

**WORK  
TO BE  
PROUD  
OF**



Objective to drive the MTN Pulse “Gwijo challenge” during Rugby World Cup. Nationwide Roadshow to 40 schools, with posters at all schools to inform learners about the chance to win R500k for their schools. Poster send outs to 150 schools throughout SA.

Digital (email/SMS/whatsapp campaign to 250 Schools principals and sports coaches and various teachers informing them of the competition.

Our campaign generated 40% of the finalists' entries (with 10% of the total budget)



ACTIVATION  
DIGITAL  
MEDIA







Objective to drive the ABSA MegaU youth bank account.

Originally only a poster campaign in 150 schools. National roll out to 5 provinces to generate awareness of the features of the bank account to learners in High Schools.

After the initial campaign, we worked with ABSA to drive further engagement through our digital channels to teachers. Utilising the communication to inform about the “benefits of savings”

We are awaiting the feedback/results of the entries and bank account sign ups, but the feedback from client has been excellent and we look forward to its continued success.







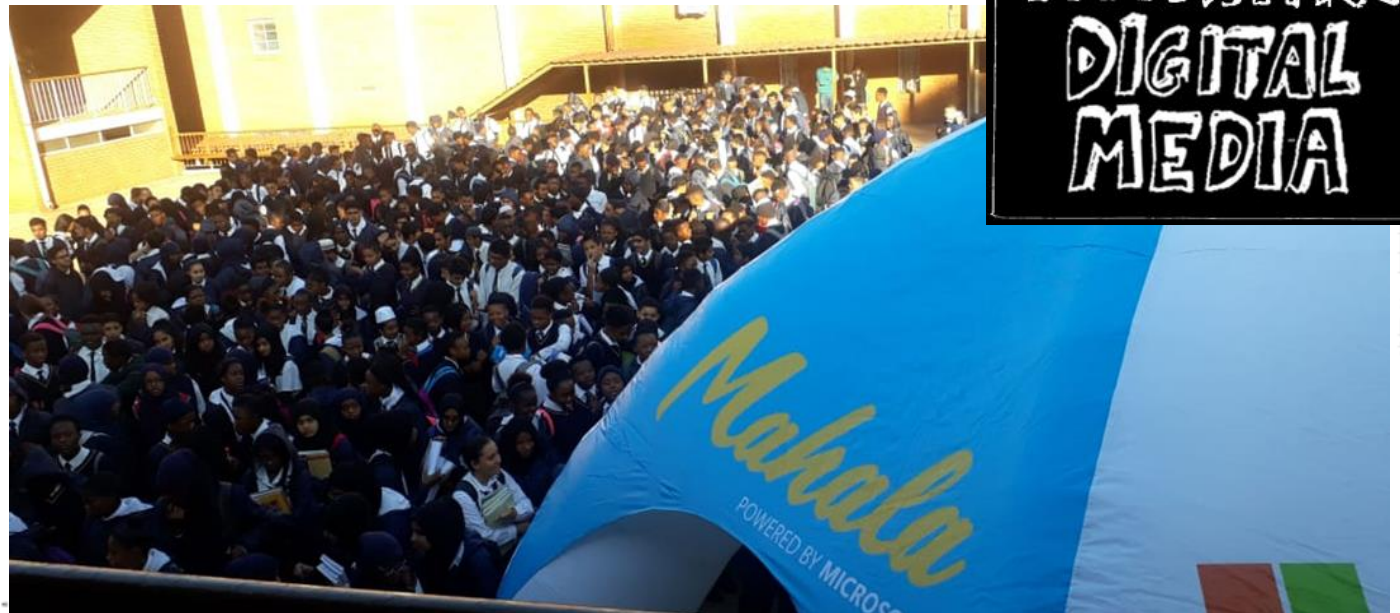
Objective to increase awareness and download Mahala Microsoft Software offering.

40 targeted Schools in and around Johannesburg High Schools. 35 000 learners engaged.

Activators signing up learners on tablets and educational session on software.

A 46% sign up and download of the software. 64% higher sign up than Microsoft's other marketing channels.

Learner engagement and brand affinity excellent and great feedback from client.



ACTIVATION  
DIGITAL  
MEDIA







Objective two-fold - Promote the sponsorship and build excitement for the AFCON football tournament sponsorship and Educational workshop for road safety to learners.

