

B O R N F R E E G R O U P



MARKETING
PROFILE

OUR IDENTITY

VISION

Born Free Group strives to be the best creative communications agency and a leader in facilitating African communications solutions for African challenges.

VALUES

Grit - to audaciously strive for spirited excellence in our services.
Alacrity - for our reliability to be reflected through timeous service delivery.

BORN FREE GROUP [BFG] is a **100% Privately Black-owned** Media Entity

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- MANLYN, 2010

ALLEGIANCE / CEVECE (JV)

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VIDEOGRAPHY & PHOTOGRAPHY

“

WE ARE HAVE A
NATIONAL FOOTPRINT

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MOBILE SCROLLING BILLBOARD BENEFITS

UNIQUE: Exclusive corporate colour-branded trucks with eye-catching scrolling billboards.

MAXIMUM EXPOSURE: Get noticed at any location-specially designed routes or specific venues as per the client's desire.

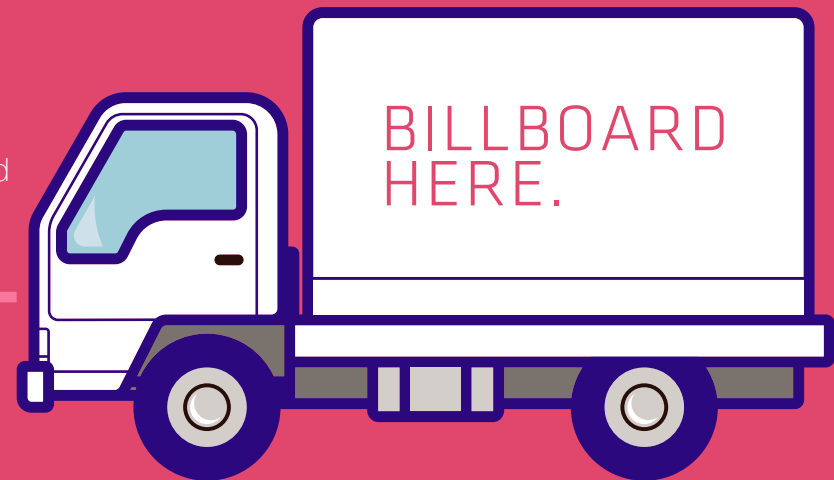
COST-EFFICIENT: Most cost-effective advertising. Production covers all three sides.

DEMOGRAPHICS: 'In your face' marketing for your specific demographic

HIGHER RETENTION RATE: 97% recall rate with mobile billboard ads.

TIMING: Ads are seen when people are commuting or shopping.

GPS TRACKING SYSTEM: All trucks can be monitored online.



TAXI & BUS ADVERTISING

Taxi advertising provides a high impact frequent reminder of client's products and services. Short bursts (three months) big campaigns can launch new campaigns, while long-term campaigns can increase service delivery awareness.

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Bus Branding involves the placement of client messages on the interior and exterior of buses. We realize that buses go where people go, where they live, shop, work and play. The strength of the bus as an advertising medium is its constant ability to find a crowd. Buses mingle with the great public and follow the flow of the masses and their attitudes- speaking, showing and community along the way.

Through the use of bus branding, clients are provided with a platform where they can have their message in the face of the public.

ADVERTISE HERE.

WALL MURALS & LEAFLET/PAMPHLET DISTRIBUTION

Murals are graphics in an indoor or outdoor environment to virtually any surface profile or material: flat, curved, concave, convex, elliptical, glass, concrete, wood and more. We apply mural graphics on projects ranging from small partitions and architectural panels to skyscraping walls, and further complement mural choices with relevant market intelligence. Murals have lights projected to them illuminating at night and an automatic light switch that goes off during the day. Wall Murals have become much more widely available with a technique whereby photographic images are transferred to poster paper, then pasted to a wall surface.

Door to door and intersection distribution uses youthful promoters handing out leaflets at the robot intersection. Our Promoters wear branded apparel for increased visibility and additional brand exposure. BFG targets peak hour traffic 06h00-09h00, lunchtime as 15h00-17h00. Through intensive geographical positioning and demographic analyses, BFG gives clients additional access to high-density areas. Leaflet distribution is the most effective, inexpensive and potent tool in advertising.



MOBILE GIG RIG, MOBILE STAGE AND SOUND EQUIPMENT

Our Mobile Gig is a pack up-and-go facility boasting visual and audio technological equipment to captivate audiences anywhere. It's useful for sports meetings, political rallies, and township events.

SPECIFICATIONS

Built-in stage of 6*4 meters, which is extendable
Own power source (to KVA sound-attenuated generator)
Full Color, high resolution, all real weather time, LED video screen
Powerful Sound System (JBL) is designed to cater to an audience of approximately 4,500 people, with the potential to enhance a breakaway system.
Staffed with 2 control technicians (Sounds, Graphic)
Screen size 4*3 meters
Full-colour, real-time video with daylight screen.
Length of trailer 12,5 meters
Width of trailer 2,5 meters
Height of trailer 4,2 meters

MOBILE STAGE: PA, SOUND AND STAGE HIRE REQUIREMENTS

The mobile stage is ideal for mini-concerts, outdoor sporting events, brands activations, outside broadcasts, product launches, roadshows, and public education. What's New Media specializes in hiring amplifiers, PA systems, lighting, sound and reinforcement. Our fully equipped mobile stage can be manoeuvred into tight spots, and we travel all over South Africa.

With the Mobile Stage setup taking less than an hour, it presents a flexible solution for events on the go, while also providing the options to customize to exact requirements. All our stages are fully equipped with 20kw EV PA systems large enough to handle an audience of 5000 -floor monitors, FOH, lighting and technical support.

THANK YOU
SIYABONGA



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