



THE THV SEASON
URBAN BRAND ACTIVATIONS

THE VTH SEASON – CREATIVE LIFESTYLE MARKETING

The Vth Season is a below-the-line marketing company aimed at brands who want to reach the African urban market. Our niche audience is urban youth and young adults between the ages of 18-29 years. This growing segment of the market comprises +/-26% of the population and is attached to increasing buying power and influence.

Our Company headquarters is based in Johannesburg. The founders have a combined 12 years experience in the Urban Brand Activations and events and marketing and promotions and Johannesburg, South Africa and was founded by Ninel Musson, Tebello Motsoane and Raphael Benza.

WHAT WE DO?

The Vth Season is an Urban Brand Activations company focused on utilizing non-traditional modern marketing tools along-side conventional instruments to execute Creative Lifestyle Marketing campaigns.

Our mission is to deliver tailor-made marketing and activation solutions specifically designed for brands, events, products or services targeting the urban market. We are able to fulfill this mission by continuous immersion in research and surveys as well as observing, documenting and analyzing trends in urban culture and sub-cultures.

The Vth Season has a client-centric and measurable result-oriented approach to designing brand campaigns. We present the opportunity to connect your brand directly to the consumer; ensuring more value per marketing spends and an increase in effective consumer engagement.

The Vth Season TOOLKIT

Real Time Media: Online Marketing/ Social Network Marketing

Public Relations – Consumer Publicity

Branded Experiential Events

Field Intelligence and Direct Marketing Distribution Channels

Mobile Marketing – SMS, MMS and wonted.mobi

HOW DO WE DO IT?

REAL TIME MEDIA:

Viral Campaigns / Web Community/SOCIAL NETWORK MARKETING

Online Media (social networks, web, and email) is used to spread information quickly and directly to the target audience. Our website wonted.co.za is used to convey the brand message to the consumer in a language they are willing to consume.

Current Reach of The Vth Season Real Time Media:

- Twitter 20000 + followers
- Facebook 40000 including facebook friends and members
- Wonted website – 5000 + unique monthly visitors (after only 3 months from going Live)
- Showlove.co.za – 3000+ unique monthly visitors
- SMS – 6500+ relevant numbers
- Email – 2500+ email address
- Wonted members and newsletter subscriber – 600+ targeted consumers

PUBLIC RELATIONS

One of the most effective below the line tools for the target market is PR. Our public relations team use search engines, print, radio, online postings, magazines and social network marketing. PR is instrumental for pre & post and gives elasticity to brand marketing spend as well as ensuring longevity for the brand campaign.

BRANDED EXPERIENTIAL EVENTS

We organize client and consumer interactive events with a consistent brand message, which flows throughout the campaign. This is a Creative Lifestyle Marketing tool with visible touch points and the use of a sensory experience. This non-traditional form of marketing emphasizes the idea of communicating the essence of a brand through a personalized experience.

DIRECT MARKETING / FIELD INTELLIGENCE DISTRIBUTIONS

These are our field representatives, distributions channels and promotion activation teams. They gather actionable intelligence on target market behavior and give consumer insight by using the following tools: Direct Distribution / Consumer Surveys/ Promotional Activations. We also engage with influencers and early adopters that act as our conduits to the masses.

MOBILE MARKETING

Wonted.mobi

Since 2007 the young adult market has aggressively moved to their mobile for info and interaction. Not only is it a status symbol but also has become a "must have". Most will rather text, search, inbox, tweet, navigate, change status, tag or email by mobile. This includes SMS, MMS, and CHAT, TWEETPIC as well as micro-mobile sites and interactive mobile sites. We have created our own mobi site that caters to the fast pace and excitement orientated target audience.

WHO ARE WE



THE VTH SEASON URBAN BRAND ACTIVATIONS



Raphael Benza was raised in New York and by the time he started college he was organizing promotional and marketing campaigns for record labels, electronic brands, FMCG's and artists. He brought this extensive knowledge and experience to SA 7 years ago and successfully managed and promoted various international concerts, artist tours and local festivals.

At the same time he founded and managed two clubs, one lounge and one restaurant. Raphael is an entrepreneur with great insight and leadership qualities.



Ninel Lara Musson is a Cape Town local making lateral moves in the business industry, and rightfully so after receiving the Youth Achievers Entrepreneur of the Year Award by the City of Johannesburg in 2006. After completing a Bachelors of Commerce degree at the University of the Witwatersrand in Corporate Finance and Risk Management, the young go-getter explored the corporate world of Finance while working on projects part-time within the urban marketing industry. Ninel has since completed her postgraduate B.Comm. Honours in Business Management and Strategic Marketing. Ninel's entrepreneurial spirit, not to mention her passion and skill set her apart in the industry and are an asset to the reputation and growth of the company.



Tebello Motsoane hails from Katlehong, Johannesburg. When his talent for Basketball was noticed at High School he was offered a Scholarship at Wits University. On Campus popular 'Tibz' became involved in producing events and in 2007 he invested all his resources into creating his own Hip-Hop orientated entertainment company and called it **Showlove**. Showlove went on to become the premium urban branded entertainment and music promoter in Johannesburg and today it forms an essential part of the street energy division of its mother company – The Vth Season. In 2010 Showlove Music was launched as an independent Music Record Label.

CLIENTS