Nationwide roadshow to all 9 provinces in an 8-week period. Handed out over 50 000 road safety booklets.

28400 learners signed up to TOTAL Afcon competition. 73% of the sign ups in a campaign driven on television, radio etc., came from these school activations

Presented as a global best practice to TOTAL globally and client extended the tour by 20 activations due to its success.



ACTIVATION  
DIGITAL  
MEDIA







Objective of client was to showcase their offering being expanded and launched into specific area/regions.

Client donated the school sign welcome boards to specific schools selected based on their area/town/city.

Initially 10 schools, expanded to 60 schools in 6 cities. Currently discussing budget to expand the project.

Client gave schools 6 months of Wi-Fi and each teacher a Sim card with data loaded. The community engagement and support from client to uplift the schools was a huge success of the campaign.



29 Nov



14/12



ACTIVATION  
DIGITAL  
MEDIA







Now in its 3<sup>rd</sup> year, Superiate is the agency responsible for the McDonalds “Together Mzansi” Community Vegetable Gardens.

Superiate is responsible for the behind the scenes running of the project.

Organising and facilitating the relationship between McDonalds and the participating schools and community gardens.

Educational sessions to the learners and facilitating knowledge about growing your own garden and using the school garden to learn.

12 School gardens and 40 community gardens are supported by the project and the 2024 objective is 13 more Schools gardens throughout South Africa.

We are extremely proud to be making a difference in over 30 000 learners' lives and helping to feed needy communities throughout South Africa







The objective of SPAR was to “Spark a Smile” To encourage the youth and teachers and parents within the community to “do something” that makes someone else smile.

Learners/teachers and the community, using 80 schools as the base were encouraged to film or document their “Spark a Smile” and share it on social media.

Posters, flyers and digital comms were utilised to drive awareness and generate social media entries.

A National ATL campaign and Superiate contributed an estimated 45% of the entries from our campaign.





**Telkom**  
*Mobile*

Objective to sign up learners to a “learner sim deal” in 120 High School roadshow across 3 provinces.

Educational session on data and internet usage.

Achieved a 45% increase in sim card sign ups versus “regular” activations.

Client utilised the schools as a large channel within their 6-month sim card campaign.

Excellent learner engagement and participation.



**ACTIVATION**  
**DIGITAL**  
**MEDIA**







Objective to target both Primary and High School, specifically surrounding Maponya Mall, Jabulani Mall and Southgate Mall JET stores.

Presented educational talk on “school bullying” to over 40 000 learners at 50 schools

Handed out vouchers (spend R100 and get R30 off) to learners as well as take-home information for parents.

Voucher redemption figures reported as 54% higher than traditional voucher drops.

Store managers & client feedback - excellent.

ACTIVATION  
DIGITAL  
MEDIA







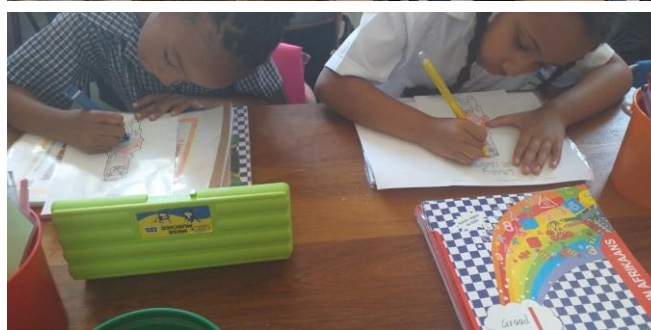
Objective to target primary schools to drive awareness of the “importance of eating breakfast” and to drive a fun competition.

Our 3<sup>rd</sup> FutureLife campaign and a monthly schools drive for the brand.

Posters, flyers, fun entry mechanic, market research/feedback from the parents and an overall excellent way to drive brand awareness, education and affinity.

A Direct uplift in sales within the school's catchment area.

Further communication digitally to the teachers with nutritional information.



ACTIVATION  
DIGITAL  
MEDIA





# Cuticura®

Objective to educate learners and parents about hand washing and sanitisation. As well as to increase sales in the surrounding communities.

