

A Compilation of Copy, Packed With Writing for Results

Copywriting by Write Concepts

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Advertising (Advertorial)

A Great Brand is the Business

What is your brand? Is it a logo or corporate ID as characterised in your letterheads, brochures and business cards? Or does it represent the very essence of your business?

A good brand image sums up in a heartbeat just who you are, what you do, and most importantly, why it matters. It's a standard that repeatedly confers unique benefits and reminds people why they like and trust you without having even to think about it.

The mistake many companies make is to launch a new image without properly considering the commercial objectives. Then, relying on pretty pictures, friendly photographs and clichéd images they tell the world "Hey! We can't tell you why we're different but buy from us anyway - please".

Sure, striking visuals will look great at first; they may even be unlike anything else out there. But is it you? Is it, in the minds of your public, synonymous with your business and its innate qualities? If not, maybe it's time to take a step back and consider how effective those brand images that speak so universally about you really are.

My years as a graphic professional have taught me that good design plays an indispensable role in establishing a successful brand. But it's by no means the only skill needed, nor is it the first. Designers who ignore questions like: "What is your business and its market?", "Who are your customers and your competition?", "Why are you unique?", and, "What do people see and feel when they think about you?" are missing an essential step in communicating your identity.

A great brand materialises from the way others perceive your business, products and services. Finding your business's true character provides the powerful springboard with which to launch focused creative development. After all, your brand reflects that specialness that sets you apart from your rivals and defines you in the minds of your customers. It's worth thinking about first. Isn't it?



Web (Strategic & SEO)

It's not you It's your metabolism!

Correct your metabolism for quick weight loss that lasts

How SureSlim's weight loss programs can help you to a healthier lifestyle

SureSlim is a natural weight loss program that enables you to **lose weight by harnessing the power of your metabolism**. Best of all, we'll also help you maintain your goal weight just by making simple changes to your lifestyle.

Why not join the 800,000 South Africans who have lost weight with SureSlim?

Every SureSlim plan is personalised to your needs with ongoing support from a health and wellness consultant. There are no pills, injections or shakes and you are not required to buy expensive pre-packaged meals – just regular food. Plus, you don't have to count calories, starve yourself or exercise excessively. Because the focus is on medically founded, natural weight loss **SureSlim is safe and flexible** - to suit your lifestyle. It even helps with pre-existing medical conditions such as diabetes or high cholesterol.

[Discover more about getting started with SureSlim ...](#)

SureSlim: quick and safe weight loss based on health and wellness

SureSlim is a medically founded, natural weight loss program that enables people to lose weight quickly and safely. But that is only the beginning - after the weight comes off SureSlim works to maintain weight loss through an ongoing health and wellness plan.

And it works! In South Africa alone, more than 800,000 people have achieved weight loss success with SureSlim. That's because our consultants only work one-on-one, applying a personalised eating plan based on their unique requirements.

An international weight loss success

Although SureSlim was founded as a quick weight loss company, focusing on the medical solution to being overweight, our focus has since broadened to incorporate a more holistic lifestyle approach, supported by the weight loss initiative. In little over a decade, this philosophy has helped us grow from humble beginnings in Cape Town to become an internationally acclaimed natural weight loss program with 49 clinics in South Africa and 180 around the world.

SureSlim works because it's designed just for you

The secret of SureSlim's success is based on a scientific and personalised approach to weight loss, supported by extensive medical research - including nutrition, metabolic processes and hormone regulation. Simply put, SureSlim corrects your metabolism so you lose weight quickly and are able to keep it off thereafter.

Interestingly, we've found that most of our clients are extremely disciplined in their lives, yet they often find it difficult to control their food cravings. With the kind of service, dedication and motivation SureSlim offers, these people finally have a natural way to lose weight naturally and live healthier, happier lives.

Discover more about how **[SureSlim can help you lose weight here.](#)**



Lead Generation (Case Study)

PSINet

As e-business becomes the norm, firms' online offerings are growing rapidly. What begins as an add-on sales channel can soon become a separate business in its own right. And today's start-ups are turning into the major players of tomorrow. With such explosive growth, companies are looking for online 'homes' that can grow with them.

PSINet, the world's leading independent corporate Internet Service Provider (ISP), is using IBM's RS/6000 servers as a core computing platform for one of its e-business hosting services. The RS/6000's stability and scalability make it the ideal solution for PSINet in supporting its customers' mission-critical e-business applications.

PSINet: dedicated to customers

PSINet is the world's largest independent ISP, providing leased line and dial-up access through more than 800 points-of-presence worldwide. The company's global switched Frame Relay network is purpose-built for Internet applications. Ian Henderson, Sales Director at PSINet explains: "Our service is unique in that it's dedicated to IP traffic. That enables us to offer a

much higher quality of service than telephone companies or router-only ISPs operating over a voice network. Our customers effectively have their own channel through the net. The consistent bandwidth makes it much easier to predict the performance of Internet applications."

With customers' hosting requirements becoming more demanding as their e-business activities evolve, PSINet recognised an opportunity for a fully scalable hosting solution. "e-business is growing so fast customers' requirements are changing all the time," Henderson explains. "We needed the flexibility to upgrade the hosting service as the customer's business grew and also to house different sizes of e-businesses alongside each other."

This requirement was further reinforced by the growth of server-based computing. Operating as an Application Service Provider (ASP), PSINet delivers business applications to customers over leased lines under an annual contract. "Many organisations today are looking to outsource their whole IT setup," says Henderson. "With the ASP model they're buying a service rather than infrastructure. As well as major savings in personnel and equipment it gives them access to technology they

couldn't have afforded before. And it allows senior management greater control over IT decisions."

RS/6000: the scalable e-business solution

When it came to selecting a technology platform for PSINet's fixed-price e-business hosting service the RS/6000 offered the ideal solution. Proposals developed by Unitech, an IBM reseller, and Cogent Business Systems, an IBM Business Partner, clearly proved the business case. "Basically, the RS/6000 offered the opportunity to host e-business applications on a supercomputer. We found that very exciting," says Henderson. [Continues]



Email Marketing

Ladbrokes poker.com

Your Customer ID is: %AccountID%

Hi Amy,

\$10 free chips up for grabs

Discover what Ladbrokes Poker has to offer with \$10 of free chips. With more tables, more players and tournaments, what have you got to lose?

PLAY FOR FREE NOW!

Deal me in...

- MTT**
Poker Tournaments
Multi-Table Tournaments, more players, more tables and bigger prizes. Choose from rebuys, freerolls, teasers and more...
[Read More >](#)
- STT**
Catch all the Poker action
Single-Table Tournaments (S4 n 0n). A knockout structure that's ready when you are.
[Read More >](#)
- Join the fun today!**
You call the shots because the stake amount is up to you. Beginner or seasoned pro, can you turn the tables?
[Read More >](#)

MONTHLY PROMOTIONS
Check out this month's hot promotions [here](#)

Help is at hand!

- [How to deposit](#)
- [Join Support](#)
- [Forgot your password?](#)

3 Ways to play

Choose from Instant Play Poker or Classic Poker and 3D Poker straight from your desktop.

Your main address for help is [here](#) you'll find us on Sports, Poker, Casino and more.

Sports = Casino = Games = Financial Betting =

Ladbrokes poker.com

Hi Amy!

Did you know Ladbrokes poker.com is the most trusted online poker entertainment? Our state of the art security ensures you can enjoy your game, safe in the knowledge that your money is protected at all times.

Making your first deposit is easy and provides instant access to the Ladbrokes poker community. Choose your tournaments, meet other players and discover the latest news and promotions.

Deposit in three easy steps

- 1.** Log in Using your Customer ID and select 'Banking'.
- 2.** Register your debit / credit card or transfer funds by cashier cheque, money order, bankers draft, personal cheque or wire transfer.
- 3.** Complete your details and click on the 'Deposit' button.

READ MORE

Deposit NOW [CLICK HERE](#)

Help is at hand!

- [Contact Ladbrokes poker.com](#)
- [24/7 Support](#)
- [Forgot your password?](#)

How to play

Learn to play poker, find your game of choice or check out different ways to play.

