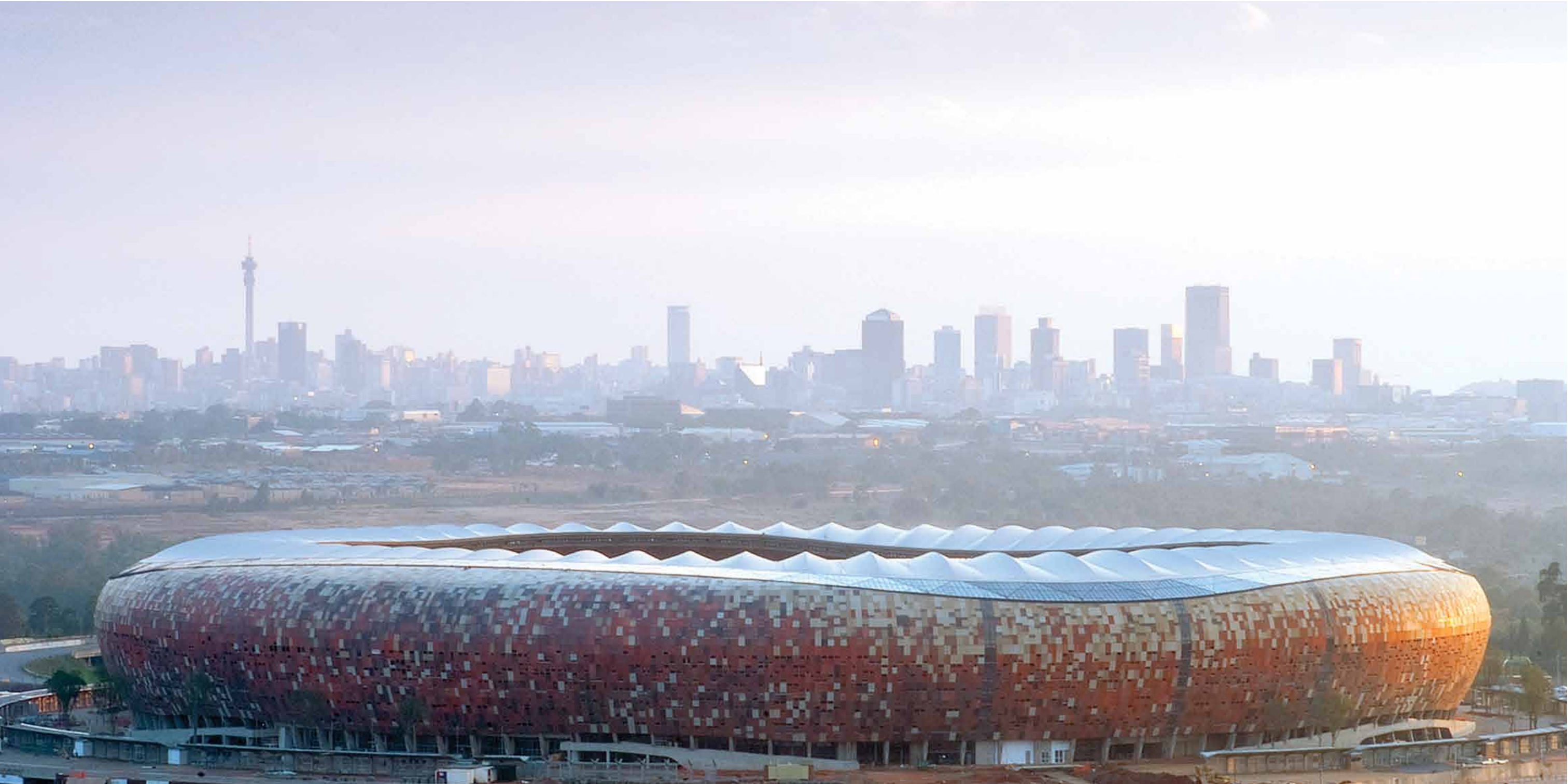


Gautransie 2010 Worldcup campaign rollout





Introduction

A very warm welcome to Gauteng, the gateway to Africa, South Africa's economic powerhouse and the centre stage of the world's greatest football festival. Gauteng is truly the centre stage of the 2010 FIFA World Cup. With 3 state of the art stadia including the newly built Soccer City which will host the opening match and the finals, Gauteng will host a total of 21 of the 64 scheduled matches of the World Cup.