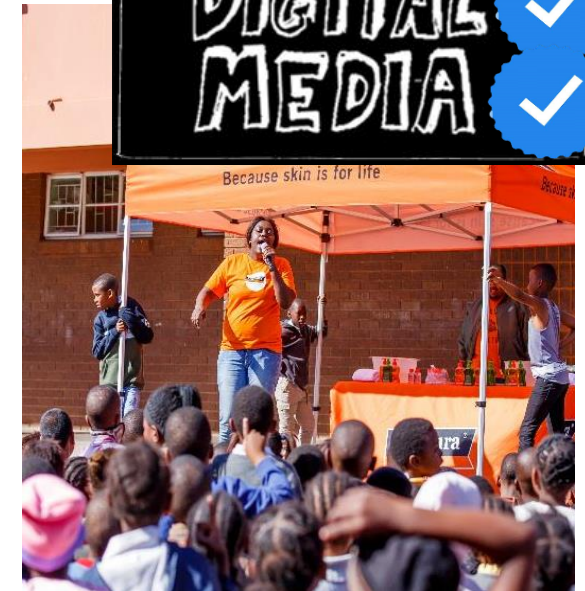
First phase - 50 targeted Soweto Primary schools, Second phase - 80 targeted JHB surround Primary Schools

70 000 samples and flyers handed out.

Samples taken home to parents/guardians encouraged to try with learners and feedback info on developed microsite with feedback and learnings to client.



## ACTIVATION DIGITAL MEDIA





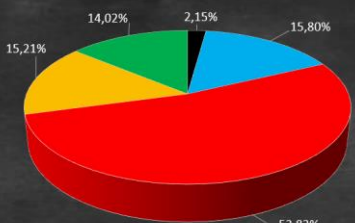
# VANS

A Market research/insight project to gather information from “the horses mouths” – the youth (as well as teachers and parents Activators visited schools incognito to do a “sneaker industry research” Learners were invited to complete the +-20min online questionnaire. Teachers and Parents in the community were invited to participate. The project was funded by VANS to gather insight for their future go to market strategy. Estimated that this research cost approx. 1/3<sup>rd</sup> of the amount than using a traditional research agency.

If you consider all the different sneaker brands, what are your three favourite brands?



Who paid for your last pair of sneaker



- Someone else who is not family
- Other family member
- My parents
- I received them as a present
- I paid for them myself from my own money

ACTIVATION  
DIGITAL  
MEDIA







Objective was to showcase community support and Recycling educational messaging.

Targeted 40 Primary Schools in 4 provinces (in close proximity to stores)

45000 learners engaged and handed promotional flyer directing Festive specials specific to stores in the area.

Local community media and feedback and PR gained from the activation was reported as 5x regular coverage!

Feedback from client and stores was superb.

ACTIVATION  
DIGITAL  
MEDIA







Objective to educate schools on the ability to order online stationery orders

Pilot to 6 schools and expansion of the campaign to 34 more schools.

Setup relationships with those 40 schools and client continued to firm up and utilize those relationships to increase sales orders.

Engaged with 34000 learners and flyers handed out to encourage parents ordering stationery.

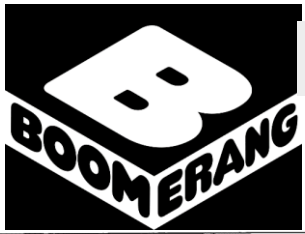
Ecom/relationship managers feedback excellent.



ACTIVATION  
DIGITAL  
MEDIA







**turner**  
**CARTOON NETWORK**

Objective to inform learners about the launch of various children's programming. Activations across pre-primary and primary schools in main metros of JHB, CPT, DBN.

Initially 25 schools for Boomerang (Turner/Cartoon Network) Turner then extended with another 25 schools for Boomerang channel.

A communication channel to inform kids of the channel programs, timing and schedule. Over 42 000 kids participated.



**ACTIVATION**  
**DIGITAL**  
**MEDIA**







Western Cape  
Government

Initial campaign executed during covid, so purely a “media” exercise to educate the youth in schools throughout the Western Cape re masks, washing hands and staying safe.

Posters were sent to hundreds of schools.

Second campaign was an educational campaign about “road safety” and educating learners that use public transport or walk to school about any dangers.

Both campaigns feedback was positive.



ACTIVATION  
DIGITAL  
MEDIA

