

Southern Africa Direct pulls UK advertisers

Southern Africa Direct, a free-to-air television channel that recently launched in the UK on the Sky Digital platform's channel 283, has already attracted heavyweight UK advertisers, such as Lever Faberge, Reckit, Benckiser, L'Oréal UK, Unilever, Bestfoods, Concern Worldwide, MFI, Premier Inn and COI.

Pierre van der Hoven, chief executive officer of Southern Africa Direct, says that advertisers have been drawn to the channel by its impressive viewership figures and attractive viewer demographic. Figures up until the week ending 24 February stand at 121 000 weekly viewers, with viewers falling predominantly into the ABC 1 category in the UK (South Africa's LSM 8 to 10). So far, the top advertising categories have been related to household cleaning products, hygiene products, pharmaceuticals, beauty aids and cosmetics, cooking and dairy products, computer software, government institutions and charities.

"The channel provides advertisers with a unique opportunity to reach a focused and affluent European audience in the comfort of their living rooms. Advertisers can see that a direct marketing channel reaches consumers in an engaging way," Van der Hoven says.

Southern Africa Direct's advertisers are represented by top UK agencies, such as Mindshare Media UK, OMD Group, Zenithoptimedia, and Total Media.

For more information on Southern Africa Direct, go to <http://www.southernafricadirect.com>.

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