

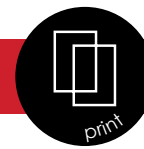
GRAPEVINE POSTCARDS



“ ”
High Brand Recall



GRAPEVINE POSTCARDS



WHY CHOOSE THE POSTCARD MEDIUM?

- Self-selected media**
 It is a completely voluntary source of information so brand recall is very high.
- Creativity = Interaction**
 Scratch, scented, die-cut, perforated, double perforated, sampling, jumbo, stickers and plastic postcards can be produced, making your advertising interactive.
- Placement**
 Our placement in leisure venues means consumers are in a relaxed state of mind and open to advertising.
- Extended life span**
 Postcards are a collector's item which means that your advertising is around long after your campaign is finished.
- Mobility**
 The mobility gives people a tangible reminder and reference to your product. Postcards can also form part of promotion handouts, magazine inserts, and so forth.
- Double-sided advertising medium**
 A second message can be printed on the back of your postcard, either to reinforce your message or as a joint venture with co-sponsors.
- Postcard campaigns measure the popularity of your advertising**
 Measuring the rate at which postcards are self-selected gives a good idea of consumer reception to your communication strategy. This is a more accurate measure than traditional media, which measures overall viewership of the medium in which your advert is placed, and not the specific viewing of your advert.
- Functionality**
 Your postcard functions as an advertising medium but also as a mailing card, bookmark, puzzle and many more.
- Viral campaigns**
 Consumers share postcards with friends. This is a powerful endorsement of your message or product.

MINI STANDS

As an extension of your postcard campaign, counter stands can be placed nationwide



IT WORKS

THE RESEARCH CONFIRMS THE STRENGTH OF GRAPEVINE POSTCARD ADVERTISING

Up to **1 million** Grapevine postcards are taken off the racks by LSM 6-10 South African consumers **EVERY MONTH**.

Research International conducted a survey based on 2016 consumers with 257 in-depth interviews.

WHO CHOOSES GRAPEVINE POSTCARDS?

Age:	16-24	57%	Working Status:	Working	60%
	25-40	43%		Student	35%
Gender:	Female	57%	Marital Status:	Single	79%
	Male	43%		Married	19%

WHAT ARE CONSUMER PERCEPTIONS OF THE ADVERTISING POSTCARD MEDIUM?

The following results were top of mind, unprompted responses:

40% of respondents said it was an advertising medium. 28% said it was for sending messages. 17% said it was a free service.

The balance described the medium as innovative, entertaining, unique, catchy, fashionable and wonderful.



GRAPEVINE POSTCARDS

TARGET YOUR MARKET

Grapevine has a dedicated team that distributes postcards on a daily basis.

1. COMPLETE MARKET

Target Market: LSM 6-10, ages 16-40

Number of Racks: 388 Nationwide:
Gauteng,
Kwa Zulu Natal,
W & E Cape.

Type of Venue's: Education institutions, Coffee Shops, Pubs, Restaurants, Advertising agencies, Bars and Malls.

Venue Examples: Primi Piatti, O'Hagans, Damelin, The Media Shop, Nino's, Fourways Mall, Village Walk, Sandton Square, Pavillion, Rivonia Boulevard, V&A Waterfront, University Campuses.



2. TREND SETTERS

Target Market: LSM 9 -10, ages 25-40

Number of Racks: 194 Nationwide

Type of Venue's: Coffee Shops, Pubs, Restaurants

Venue Examples: O'Hagans, Nino's, Sandton Square, Fourways Mall, Village Walk, Rivonia Boulevard, V&A Waterfront, Pavillion, Primi Piatti, Jimmy's Killer Prawns.



3. YOUTH MARKET

Target Market: LSM 6-10, ages 16-24

Number of Racks: 192 Nationwide

Type of Venues: Education institutions, Coffee Shops and Malls.

Venue Examples: Damelin, Nino's, Fourways Mall, Village Walk, Sandton Square, Pavillion, Rivonia Boulevard, V&A Waterfront, University Campuses.



4. ETHNIC MARKET

Target Market: LSM 6-8, ages 16-40

Number of Racks: 127 Nationwide

Type of Venues: Upmarket Shabeens, Taverns and Education Institutions

Venue Examples: Arms Forest Pub, Ba Pita, Kings Tavern, Sakhumzi, Mama Africa, Monde's Tavern, Harlequins Pub.



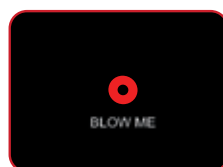
SCRATCH 'N SNIFF



DIE CUT



PLASTIC



HEAT ACTIVATED

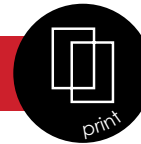


PUZZLE



SCRATCH 'N WIN

GRAPEVINE POSTCARDS



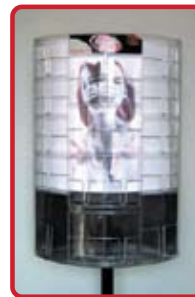
RATES

Campaign Options	Readership Estimate	Number of Postcards	Print Costs	Distribution Costs	Total
Heavyweight	240 000	60 000	R19 900	R21 000	R40 900
Middleweight	160 000	40 000	R16 900	R16 000	R32 900
Lightweight	80 000	20 000	R11 900	R13 000	R24 900

*All campaigns run for a duration of one month, unless otherwise specified.

**Specialised Campaign: Venues can be pre-selected by target market, region, type, or other criteria.

ARTWORK	TOTAL
CONCEPT AND DESIGN	R4 000
LAYOUT ONLY	R1 600



“ Sony PlayStation ran a competition postcard offering a console as a prize. It generated an amazing response of 20 000 entries from only 80 000 postcards ”

IN SUMMARY

Grapevine Postcards delivers a highly receptive, socially active audience who adopt new brands, set the trends and influence the opinions of discerning consumers.

SUMMARY OF VENUES

	GTNG	CT	DBN	PE	TOTAL
Agencies	12	2	2	0	16
Restaurants	63	23	9	14	109
Pubs	27	16	15	11	69
Coffee Shops	34	26	7	17	84
Education	24	25	9	6	64
Other	24	4	13	5	46
TOTAL	184	96	55	53	399
Youth Venues	90	55	20	27	192
African Market	72	16	22	17	127
Up Market	78	68	31	18	192



For more information on Grapevine Postcards please contact our Head Office on 0861 GRAPEVINE or visit www.grapevine.co.za