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# CREATIVE APPROACHES TO BRAND ACTIVATION, HOW TO BUILD EVENTS





## SO WHAT ARE EVENTS GOOD FOR BESIDES A PARTY?

- 1. Cutting through the clutter
- Events allow you to have **face-to-face** discussions with your potential customers in **an environment they have chosen**.
- 2. Creating brand awareness
- Events serve as good opportunities for maximizing your potential to connect with your audience. Offer them a **more immersive and personalized experience through events**.
- 3. Sales
- Events will do that even if your company is B2C or B2B oriented. Its important to **be there in person** gives you a chance to earn respect and **present yourself as real person**, just like your customers are.



- 4. Lead generation

- Prospects won't always **convert immediately**? You should know that **there is a chance for that later**. Track attendees and client base

- 5. Get them to love you

- Hosting/Sponsoring an **awesome event** is a good way to get people to like you. It's all about the **experience of your attendees**.
- Alter consumer perception.

- 6. Free marketing & content creation

- Event owners often have media and PR partners who offer **additional value** creating additional free opportunities & exposure.



- 7. Networking opportunity

- Every event is a chance for people to network. Networking is a chance to make **valuable connections with your target market**.

- 8. Events aren't expensive

- Why would you not use the Benefits of events when they are low-cost? Compared to a traditional campaign an event can be a really cost effective way to build your brand.
- Event owners often **leverage multiple opportunities for the event** which benefit all.

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# THE HOLLARD JUMA & JUMA PARTNERED WITH JCPZ

- First major partnership between and event company a great sponsor/partner and a SOE to create a **word first** event.
- [PLAY VIDEO](#)

# EVENT WITH LOCAL GOVERNMENT PARTNERSHIPS

- Hollard JUMA & Joburg city parks and zoo (JCPZ)
- Hollard JURA & Joburg city parks & zoo(JCPZ)
  - Upgraded the Braamfontein spruit routes to the value of 1.6 million rand (16km)
  - Increased safety of user by building 4 underpasses eliminating the need to cross major JHB roads
  - 10% of gross turnover of event paid to JCPZ for various projects
  - 100 bikes to Soweto kids
  - 10 pro bikes and apparel to the JCPZ cycling team
  - Massive PR & brand building of JCPZ in all communication and interacting at race village/activations .
  - Radio and TV interviews for JCPZ as partner
  - Bokashi ball water cleaning
  - Getting JCPZ fit and outdoors
- Emmarentia Live partnership
- Jozi trails partnership
- Hollard exposure and relationship



# OTHER EVENTS WITH LOCAL GOVERNMENT PARTNERSHIPS

- Lamborghini Rally & the Mossel Bay municipality
- Daytona Rally & the Mossell Bay municipality
- The Rogue rally and Coega IDZ
- The Rogue Rally and Hoedspruit Airforce base
  
- Outcomes on these partnerships
  - Services unbudgeted for
  - Community upliftment & big localised spend
  - Genuine organic sharing of content of city in the hundreds of thousands
  - Exposing the countries to entrepreneurs and businessmen in a positive way to the area on terms of their choosing .





## WHAT IT TAKES

- Always a leap of faith but no reward without risk
  - Timeous decision making 8v2
- Huge upside for local government/department
  - Additional revenue streams
  - Exposure to brand in positive light
  - Corporate networking opportunities
  - Future projects
  - Content creation and interaction through positive a experiences
  - PR and Marketing in generally unreachable avenues