

Information Letter (Promotion and Marketing)



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- 60 Year Commemorative Book

4 May 2017

Dear Member

During our recent Council Meeting in April 2017, the following marketing actions for 2017 had been decided on:

JOURNALS FOR 2017

- **May 2017 Journal**
This Journal had been finalized and you will receive it by post within the next month.
- **July 2017 Journal**
Will be postponed due to the publishing of the 60 Year Commemorative Book.
- **December 2017 Journal**
Will be replaced by the Commemorative Book.

SUPPLEMENT 4 – BRAHMAN, THE KING OF CROSS BREEDING

Since September/October 2015 we were working hard to table a viable media plan. To date we were able to successfully publish and distribute three of the intended seven supplements. Be assured that the publication of the three supplements were extremely successful, with incredible results, all to the advantage of our breeders.

Again, we would like to confirm the purpose of this marketing action, as well as the value of participation and support from you.

- Through the process of distribution by the recognised Agricultural media, we reach our targeted Agricultural Market in Southern Africa, which includes the sub-tropical areas where Brahman excel as the preference breed across the world.
- The content of the seven supplements confirms the unique traits of the Brahman Breed, which renders it the preferred breed in Africa. With this we also introduce the traits to those who are not aware of it.
- Through this process and re-introduction of the Brahman, we ensure that we recover our rightful share of the existing market.
- The aforementioned are strongly supported by Breed Improvement actions currently driven by the Breed Improvement Committee.

After all the negotiations with the media partners, we are currently busy with the compilation of **Supplement 4**. It was decided that this supplement will be released on **18 August 2017 as an insert and distributed by Landbouweekblad**. There will be a print run of 60 000 copies. Afrikaans – 45 000 (40 000 as Landbouweekblad inserts and 5000 for further distribution).

English – 15 000 for distribution at exhibitions, Farmers Days, Workshops and placement at strategic locations. Unfortunately, we could not agree with Farmers Weekly on the insertion of the supplement.



The advertisement fees had been adjusted downwards due to the reduced number of copies.

Advertisement Fees (excl. VAT)

Full page - R14 500

Half Page - R8 000

Quarter Page – R4 500

Eighth Page – R2 500 (clubs and regions)

We are seriously appealing to you to use the opportunity to advertise your herd and breed in the 60 000 copies. This is one of the biggest and least expensive options available to you to advertise your herd across the whole of South-Africa. Without the support of each and every member the project won't be able to continue and we are counting on you to help us make this Supplement a huge success again.

Book your Supplement 4 advertisement now with Karin (**cut-off date is 30 June 2017**), Brahman Office 051-4464619 / karin@brahman.co.za or Sietze Smit 083 712 9965 / sytzesm@gmail.com.

PLAAS PUBLISHING (STOCKFARM)

A special edition will be published in the July 2017 Stockfarm. Our goal with this edition is to reach our English market. The edition will be dedicated to Brahmans and the Brahman Society of South-Africa. Issues like cross breeding (heterosis), feeding, health and general management of the Brahman will be addressed.

In this edition, Brahman breeders are granted the opportunity to advertise in 10 500 copies at a discount price of 45%. Your advertisement will also be designed for free. If you book a full page or a double page, you will be invited to a free radio interview (worth R5 000) on RSG (listeners between 60 000 and 120 000). During this interview, you will be able to discuss and promote your herd, as well as upcoming auctions. The **cut-off date** for the submission of information is **26 May 2017**. Book your advertisement now with esmarie@veeplaas.co.za / 072 967 8575. Find included fees and information regarding these advertisements.

60 YEAR COMMEMORATIVE BOOK

The Promotion Committee decided to publish a Commemorative Book (hard cover) to celebrate our 60-year anniversary. The focus will be on the last decade, since our 50-year anniversary. It will be in the format of a coffee table book, which will be our pride for the next 15 years. This Commemorative Book will be released in **November 2017**.

The Chairman of the committee is Llewellyn Labuschagne and the committee members' information is attached for your perusal.

Members will be afforded the opportunity to advertise their herds in this unique edition. Only a full page, colour advertisement will be available at the cost of R5 000 (excl. VAT). **Cut-off date for the submission of information is 2 October 2017**. You are kindly requested to book your advertisement in advance with karin@brahman.co.za or caria.vermaak@gmail.com (051-8211783). Caria will do the design of the advertisement at no cost.

We believe that these marketing actions will excite you suitably to support us.

Best Regards,



Sydney Hunt: President

Brahman Cattle Breeders' Society of South-Africa