Your main address for help is [here](#) you'll find us on Sports, Poker, Casino and more.

Sports = Casino = Games = Financial Betting =

Editing (eBook)

eMarketing Channels Overview

All marketing strategies require some kind of holistic approach. eMarketing positively demands to be integrated with a combination of channels that reach your market quickly and cost-effectively.

The merits of each channel are discussed and explained in detail, with tips on how to combine them for maximum effect.

This title provides straightforward and up-to-date advice for anyone who has an interest online marketing. It will prove a useful guide if you already have a Web presence but want to find more powerful and cost-effective methods of growing your business online.

AN INTRODUCTION TO eMARKETING

The advertising industry is worth around \$400 billion globally. Yet advertisers still face the traditional problem of not knowing exactly how effective their advertising is. In fact, the old axiom, that half of all advertising spend is wasted, still holds true with advertising overspend estimated to be around \$200 billion worldwide. The era of eMarketing has dealt

with this problem ruthlessly. From giants like Google, eBay, Yahoo, FaceBook etc. down to thousands of new technology start-ups, businesses are being offered myriad new online methods of marketing. Tools and techniques that are more powerful and efficient than we have ever known are revolutionizing the way we market our businesses.

Why pay \$30,000 for a single TV ad spot, aimed in a general direction, which you hope will hit the right audience (even if they do happen to be watching) when you can employ online methods that target individuals and measure consumer behaviour much more effectively and at a fraction of the cost? Moreover, eMarketing gets consumers to act on their own initiative by interacting with you and your products voluntarily. And, as much online advertising is only charged when individuals take action you already know your budget will be better spent on response from those who are actually interested in what you have to say.

Internet-based technologies and cultures have levelled the playing field between large and small businesses. Under-funded start-ups can present their offerings to the same audience as Fortune 500 companies and stand a better chance of winning

than ever before. The power of eMarketing speaks for itself, yet it still accounts for only a small part of overall marketing spend. In the US, studies show that consumers spend 23% of their media time online, yet online advertising accounts for only about 6% of total marketing spend. This suggests traditional advertising still forms the core of most marketing strategies and presents opportunities to those who are prepared to make it a core of their overall marketing efforts.

Online and offline

Let's look at a few of the more significant ways in which eMarketing prevails over [CONTINUES]



Brand ID Development



Web (SEO Content Marketing)

Bedouin Tents For Extraordinary Events

Tentickle brings you **the best in Bedouin tents, canopies and Stretch Décor.**

Inspired by the original Bedouin tents of North Africa, Tentickle tents add remarkable decorative qualities to any space. Our scientifically developed, weatherproof fabrics not only afford you the **most versatile and robust Bedouin tent solutions available today**, they also bring a world of creativity that transforms any occasion into an unforgettable event.

Tentickle doesn't just create fabulous tents and canopies that outshine traditional marquee tents Structures like tunnels, dramatic entrances, amazing backdrops, unique shapes, stage covers and decorations are built in unlimited combinations, quickly and easily.

All our products are backed by an expert service, proven to keep some of the world's biggest event organisers coming back to Tentickle time and again. In fact, our team of designers, expert riggers, project managers and Stretch Décor specialists create **custom Bedouin tent solutions that consistently meet,**

and exceed, the expectations of both our local and international clientele.

Bedouin Tent Hire

Make sure your Bedouin tent hire is easy to plan, offers maximum convenience and makes the best possible impression on your guests. From design and specification to advice on location, we'll make sure your event tent hire keeps everyone happy, stress-free and comfortable on the day.

Bedouin Tent sales

Because Tentickle is so cost-effective, you can own your own Bedouin tent for a multitude of different purposes, like regular events and branding applications. And our tough tent manufacture process makes Tentickle great for semi-permanent installations that blend with existing architectural elements.

"Thank you Tentickle for the stunning set up the second year in a row. The tents have added to our annual festival an unforgettable impression. Especially the tents over the stage were magical - no stage in the future without a Tentickle cover."

Please pass on my regards and thanks to the professional crew. Their service and all the extra miles

were appreciated.

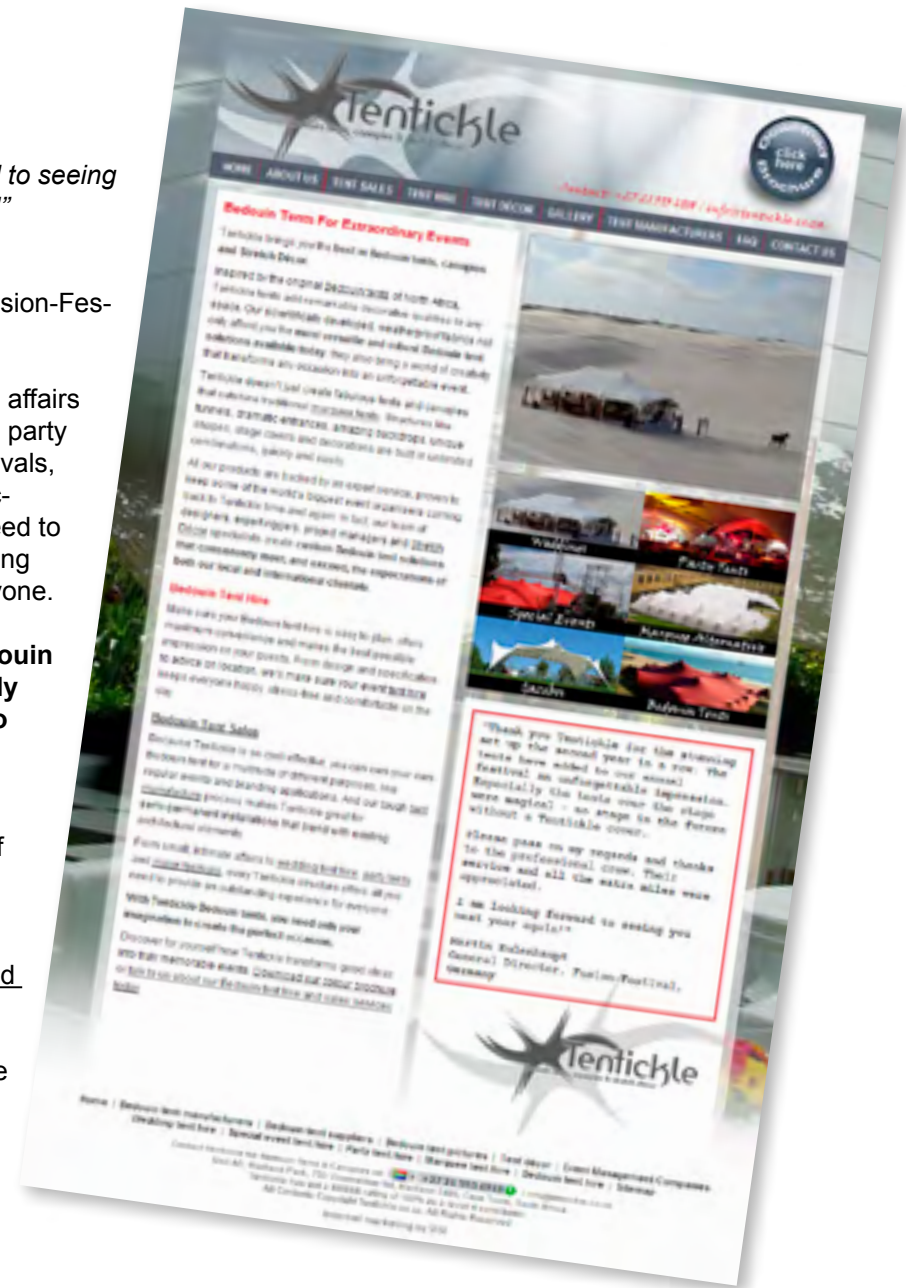
I am looking forward to seeing you next year again!"

Martin Eulenhaupt
General Director, Fusion-Festival, Germany

From small, intimate affairs to wedding tent hire, party tents and major festivals, every Tentickle structure offers all you need to provide an outstanding experience for everyone.

