

PRESS RELEASE

VUSI VUZELA SWEETENS CADBURY'S CAMPAIGN

Readers of the popular people's paper, Daily Sun are being made aware of Cadbury Eclairs through an innovative, full page cartoon storyline. This is the first time Cadbury has made use of Mamba Media's cartoon series.

“Utilising the popular Vusi Vuzela soccer hero, anticipated and enjoyed in the paper every Friday, Cadbury's is addressing a captivated and dedicated audience each week,” says Andrew Kramer, Group MD for Mamba Media.

The Mamba Media promotion will weave the Eclairs brand into the evolving storyline of Vusi with each weekly episode unfolding a new and 'sweet' angle.

“Before progressing campaigns we weigh the client's objectives, including desired market segment, to ensure the Daily Sun's readership fits their intended demographic to deliver optimum results,” comments Kramer.

FGI (Freshly Ground Insights) research confirmed that in excess of 50% of all Daily Sun readers regularly read the Vusi Vuzela Soccer Warrior Series giving him weekly readership of more than 2 million readers. Close on 90% of those readers see Vusi as a South African Hero – making him an exceptional brand ambassador!

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