Gauteng will also be home to 19 of the 32 World Cup teams during the tournament. Our weather is mild all year round and we can assure all visitors to the province that our people welcome you with warm loving arms – we are sure that once you depart, you will do so with fond memories of your experience and look forward to welcoming you again in future.

This is a vibrant province, filled with culture and zest. Various modes of transport will be available to take you to your destination with dedicated

trains, Rea Vaya BRT buses, Gautrain, metered taxis and Mini Bus Taxi's all available to meet your travel requirements. Through Park and Ride & Park and Walk facilities and Central Transport Hubs, you can enjoy the travel from O.R. Tambo Int. to Sandton, Westgate and Pretoria Station as well as connections from Lanseria Airport to both Sandton and Pretoria Station – from these central hubs, you will be able to connect to transport to the stadium.

Our host cities of Johannesburg and Tshwane will provide shuttle services to the stadiums from designated Park and Rides & Park and Walk throughout the cities.

Gauteng is the place to be so we invite you to become a part of our lifestyle for your time here and you will be able to proudly say that 'I was there'!!

Enjoy your stay in the centre stage of the World Cup

Gauteng. it starts here.



Our Logo

Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements. Gautransie 2010 FiFA Soccer Worldcup campaign rollout elements.

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Our Approach

Messaging by phase

Pre tournament:

- Announce the what where and how of the Gautransie service
- Create awareness around the Gautransieand Gauteng Province's readiness thus allay fears, concerns and frustrations

During the tournament:

- Provide specific and relevant information on the means of travel options available to the target audience.
- Continue driving awareness and utilisationof the service

Post tournament:

- Showcase the legacy of the GP transport system
- Encourage locals to continue using the public transport

The Roll-out Plan

Phase 1 Pre –Tournament (Mid May –Mid June)

- ATL and BTL Campaign creative development
- Produce ATL items (Radio, Outdoor, Print ad etc.)
- Produce BTL items (Travel Guide, Car stickers, Route and transport schedules etc. Info Posters)
- Generic branding
- Book Media
- Distribute leaflets and brand all vehicles.

Phase 2 During Tournament (Mid June -Mid July)

- ATL Campaign launch
- BTL Campaign
- Generic Branding of all key venues, accommodation places and relevant reception and departure areas / locations

Phase 3 Tournament Wrap-Up (Mid July -end July)





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Edenburg



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Branding

Metered cabs



Mini bus taxis



Pretoria Station to
↓
Sandton

Pretoria Station to → Sandton

Lensaria to → Sandton

ORTIA to
↓
Pretoria Station

ORTIA to → Westgate

Lensaria to → Pretoria Station

ORTIA to
↓
Westgate

ORTIA to → Pretoria Station

Lensaria to
↓
Sandton

Lensaria to
↓
Pretoria Station

Promos / Branding / Activation

Flag banners



Media banner



Pull-up banners



Spinners



Radio campaign



Campaign Impact

Job creation

Metered Taxis

Number of people employed	Days Employed	Distribution
6	1	1st Phase (Gautransie)
2	3	2nd Phase - Additional days (Gautransie)
4	2	FIFA Stickers

Mini Bus Taxis

Number of people employed	Days Employed	Distribution
4	5	SATS & AFRIRENT (Gautransie)
2	2.5	City of Joburg (Gautransie)
2	5	SATS, AFRIRENT & City of Joburg (Gautransie & FIFA)



GAUTRANSIE



GAUTENG

it starts here