With Tentickle Bedouin tents, you need only your imagination to create the perfect occasion.

Discover for yourself how Tentickle transforms good ideas into truly memorable events. [Download our colour brochure](#) or [talk to us](#) about our Bedouin tent hire and sales services today.



Brochures (Print)

Protecting Your Assets

Forensic Accounting

With the right knowledge and help you can halt corruption wherever it occurs. We'll work with you to expose wrongdoers and engender a transparent culture that encourages loyalty and honesty at every level.

[INNER]

**"It's not a Perk.
It's a crime that affects everyone."**

"... we will not tolerate a situation where individuals pillage and plunder millions from the companies they run, or from ordinary South Africans who are poor and humble people ..."

Trevor Manuel
South African Minister of Finance

Tackling Deception from Within

Corruption - the misuse of entrusted power for private gain - affects people in a multitude of ways. It costs money, freedom, health and even human lives. It erodes your credibility, has a direct impact on your bottom line and drains resources otherwise dedicated to helping the most vulnerable members of society.

A Holistic Approach

Dishonesty thrives when temptation is allowed to be acted on and checks on power are missing. Rarely is it a matter of just one individual's greed. A lack of clarity and control can engender a permissive culture where theft is considered a fact of life.

The solution is to establish mechanisms that prevent people from abusing their power and to introduce transparency throughout your organisation. This not only gives you greater control, it raises awareness of what is morally and ethically right. Once people understand that corruption affects them directly - either as an employee, stakeholder or beneficiary - they develop a more loyal attitude, leading to a greater intolerance of dishonesty.

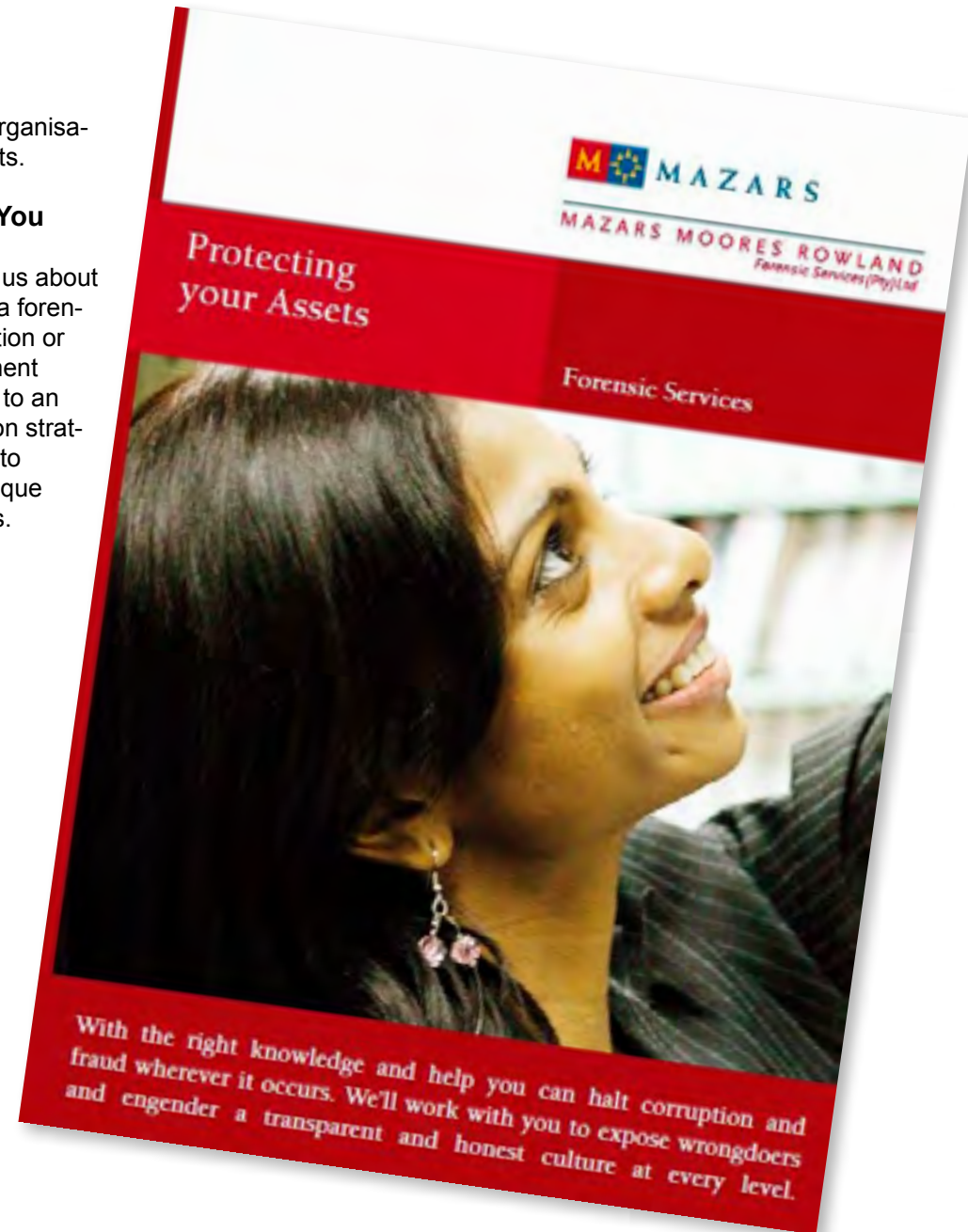
Knowledge is Power

We can help you establish an environment where fraud becomes more conspicuous and, therefore, regarded as unacceptable. Consequently, misconduct becomes less likely and more punishable through a step-by-step process that includes thorough forensic investigation, risk assessment and fraud prevention programmes. We'll also work with you to educate your staff in awareness, encouraging them to report wrongdoing safely, in their own, as

well as the organisation's interests.

Where Do You Start?

By talking to us about carrying out a forensic investigation or risk assessment that will lead to an anti-corruption strategy, tailored to your own unique requirements.



Public Relations (News Release)

GOING4GOLD INTERNATIONAL ANNOUNCES U. S. MOTIVATIONAL GURU MIKE DOOLEY'S TOUR OF SOUTH AFRICA

Mike Dooley, motivational speaker, author and star of the movie *The Secret* is to tour South Africa during June and July 2007.

Famous for espousing the law of attraction through the maxim, "Thoughts Become Things... choose the good ones!" Dooley reaches people in 169 countries every day with his bulletin *Notes from the Universe*.

The tour kicks off at the University of Cape Town on the 29th June with *Thoughts Become Things*, an evening talk about applying the principle of visualisation in order to turn your wishes into reality and live the life of your dreams.

Thoughts Become Things will be followed by *Change, It Couldn't be Easier*, a day long seminar that uncovers the very nature of your own life. It reveals the secret mechanics behind all manifestations and exactly how you can turn your desires into reality through the law of attraction with tips and tools to raise and re-align your focus.

Thoughts Become Things and *Change, it Couldn't be Easier* will be held once only in Cape Town, Johannesburg, Durban and Port Elizabeth. Advance bookings can be made through Going4Gold International on 021 914 3037 or at www.going4gold.co.za.

Mike Dooley is the author of *Infinite Possibilities: The Art of Living Your Dreams* and *Notes From The Universe: New Perspectives From An Old Friend*. He is also a key speaker in the best-selling movie *The Secret*.

About Going4Gold
Going4Gold International is a South African organisation dedicated to the personal and financial empowerment of normal people everywhere. As well as being the distributor of *The Secret* movie, Going4Gold provides seminars and educational products to encourage people to better their lives through positive thinking.



Web Marketing (Strategic & SEO)

Print Design

There are a number of, somewhat misguided, people who think that print design is on the way out. Don't bet on it. Even in the digital age print media still performs and gets noticed in more spaces than digital design ever has.

Apart from the old favourite print essentials like letterheads, business cards or annual reports, there is a multitude of other applications where paper-in-hand just feels more tangible, more valuable. If the reader confers such qualities on your marketing materials then that has to be good for business. And let's face it, you can't jot notes on a Web page, pass it around the table or stick it on the side of a building (not yet anyway).

