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September 15, 2010 | 5:28 pm

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Print publications have have been raking in the money from State advertising. Is this spending necessary or are the ads a means to compensate for lousy government communications? Find out, in News.

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• AdFocus 2010

- The AdFocus 2010 annual will be published on November 26
- The AdFocus Awards will take place on November 24

- AdFocus entry forms and questionnaires will be posted on this website in early July
- For information, call AdFocus editor David Furlonger on 011-280-5930, or sales GM Eben Gewers on 011-280-3703

• Apex Awards 2010



Dogged Crusaders

Written by News desk on September 23, 2010 – 11:38 am -

Second-hand retailer Cash Crusaders recently launched a new TV commercial featuring a pair of comic stray dogs. CEO Sean Stegmann says the traditional corporate ads used previously have served their time and “it is time for a brand new, more humorous approach”.

The voices behind the strays are local comedians Travers Solomon and Jody Abrahams. The commercial is intended to highlight Cash Crusaders’ position as SA’s leading retailer of musical instruments. The target market is adults whose school-going children either already play an instrument, or want to start. It is also aimed at teens wanting to start bands.

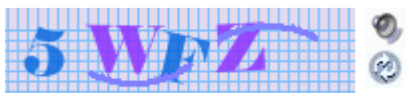
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