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MEASURABLE MARKETING INSIGHTS

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**Site Map****MiWay hits the big screen**

In partnership with CineMARK, the brand awareness campaign will not be limited to showcasing the animated advert, but will extend to also splashing the MiWay brand outside the cinema. The campaign with CineMARK will allow for greater reach to a large, higher LSM audience on a regular basis, an audience who is receptive to new brands and products.

"This is a first of a kind project and a very exciting opportunity to reach our customers at face level," says Carine Conradie, head of Marketing at MiWay. We are dedicated to exploring innovative ways and means of advertising that talks to people directly and brings home the realness and convenience of the MiWay brand."

The television advertisement was completed in collaboration with producer Caroline Crowther of KojakFilms and LUMA. The advert features Mildred, a little, old lady who desperately tries to avoid accidents. Through no fault of her own, however, she finds herself prey to unforeseen forces that come upon her no matter how hard she tries to avoid them.

**Watch Mildred in action below:**

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**VOTING POLL****How much more damage can 'Brand South Africa' take?**

- A lot more
- Only a little
- Too late, the damage is done
- What is Brand South Africa

**SUBMIT****Introducing the R100 ad for primetime**

Yes, you read it correctly. Doritos has aired a £6.50 ad during a Euro 2008 football match. The ad was created by a member of the public for the Doritos 'You make it, we play it' competition.

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**Call for papers for Marketing Mix events**

Due to the huge amount of requests from industry experts to speak at the Marketing Mix events and workshops, Marketing Mix has decided to put out a call for papers for upcoming events. Read on for more details...

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