Even though print design offers so many opportunities to pack a heavy-weight punch, it demands a flavour of skills and know-how unheard of in the digital arena. Knowing things like which printing process is most appropriate, the paper to use or how various elements work together are essential skills that will ensure your beautiful marketing materials will give maximum results and long service.

Making Your Print Design Work

When designing your print materials we'll consider much more than successful brand positioning. We'll be sure to look at often forgotten points like the effects of handling, mailing requirements and cost-effectiveness. Most of all, we'll work on relating your key messages without having someone from your organisation to do the telling in person. All this and more forms a service to help ensure, whatever your requirements, your print designs deliver the biggest, most positive impression every time.



Editing (eBook)

Persuasive Brand Communications

OVERVIEW

Develop more powerful and effective brand advertising with advice from industry Giants like David Wheldon (Vodafone), Shelly Lazerus (Ogilvy), Scott Bedbury (Nike & Starbucks), Dan Wieden (Wieden & Kennedy) and Rupert Howell (ex HHCL & McCann Erickson).

From Magic to Logic. This book offers an in-depth look at the complete process behind brand communications. It delivers a complete insight on getting from 'magic to logic' - developing the creative ideas that drive great advertising, through to executing successful campaigns that deliver on the business objectives.

Clarifying the blur

Imagine a brand as being like a radio signal – one that competes with hundreds of others across the airwaves. If that signal is not accurate it doesn't matter if you play it with the best amplifier and speakers in the world - all you will produce is fuzzy sound.

"To start a brand communication project without a well-formed brand

positioning is virtually impossible for the agency. The expression "you can't make chicken soup from chicken shit" comes to mind ... if you get a bad brand positioning you will never get great brand communication."

KEITH WEED, UNILEVER

Brands are complex, like living organisms that evolve and mutate over time. But they are also intangible and emotional, hovering above the actual product like a spirit or ghost at any one moment in time. Remember that the most important part of the brand, the hidden part, is what endures in the long run. This is the hardest part to capture.

"It is that thing. It needs to be a very concise thing, like "Coke is it"; it's a sense of authenticity. If it's Millers, it's "the champagne of bottled beers" or if it's Nike, it's "just do it". It's an athletic authenticity. Those are very simple things, but eventually it has to be embodied in a personality. It has to have an emotional quality to it."

DAN WIEDEN, WIEDEN & KENNEDY

One way to think about this is to ask, who are the people behind the brand: the visionaries, architects and believers? What do they believe in and why should anyone care?

(That's why it's often easier to define a brand essence based on an entrepreneur, because the human face behind the brand is already there.) If you get this right it will sound simple, and that's likely to be a very good thing ...

Get the brand right now!

It's essential to get senior management involved, at least at the early stages of brand planning. This is how the brand can be identified and defined in line with fundamental business objectives and reflecting the character of the business behind it. This is important because you can't just make up a brand based on [CONTINUES]



Direct Response (Email Fundraiser)

5,000 Dogs and Cats To Be Killed In The Cape This Month

It's a fact: every month, in the Cape alone, euthanasia claims the lives of thousands of perfectly healthy dogs and cats. It's the only way welfare groups can ease the widespread suffering of unwanted animals. But **destroying these lives will not prevent the births of even more puppies and kittens to take their place**, many of which are dying right now through disease and starvation.

Happily, a lifeline for the effort to end these senseless deaths has been offered through the MySchool – MyVillage – MyPlanet programme. That's why I'm asking you to apply for your own free Myschool card, to help us make South Africa's animal shelters almost empty within 10 years. We've already prevented unnecessary births from nearly 4,000 dogs and cats over three years. Now we desperately need your help to stop this tragedy spiralling further out of control.

The Answer Is Mass Animal Sterilisation, And It's Working

At SA.MAST we're working to radically reduce the number of unwanted puppies and kittens born into communities that cannot care for them through a mass animal sterilisation programme. Our first mission is South Africa's second largest informal settlement, Khayelitsha, where approximately 100,000 dogs and cats

produce countless offspring every month. What's more, these animals regularly infect the community's 1.6 million human residents with terrible diseases like Scabies, Worms, Tick Bite Fever, Ringworm, Toxoplasmosis and Rabies.

Just consider how one unsterilised bitch can lead to over 400 puppies in only two years and you'll have a good idea of how uncontrolled breeding quickly escalates into unthinkable levels of misery.

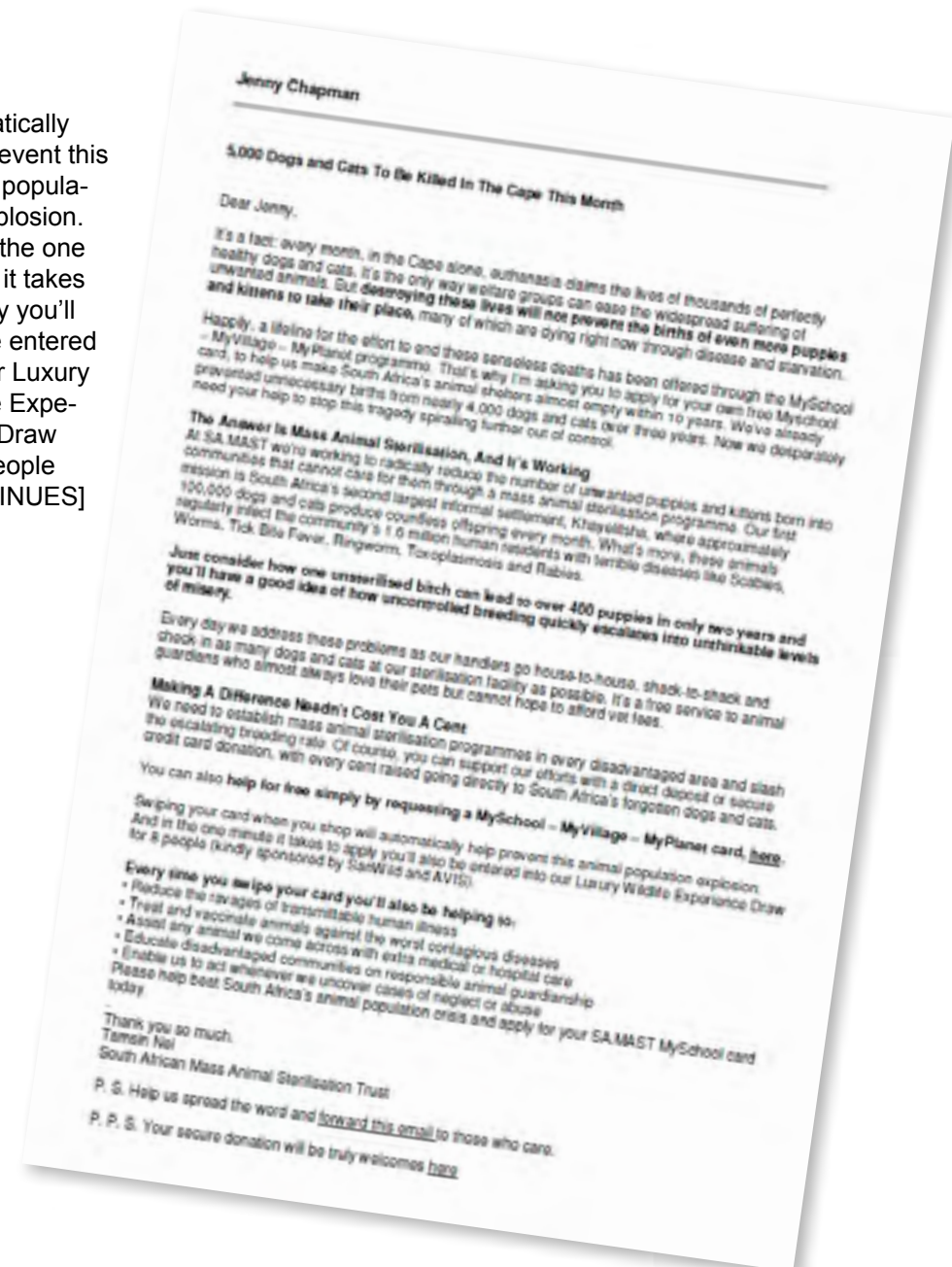
Every day we address these problems as our handlers go house-to-house, shack-to-shack and check-in as many dogs and cats at our sterilisation facility as possible. It's a free service to animal guardians who almost always love their pets but cannot hope to afford vet fees.

