

# SHOWCASE SA



**NATIONAL GOVERNMENT**

**PROVINCIAL GOVERNMENT**

**LOCAL GOVERNMENT**

**PARASTATALS**

**STATE OWNED ENTERPRISES**

Established in 1894 the Rand Show is a South African heritage brand that has been part of the fabric of South African families' lives for over 120 years. For over a century, we have been creating great memories for South African families and participation at the Rand Show provides your organisation with the opportunity to create wonderful new memories with South African families.

No other marketing platform offers you the opportunity to reach as diverse an audience as the Rand Show. Our audience comprises families across a diverse range of backgrounds and language groups. The single unifying factor is that over 70% of our audience are South African families.

Participate at the Rand Show to reach your communication objectives; the list below is just a small sample of what you can achieve through participation. People trust personal experiences above everything else. The Rand Show provides your organisation with the opportunity to communicate directly with a large audience in a way that no other medium allows.



- Educate the public about your programmes and projects.
- Communicate your latest policies and legislation to our broad audience using the opportunity to grow public understanding and awareness.
- Launch a targeted "demarketing" campaign encouraging more responsible behaviour from responsible road use to health education.
- Implement a social marketing campaign that can influence perception and drive changes in attitude and behaviour.

- Solicit public feedback on their perceptions of your organisation and awareness of your programmes so that you can improve your future communication.
- Conduct research and gain immediate feedback in order to inform future planning.
- With so many families attending the Rand Show it is the ideal opportunity to inform young people of career opportunities within your sector and thereby help to reduce the education-to-employment gap.

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