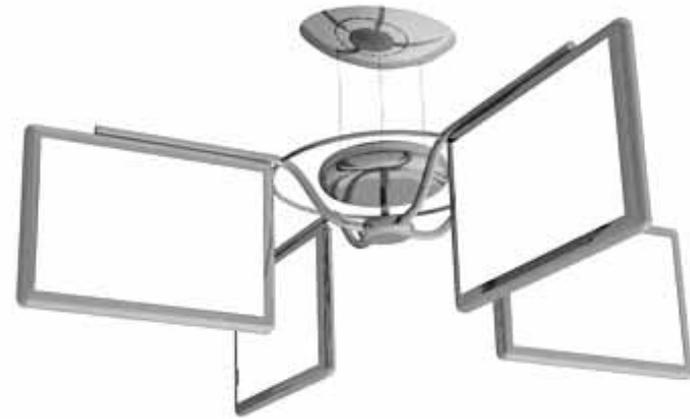
# Offerings

## MEDIA: Whirlybird

The **Whirlybird** is a unique, eye-catching display which turns free interior airspace into valuable advertising space.

The **Whirlybird** features 8 illuminated advertising panels that rotate at 1rpm. The unit suspends from a remote controlled hoist for ease of poster changing, and can accommodate ceiling heights from 11'-100', allowing for enhanced visual presentation.

- \* It allows you to deliver messaging in high traffic areas without disrupting traffic flow.
- \* Increased eye contact initiated by the use of motion, translates into increased cognitive awareness of an advertising site.
- \* Motion signage has 67% greater recall than static signage.



# Offerings

## MEDIA: Flasma

The floor is a great, untapped retail medium. **Flasma** allows retailers and brands to communicate directly with consumers at the point of purchase, using moving images.

Supermarkets, department stores, shopping centers, leisure clubs, car showrooms, airports, railway stations, cinemas and more can now utilise their floor space to promote brands and services.

- \* 70% of brand purchase decisions are made at the point of purchase.

- \* Moving image is the most powerful and cost effective way of promoting brands at the point of purchase.

- \* Retail floor space is an untapped marketing medium in the SA - already worth \$100 million in the US and growing rapidly.



# Offerings

## MEDIA: LidRock South Africa

**A groundbreaking leap forward in the world of entertainment.**

The backbone for LidRock® is a piece of technology that morphs something ordinary - a **fountain drink lid** - into something extraordinary - a way to bring the latest ring tones, music, video, and games directly to people who want it.

The drink lid actually functions as a case for a mini CD or DVD disc.



# Offerings

## MEDIA: PHATcast (Bluetooth Advertising)



**Endless possibilities with PHATcast :**

- Send adverts directly from your PC or laptop to mobile phones  
This includes: video, audio, images or even normal text files
- There is no network costs
- 100m range
- Send to 6 mobile phones simultaneously
- Simple and easy to use
- Put your advertising right in the hands of your customer
- Send mobile phone business cards that can be saved in the phone contact list
- Send SMS type messages - no character limit
- Send appointment reminders

**Ideal for:**  
Competitions, promotions, discount vouchers, retail outlets, clubs, coffee shops, hairdressing salons, spas, nightclubs, restaurants, doctors, dentists, pubs, company receptions, holiday resorts, travel agencies, petrol stations, exhibition stands, show rooms, car dealerships, schools, colleges, shops, universities, public areas, offices... basically any place of interest.....

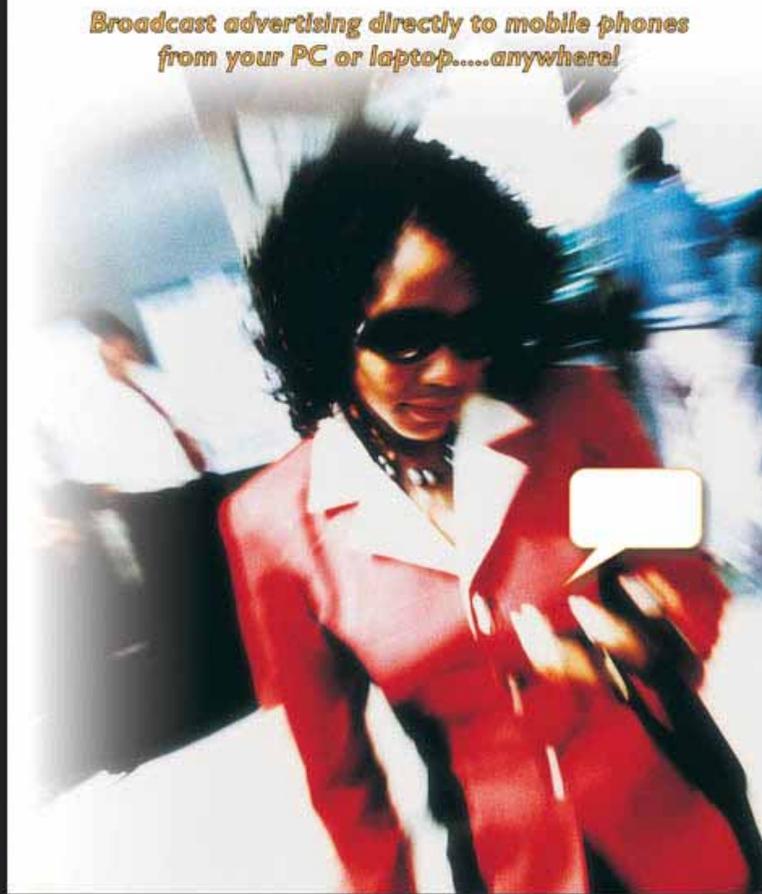
**How to get going with your bluetooth advertising!**

- 1x Bluetooth 2.0 dongle  
A class 1 dongle capable of 100m broadcast.
- 1x Operations Manual  
It's so easy to use - but the manual is included anyway.
- 1x Software CD with the PHATcast bluetooth broadcasting software  
Included on the CD is Windows 2000 SP4 and Windows XP SP 2.  
PHATcast Software installer for Windows 2000 and XP.

**System Requirements:**  
PC running Windows 2000 or Windows XP. 1x USB port. 10MB disc space. It's that simple!

PHATCAST - South Africa Tel: +27 0861 PHATCAT (0861 7428228) e-mail: info@phatcast.co.za www.phatcast.co.za

*Broadcast advertising directly to mobile phones from your PC or laptop.....anywhere!*



**Bluecast advertising made simple!**



# Offerings

## MEDIA: Handle Ads



**A printed advertisement inviting your target audience back to the store to redeem their coupon.**

South African's need to purchase plastic bags for their shopping – why not utilise this and attach a printed cardboard coupon to the packet handles? The coupons are attached in-store to ensure that your potential client takes your advertisement home.

Handle Ads are business card sized to ensure they fit into any purse or wallet!

# Offerings

## MEDIA: Bee Cap



**The bee cap is an attractive safety device, acting as a barrier between bees and your favourite beverage.**

Your brand will be visible to the consumer as they sip, ensuring memory recall and brand recognition.

This innovative marketing medium is not only cost effective, but also reusable, benefiting brands and companies through continuous advertising.