Making A Difference Needn't Cost You A Cent

We need to establish mass animal sterilisation programmes in every disadvantaged area and slash the escalating breeding rate. Of course, you can support our efforts with a direct deposit or secure credit card donation, with every cent raised going directly to South Africa's forgotten dogs and cats. But you can also **help for free simply by requesting a MySchool – MyVillage – MyPlanet card, here.**

Swiping your card when you shop will

automatically help prevent this animal population explosion. And in the one minute it takes to apply you'll also be entered into our Luxury Wildlife Experience Draw for 8 people [CONTINUES]



Editing (eBook)

Successful Leadership in Practice Overview

One of the UK's most admired business leaders, Martin Glenn, offers a wealth of knowledge on how to be the kind of effective and respected leader that takes a company to the top.

The clear, honest and engaging story of one of the UK's most effective business leaders, Martin Glenn, and his role in building the outstandingly successful Walkers Snack Foods.

[From chapter 1]

... In this eBook, I want to share some of the lessons of leadership I have learned along the way – to get the best out of the people who contribute to the success of a business. That's not just staff but everyone, like, partners, agencies, advisors and distributors, who also participate in building great companies.

As you read, you'll find a strong marketing slant to many of the points I make. The reason for this is simple - I'm a marketer at heart. I joined Walkers and became marketing director before I ran the company. I believe it's the responsibility of any business leader to view marketing

as the key driver for business growth and to remain actively involved in that. Shelley Lazerus, CEO and chairperson of Ogilvy, once gave a great insight on this philosophy: 'In the best-ranked companies I know the CEO owns the brand because there's very little in his enterprise that's more important'.

I have highlighted 10 key areas of business that I believe can be greatly improved by a pragmatic and personal approach to management. I have tried to keep things simple and honest (in the same open manner that worked so well for the Walkers business) and supported each area, where appropriate with examples from the Walkers story, with important lessons highlighted as key take-outs.

Some of them will perhaps strike you as being plain common sense. But in business, common sense is rarely common practice. At a theoretical level, business is really not that hard to understand, but at a practical level there is no doubt it is very hard to do well. For example, plenty of businesspeople will tell you they care about quality, but far fewer businesses deliver it in a sustained and committed way [CONTINUES]



Web (SEO Content Marketing)

Home

Install a Krystal Klear salt water chlorinator and wave goodbye to pool hassles

Did you know how salt water swimming pools are so much healthier and more comfortable to swim in? And a salt water chlorinator from Krystal Klear means you get the best of affordability and low maintenance as well. With more than 15 years' experience in making reliable and robust salt water chlorinators, Krystal Klear is the logical choice that ensures a better pool for years to come.

If you've decided a salt pool is the way to go then you've made a good choice. Why not make the right choice and ask us how you can [keep your swimming pool Krystal Klear?](#)

About

How a Krystal Klear salt water chlorinator helps you enjoy your pool more

With an overriding philosophy that you should be able to enjoy your swimming pool more, but with less hassle, we've been helping South Africans enjoy all the benefits of a salt pool for over 15 years.

Salt water chlorinators are well known for providing a healthier, safer environment to swim in. But we believe in going step further than that. Our customers get to enjoy their salt pools with less maintenance from an economical salt water chlorinator that works reliably and lasts longer.

Simply a chlorine alternative that suits you

Salt water chlorination is a simple process that needn't be complicated with needlessly troublesome, technology. That's why our products do exactly what they need to do – **keep your pool safer, healthier, more comfortable and easier to care for.** What's more, you'll find Krystal Klear salt water is surprisingly cost-effective, especially when compared to other products that cost more but deliver less.

Help and advice on your salt pool

Salt water chlorination brings a host of benefits to pool owners, but there are often times when you need advice on keeping your salt pool in pristine condition. That's why we offer the best in support for our customers. Whether you need to know how to upgrade or need expert advice on treating your pool water, help is only ever a phone call away.

Some people think that swimming pools have to be an expensive hassle to own and maintain. Yet thousands of Krystal Klear owners know that doesn't have to be the case.

Discover for yourself how a Krystal Klear salt water chlorinator will transform how you enjoy your pool and [contact us today.](#)



Lead Generation (Email Sales Letter)

Your World Cup Business Boost From Home Focus Magazine

Did you know the FIFA World Cup will offer great benefits for businesses like yours throughout Cape Town? Sure, nobody's looking forward to the hassle of crowds and traffic congestion, but **your chances of an unprecedented increase in business could be huge.**

Billions of Rands will flood into South Africa during the Tournament, helping to finance a massive investment in home improvements. There will also be upgrades required for the hospitality industry and businesses in general. All this adds up to a unique opportunity for you to reach even more customers with Home Focus Magazine, just as they are thinking of whom they need to turn to.

3 Ways Home Focus Wins You More Business

1. Advertise in Home Focus and **your ad will reach 180,000 homes** across Cape Town, both before and during World Cup, from Simon's Town to Gordon's Bay and as far north as Malmesbury.
2. Your ad will be delivered to 60,000 Cape Town homes not reached by other home improvement magazines - meaning **less competition to worry about.**
3. Because people keep hold of Home Focus as an essential reference **your ad will get to more Cape Town readers, for longer.**

Still As Cost-Effective and Easy as Ever

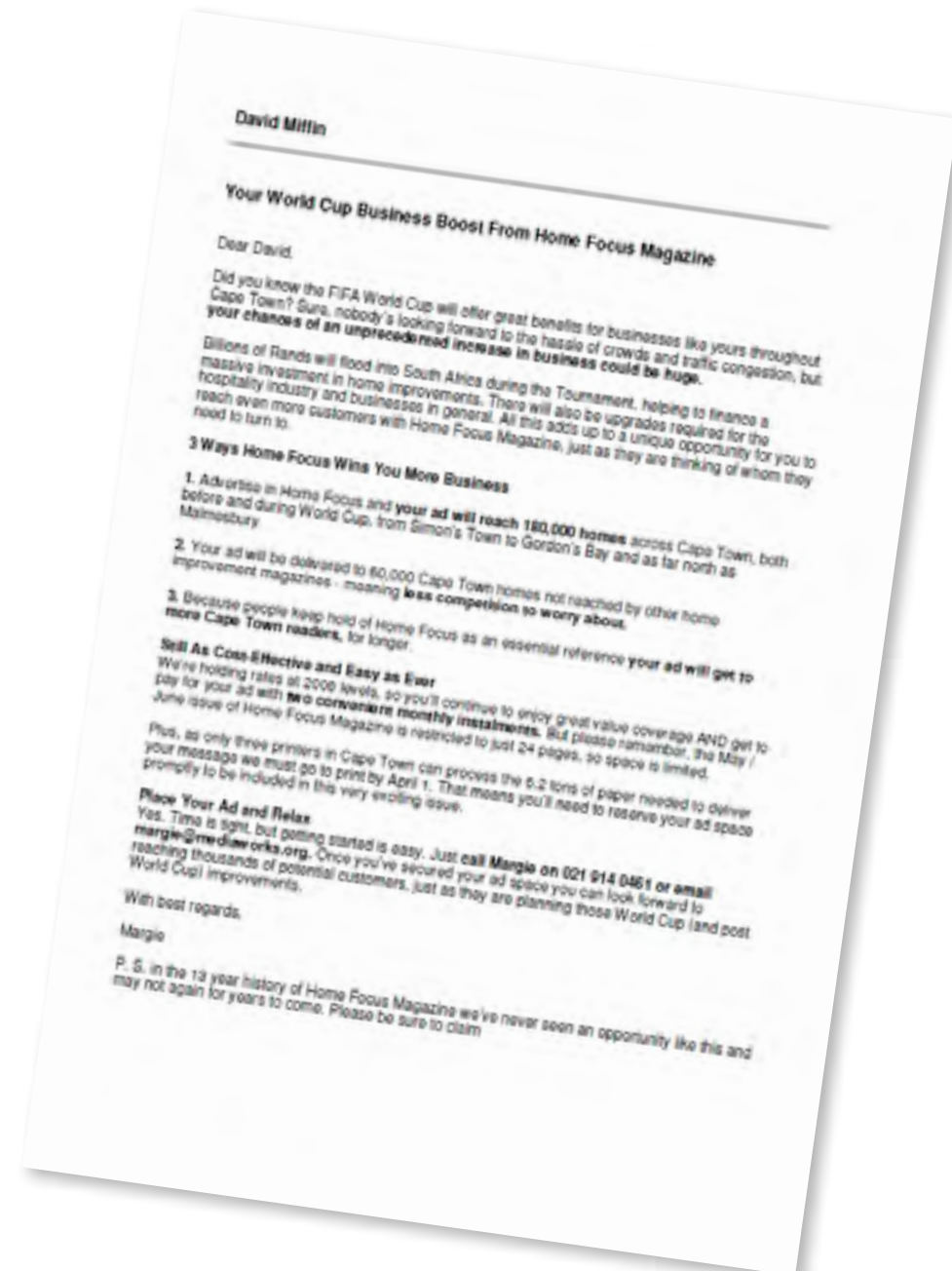
We're holding rates at 2008 levels, so you'll continue to enjoy great value coverage AND get to pay for your ad with **two convenient monthly instalments.** But please remember, the May / June issue of Home Focus Magazine is restricted to just 24 pages, so space is limited. Plus, as only three printers in Cape Town can process the 6.2 tons of paper needed to deliver your message we must go to print by April 1. That means you'll need to reserve your ad space promptly to be included in this very exciting issue.

