

Activating Primedia @ Home





Primedia @ Home, the direct distribution division of the listed media giant, launched its new subsidiary Primedia Activation to a Cape Town audience on 21 August 2006.

The new division takes sampling and product promotion to a new level where, as managing director, Trevor Ormerod said, customers can indulge in a sensual banquet of touch, taste and feel among other effects.

The new business relies heavily on the analytical demographic segmentation tools that are the basis of the direct distribution business, but also extends the product promotion process across all of the assets of the Primedia group giving brand managers access to football stadiums, corporate canteens, cinemas and trucks.

Cape Town's media contingent turned out in force for the presentation. Here are some of the faces.

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