

Tri-Vision - A Shared Vision

Help a worthy cause whilst boosting your business's advertising

"Extract from Press release"



An innovative marketing project that promises to bring new life into generating incomes for charities, schools and other non-profit organisations will be launched in Gauteng shortly with the first beneficiary being Friends of Rescued Animals (FORA).

The project which is called 'A Shared Vision' as the brainchild of Barry Stuart of Basically Branding and John Cartwright of Signs Online, will see a Tri-Vision Billboard erected at FORA carrying from one to 18 advertisements as the vertical strips comprising the face of the billboard rotate their three sides.

Stuart says some of the advantages for advertisers include getting the benefit of 'positive' exposure from the high-tech image, proven more than four times,

better exposure with movement attracting attention and being seen to support a charitable cause. "The potential income for charities is in excess of R100 000 each year from a single board. The charity only pays for electricity and will not be required to do any administration. We are also hoping that as the number of billboards grows the local communities will be involved in maintenance and servicing of boards through training which we will offer."

"There is also an opportunity for local young adults in the area to sell the advertising space on the charity board to businesses within their community – we are working on a sales training program to assist these youngsters in developing invaluable sales skills and a chance to earn commissions," Stuart points out.

Breggie de Beer says the opportunity is truly a lifesaver for FORA. "We continually battle to make ends meet and really it is only the animals that suffer. Charities and worthy organisations that depend on donations are going through an extremely tough period...this incredible initiative has come at just the right time. Now we have something to offer donors in the form of a return on investment."

Stuart says the target for 'A Shared Vision' is 200 boards which have the potential of contributing around R15-million a year to charitable organisations. "We are also happy to talk to investors to help the programme speed up. We have structured the finances in a way that without compromising a charity's income, we will be able to offer a guaranteed return of 20 per cent per annum compounded – a return difficult to find in most conventional investments...and we already have charities knocking at our door," he concludes



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