Place Your Ad and Relax

Yes. Time is tight, but getting started is easy. Just **call Margie on 021 914 0461 or email margie@mediaworks.org** Once you've secured your ad space you can look forward to reaching thousands of potential customers, just as they are planning those World Cup (and post World Cup) improvements.

With best regards,
Margie

P. S. in the 13 year history of Home Focus Magazine we've never seen an opportunity like this and may not again for years to come. Please be sure to claim your ad space as soon as possible.



Books: Concepts / Writing / Publishing

The Science of Getting Rich

Wallace D, Wattles

Conceived as a promotional accompaniment to the film *The Secret*, this is the book that literally inspired the groundbreaking movie.

[Cover Synopsis]

"His is a gentle philosophy which excludes competition and cheating, and encourages competition."

Publishers Weekly

First presented to the world in 1910, *The Science of Getting Rich* provides a simple yet effective guide to achieving wealth through creative thought.

Influenced by some of history's greatest thinkers, it teaches the steps to finding abundant life by applying simple changes in the way you think about money and society.

Dealing with age-old issues such as guilt, lack of confidence, motivation, rivalry, getting started and maintaining self-belief despite everything, this book contains the lessons that have been repackaged hundreds of times since into "modern" self-help books and programs.

The Science of Getting Rich remains

a unique and powerful guide, with inspiring methods to improve your financial life.

Dilana Howell is the founder of Going4Gold; a South African company dedicated to transforming people's lives through financial success. Dilana explains how she used Wallace D. Wattles' advice to propel herself from a small town housewife and mother to a successful attorney, businessperson and investor.

Introduction by Dilana Howell

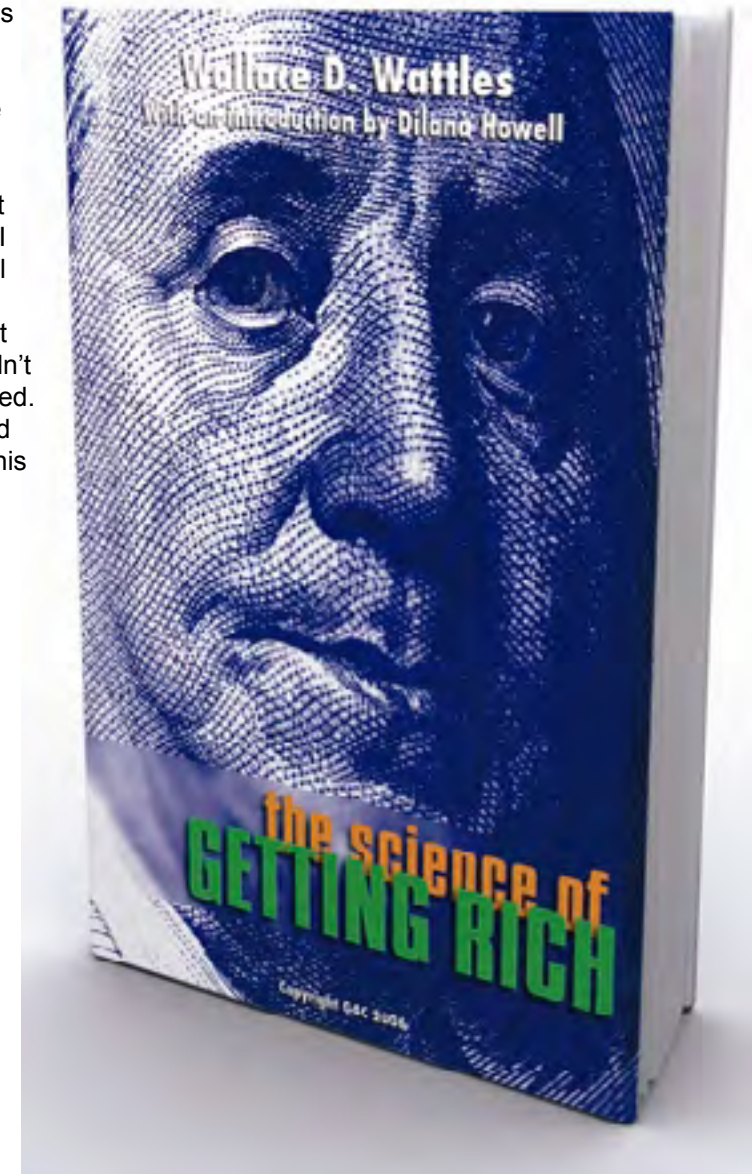
What can a book first published in 1910, and written by an almost forgotten author, offer to people searching for wealth in the twenty-first century? The first time reader of this book may wonder: *can there really be a science of getting rich?* Surely if there was then everyone would employ its methods and the supply of money would soon run out.

The author himself points out that many people will scoff at the idea of an exact science of getting rich; they will insist that society must change first before ordinary people are able to find real wealth.

Since this book was written, humankind has seen the rise and fall of economic policies and advancement in everyday life that was inconceiv-

able a century ago. Yet despite its age, *The Science of Getting Rich* remains a unique guide to finding abundant life through creative thought.

Some years ago I found myself at the financial low point of my life. I had raised myself up from a small town housewife and mother to become a practicing attorney. Yet despite my hard work, I just couldn't find the financial success I wanted. My frustration continued unabated until a friend gave me a copy of this book [CONTINUES].



Brochures (Print & Digital)

Tentickle Bedouin Tents, Canopies and Stretch Décor

INSPIRED by Bedouin tents of North Africa, Tentickle brings you best-in-class tent, canopy and décor solutions combined with the most advanced stretch-fabric technology. From small, intimate affairs to mega festivals hosting thousands, every Tentickle structure remains durable, yet versatile enough to provide a unique and comfortable experience for everyone. With Tentickle you need only your imagination to create the perfect occasion ...

CHARACTERISE GRACEFUL events with the historic elegance of a pure white tented venue. Of all the tent colours on offer from Tentickle, white is an obvious choice for weddings. A white tent also reflects external light and heat away, bringing greater comfort to your guests on a warm day and brightening the ambience in the evening ...

TENTICKLE'S INTERIOR experience can easily contradict what you expect from the outside. Different tent fabrics combined with stretch décor and creative lighting instills a distinctively fitting ambience for each occasion ...

