

rosebank



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## Rosebank College Durban goes outdoor

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As matriculants around the country are registering with tertiary institutions, Rosebank College Durban has embarked on a first for the brand - an extensive outdoor media campaign.

The elements include a billboard, bins and branded buses strategically positioned within and around the Durban CBD to create awareness of the college and the opportunities on offer to potential students.

Durban is the **pilot** region for Rosebank College as it is the only campus that does not occupy an entire building, and therefore external signage is prohibited. This presents a challenge to target prospective students as to its whereabouts and the courses available.

"We are able to measure this new **campaign** with each person walking in and enquiring about the courses that we offer at Rosebank College, which will assist us in determining whether we will take the **campaign** countrywide to communicate our value proposition. The format is such that we will be able to update the **campaign** easily to ensure that the messaging is fresh and relevant," comments National Marketing Manager, Jane Moshoeshoe.



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### Glossary

## Glossary

Our glossary contains a wide variety of industry terminology, acronyms, buzzwords, neologisms and protologisms.

If you have interesting definitions to submit, please contact us.

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### Publicity Update Media Update



- Last Call for 2009 Gold Quill Awards
- A week to go to deadline for Prism Award entries
- African PR institutes sign a protocol agreement
- Early bird registration for IABC World Conference ends 31 January
- Effective messaging during tough economic times

### Blog

The latest blog posting:

## Burger King launches viral e-vouchers book

Burger King seems to be on the ball and has introduced another innovative concept: a viral e-vouchers book offering consumers £35 worth of discounts. And this time, getting a free burger doesn't require sacrificing your Facebook friends. Marketingmag...

read more.

### Calendar

This month

21	<a href="#">Audi Joburg Fashion Week</a>
23	<a href="#">Entries close for Admag Awards</a>
26	<a href="#">2010 World Cup reporting workshops</a>
27	<a href="#">Early-bird deadline for entries for Gold Quill Awards</a>
28	<a href="#">Mobile employee attitudes to build consent-IABC web seminar</a>

Show complete calendar

### ADVERTISING NEWS

### Editor's Clips

## Welcome to 2009 - we're back!

2009 is upon us and promises to be a challenging year... the impact of the economy on media, marketing and advertising over the last couple of months has been significant, to say the least. A sharp decline in disposable money for marketing campaigns has seen many publications struggle to secure medium and long term advertising. The trend emerged as a concerning one early in 2008, when PIMS Res...

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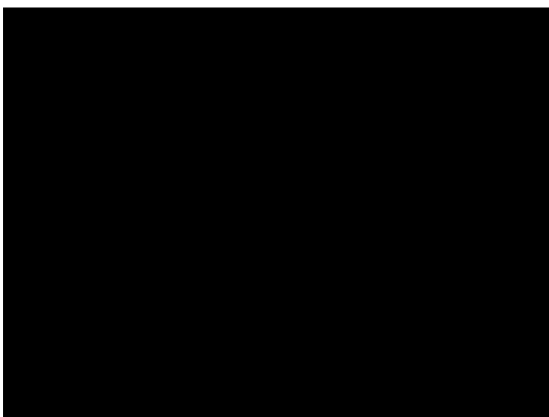
### In Focus

## What makes a winning entry?

By Pat McClelland  
In preparation for the 2009 Roger Garlick Awards, November's AMASA meeting hosted South African Media Lions judge, Jenny Barenbrug of Notabene, who shared with us her experience at the Cannes Advertising Festival earlier this year, provided insight into the judging process and highlighted some examples of this year's winning work. Barenbrug...

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