EXTEND YOUR VENUE and increase outside capacity with a canopy. Specify tent fabrics in your choice of colour to blend with exterior surroundings and truly individualise any occasion.

BEIGE IS THE WARMEST colour and one of the more robust for a tented environment. Best for "Mediterranean" surroundings where white can feel a little harsh, beige is reminiscent of Moroccan sit-down parties and brings an inviting tone to the interior with more subtly reflected lighting.

TENTICKLE TRIUMPHS where traditional PVC marquee tents dare not venture. Pitch a Tentickle canopy in almost any location for your purpose - to receive guests, serve refreshment or set the scene for an ideal photo opportunity.

THE MOST UNLIKELY PLACES can accommodate a Tentickle structure. Pitch your tent on slopes, over bumps or transform rooftops and boat decks into party venues. You can even site a Tentickle tent around normally impossible obstacles, like trees, ponds or swimming pools.

WITHOUT LIMIT to size or shape, a Tentickle structure will provide shel-

ter for everyone - in places where traditional tents can never work. Make use of otherwise unusable space or easily cover [CONTINUES]



Public Relations (Online News Release)

WINTINGO.COM LAUNCHES THE WORLD'S FIRST ONLINE FIXED-ODDS VIP PRIZE GAME

London, 15th January 2007. A new internet prize game website, the first of its kind to offer winners a fixed odds chance to live like a VIP and meet their favourite celebrities, has launched in London.

Wintingo has compiled its debut offerings to include a chance to meet the cast of Desperate Housewives in LA, a guaranteed place at the European Poker Finals in Monte Carlo, ringside seats at the US Masters and VIP packages to Las Vegas, Disneyland and the Maldives - all with luxury suite accommodation and spending money included.

A personal concierge and limousine remain on hand with all prizes. Furthermore, Wintingo undertakes to fly any winner, from anywhere in the world, to their prize destination and back with luxury transfers all the way as part of their prize package.

After two years of development and planning, wintingo.com offers money-can't-buy dream prizes to players for the nominal cost of a ticket. Each game has set entry prices as well as a limit on the number of tickets available, mean-

ing players always get a fixed-odds chance to win their dream prize.

Wintingo has been established in association with Quintessentially, the world's largest concierge service. Such influence in the domain of the celebrity elite makes the range of future prizes almost endless - the company even invites players to suggest their own dream prizes.

To celebrate its launch, Wintingo is offering a free entry prize game where the winner and a friend will attend this year's BRIT awards in London. The package includes a walk down the red carpet, balcony seats and VIP admittance to the after-show party to mingle with the music industry's hottest celebrities. All players need do to enter is to visit www.wintingo.com and claim their free tickets.

Future prizes will include an all expenses paid VIP wedding package, a day of shopping with spending money and a celebrity stylist and Red Carpet access at the Oscars. There are also more tangible prizes to win such as a Bentley Continental GT, a \$9,000 Cartier love bracelet, a years supply of shoes from Jimmy Choo and even a sea-side villa in the South of France.



Web Marketing (Strategic & SEO)

Turn BEE to your business advantage

In today's South Africa, the higher your Black Economic Empowerment score the greater your business will thrive. So choose a SANAS accredited BEE verification agency that really gets to know your business first - applying a unique blend of business, legal and procurement expertise to maximise your BEE rating.

Making BEE simple for you

We navigate the complexities of BEE legislation on your behalf to deliver the best possible result for your business. As a highly experienced, SANAS accredited BEE Verification Agency, BEE Empowered works with you to turn your Black Economic Empowerment status into a powerful business tool; a tool that not only secures your trading position but will help to grow your enterprise.

Proven success

Businesses of all shapes and sizes, from micro enterprises to public companies, have benefited from our specialised approach to BEE verification. Discover more about how we can help improve your BEE status [here](#). Alternatively, get started today and [talk to us](#) about your BEE requirements.

[PAGE]

Get your B-BBEE verification now

Achieving the best possible B-BBEE verification can be complex. That's why our expert approach makes the process as simple as possible for you. We ask you the right questions and then get to work on establishing the best rating possible for your business.

6 steps to B-BBEE Verification

1. **Contact BEE Empowered** to talk about your requirements and arrange a free consultation.

2. **We liaise with you** to gather all relevant information required in formulating your B-BBEE assessment. You'll also benefit from free tools such as our BEE Compliance Questionnaire and Supplier Template to help you uncover all relevant material.

3. **We get to work** on analysing the information you have provided for your scorecard. We then evaluate resources and competencies (including procurement analysis) and send you the corresponding Verification Plan in readiness for your onsite evaluation.

4. **Your Onsite Verification Report** is prepared and sent to you once

your onsite verification has taken place. This is your opportunity to make comments and highlight any areas that need further attention.

5. Once your business has been verified, BEE Empowered

issues the Final Rating Certificate, together with an Executive Summary. We'll also inform the Department of Trade and Industry of your new B-BBEE Procurement Recognition Level.

6. The BEE Empowered mark/logo

will be available for you to use on your stationary or other company materials to demonstrate your B-BBEE status. We'll also list your business, along with your status, on our website.

Why not start with your BEE verification now? Call us on +27 (021) 511-0802 or contact us [here](#).



Brochures (POS)

Shoot Africa's Wildlife - Through a Lens

Dries Cronje invites you to explore the land of his childhood: the Bushveld of South Africa, to learn wildlife photography from a professional wildlife photographer.

Discover Africa's abundant wildlife and add your name to the celebrated list of people who have captured the "Big Five" through a camera lens.

Fly directly into South Africa's premier lodges and enjoy the finest game watching, safely and in comfort.

Photograph a thousand buffalo at dawn as dust clouds mark the day's first journey to the Sand River. Observe a leopard with its jealously guarded kill high in a Marula tree. Learn how to backdrop the striking silhouette of a bull elephant in the dark red glow of sunset.

And as evening's purple shadows lengthen and you relax by the warmth of your campfire, prepare for world-class cuisine accompanied by South Africa's finest wines. As the night time calls of hunting Jackal and Lion share the cool air with the Hyena's chatter, ponder the next day's adventure beneath the world's

brightest stars.

Whatever your skills with a camera, you'll return home with more than just stunning photos. Your memories of unspoiled Africa's sights, sounds and smells will stay with you forever.

Visit www.photo-safaris.net, or contact Dries directly, and discover how to shoot your own Africa.



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Visit www.photo-safaris.net, or contact Dries directly, and discover how to shoot your own Africa.

DRIESCRONJE
WILDLIFE PHOTOGRAPHER

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 Mobile: +27 82 332 3430
 Office: +27 21 962 3000
dries@cronjecorp.com

Web Marketing

About Azapi

"Beautiful, easy to use websites with a focus on commercial targets, original creativity, strong brand integration and a satisfying user experience."

Azapi is founded and run by, Jacobus van Niekerk and Gerrit Giliomee - both of whom have over a decade of experience in consulting to global organisations on every aspect of business on the Internet.

Now based in Cape Town, we've helped countless businesses around the globe create and grow their online enterprises since our establishment in London in 2004. A passion for empowering business through the Internet means we love working with companies that demand high quality services: from expert advice through to web design, back-end development and excellent backup support.

More than 20 years of combined technical and commercial experience means your relationship with Azapi will provide the online advantage you need to succeed in today's increasingly competitive online arena.

Why not share your ideas and online ambitions with us? Then, discover

how Azapi can make a more powerful difference for your business.

Web Services

Website Design and Development

From concept to creation, we'll translate your online vision into a functional website that truly represents your business. Azapi provides a full range of Web design services: from small, static websites to large enterprise implementations that work for you 24/7.

Content Management Systems (CMS)

With Azapi's CMS system, you can be sure your website gets the regular attention it deserves. Our intuitive use-friendly interface makes the updating process simple by allowing you to update website content yourself with lots of helpful features.

Search Engine Optimization (SEO)

Having a website is one thing, but if people can't find you then lack of traffic will lead to a diminished return on your investment. Let us do all the relevant search engine optimization and submission of your website pages, so more users can find you on the Web, more of the time.

E-mail Marketing

Tired of sending out bulk e-mail

through Outlook? Azapi has the solution. Our system can send up to 10 000 e-mails in a signal campaign. Along with automatic link tracking and detailed stats of each subscriber, you'll also know what works for you, so you can tweak campaigns for maximum results.

Website Consultation

Does all the internet terminology leave you glassy-eyed and exhausted? You need an expert that puts things in into terms you understand, without all the technical padding. Talk to us and discover how to make the online landscape work for – in plain English. [CONTINUES]



Brand Development (Voiceover)

[VO STARTS]

Wallpaper is back in style!

ZaPrint will apply any digital image you like to wallpaper, on surfaces from silky smooth to textured or rough gravel, enabling you to bring new life to both living and working spaces.

[BREAK 4 SECONDS]

Did you know that ZaPrint's production technology provides only the highest quality print output - satisfaction guaranteed?

[BREAK 4 SECONDS]

Printed tiles have broken new ground in decorating; offering unlimited scope for expressing exciting styles and personalities in your home or office. And because our PVC tiles are so resilient and versatile they offer almost endless possibilities, not just on floors, but on every kind of surface.

[BREAK 3 SECONDS]

Discover more about the brave new world of digital printing at www.zaprint.co.za

[BREAK 3 SECONDS]

Once difficult, now easy, **fabric printing brings a world of choice for designers.** Create your own images and wrap them around furniture in textiles of your own

choosing.

ZaPrint's professional textile operators apply durable die-sublimation prints to any textile surface - from elegant silk, to flame retardant and waterproof Polytwirl fabric - with a natural feel and vibrancy never before available.

[BREAK 6 SECONDS]

Canvas has always possessed an enduring quality that makes it the perfect medium to present even your most precious memories.

ZaPrint offers you a broad array of canvases, from thick Picasso type surfaces to thin art-like paint canvas, ready for framing, with a choice of finishes - from full-colour to black and white and a whole range of sepia looks.

[BREAK 4 SECONDS]

ZaPrint not only offers the highest quality prints on almost every kind of surface, we make sure that our printing technology remains ever up-to-date - so you know you'll always get the best result available.

[BREAK 6 SECONDS]

Imagine the most powerful images applied to glass that present your message on the outside while enabling a full view of the world from the inside!

One-Way-Vision enhances the visual appeal or branding on office buildings while maintaining privacy within. And because One-Way-Vision enables different aspects from either side, it offers numerous possibilities throughout the home such as decorating bathroom doors or windows, while adding subtle shades to the room.

And ZaPrint not only cuts our One-Way-Vision film to size, we'll even help with fitting.

[BREAK 4 SECONDS]

Want more ideas on how to apply the latest digital printing techniques to your designs? Go to www.zaprint.co.za

[BREAK 4 SECONDS]

Guess what? ZaPrint's **vehicle branding is proven** to offer the best printing and application service in South Africa.

Whether you want vehicle wraps and decal printing or to brand an entire fleet, we'll fit only the best material to just about anything that moves on land, sea or air - made to last - with a solid 5 year guarantee. [CONTINUES]

Editing (eBook)

Growing The Core Overview

David Taylor's method of driving business through brand got him voted as one of the 50 most important marketing thinkers alive today by the UK's Chartered Institute of Marketing.

From a marketer's perspective, there are two main ways to grow a business: growing the core offerings or stretching the brand beyond the core into new markets. Although brand stretching grabs all the headlines these days, growing the core brand by selling more of the stuff that made you famous gets a lot less attention.

Preface

Innovation with a capital 'I', where brands stretch into new markets, seems to be the road to growth that grabs all the headlines. And it's a subject with no shortage of books - a search on Amazon.com comes back with 237,000 results! In contrast, growing the core brand, by selling more of the stuff that made you famous, gets a lot less attention. The eBook you are now reading is the first one I am aware of on the subject.

I believe that growing the core is going to become increasingly impor-

tant. Certainly in my consulting work with the brandgym, more and more people are calling to discuss projects in this area. Many of these companies have realised that they have in fact become victims of 'innovation addiction'. They have become reliant on growth through a never-ending stream of new products or services. However, in many cases these new introductions are adding little in the way of extra sales. What they are adding in large quantities is complexity for retail partners, consumers and the company itself. The risk with this road to growth is dilution of both brand equity and profitability.

The alternative road to growth, the road less travelled if you like, is to grow the core business. It's a road that more and more companies are seeing as a better way to grow (as shown by Howard Shultz's return to Starbucks to re-focus the business on the core and go back to what made them famous). It's also happening in the media world, with 2008 seeing the launch of a revitalised and revamped Famous Five series of books and an accompanying TV series, 66 years after the first book was written.

But growing the core presents its own challenges. In some ways it requires even more creativity than

breakthrough innovation, as you have to find ways to refresh and revitalise an existing product without the help of big product changes.

The first part of this eBook will look at why a strong core is the Heart of a Healthy Brand. It will then look at the two roads to growth in more detail. Brand Stretch or Brand Breakage looks at the rewards and risks of brand stretch and The Road Less Travelled introduces the approach of growing the core.

Part 2 then looks at two fundamental principles of growing the core brand: how to Remember and Refresh what [CONTINUES]



Web Marketing (Strategic)

Design That Shines

You rely on top class design to reflect the character of your business. And, you want your creative team to hit the mark, all the time, every time.

Calligraph's wealth of talent, across all media types, translates into the unique concepts you need; delivered all the way through to quality output.

We've been forging client relationships that are the envy of our competitors since 2001. We've achieved this by being always about you, the client! Your Image. Your Passion. Your Budget. Your Deadlines. **Your Business.**

By shaping your image in both print and digital media, we consistently meet, and exceed, our clients' expectations.

From traditional design and print expertise through to new media deployments we deliver a faultless finished product time after time.

Working with Calligraph brings you the advantage of a unique combination of talent and capability. We have a well earned reputation for excellence - which is just what we'll produce for you. From corporate ID,

marketing brochures, newsletters, package design, book production and cutting edge web design.



Web (Information)

ACSA Airports

Cape Town International, Africa's Leading Airport

Cape Town International Airport is South Africa's second largest airport. Its service ranks among the highest in the world and has earned the World Travel Award for Africa's leading airport for the last seven years running.

As a tourist's first encounter with South Africa, often en route to the numerous attractions of the Western Cape, the airport plays an important representative role. That's why we constantly strive to deliver everything the traveller needs to make their journey as swift and comfortable as possible. But the airport is not just the gateway to Southern Africa's premier tourist destination. A burgeoning economy around Cape Town International Airport offers many exceptional commercial and property development opportunities.

The exponential growth in both tourist and commercial traffic has seen the airport grow rapidly since 1994, with aircraft movements now exceeding 60,000 a year. Moreover, with the rising popularity of the Western Cape, as well as the forthcoming 2010 football world cup, passenger numbers

are expected to increase from 7.2 million in 2006 to 14 million by 2015. Cape Town International Airport will cater for these changing needs with an expansion plan that promises minimum disruption to visitors as well as sensitive handling of the local environment.



Web Marketing

Welcome to Pringle Bay's Premier Holiday Location

"Standing in the kitchen one morning, I saw them playing by the rocks. Only a hundred yards from where I stood. Two humpbacks, the sunlight reflected off their backs. That moment will stay with me forever, it cannot be equalled."

With breathtaking views, the beach on your doorstep and space aplenty for family and friends, Southlanding is the ideal luxury holiday home for your stay in the Cape.

Wake to the sound of surf as the sea breeze blows through your room. Stroll along the deserted beach ready to breakfast while planning relaxation and activity in a holiday home that no other in the area can compare to.

Southlanding offers a vacation experience found nowhere else in Pringle Bay. The house provides the luxury you need to relax in style and is situated conveniently. Whether you want to surf, play golf, kick back with friends and family or venture forth into the myriad attractions of Cape Town, Southlanding promises all the peace you need for a short break or a full-blown Capetonian vacation.



**For more on Write Concepts
and to discuss your business
communications requirements,
contact Write Concepts**

**www.write-concepts.com
vince@write-concepts.com**

