



Rock, Shop & Recover

ABOUT iMAR

iMAR Entertainment is a Los Angeles-based agency that connects businesses worldwide with the most globally renowned names in entertainment and sports. Four main divisions exist within the company including Promotions, Corporate Incentives, Talent and Events, and Entertainment and Sports Consulting. iMAR branches are located around the world on all continents servicing clients on a local level while providing globally recognized content. For further information visit www.iMARentertainment.com.

ABOUT MTN

MTN is a leading provider of communication services, cellular network access, and business solutions operating in 21 countries with a focus on the African and Middle Eastern markets. MTN

ranks as the largest mobile phone network in South Africa and turned to iMAR to create a Rock, Shop, and Recover promotional concept for the local market.



PRIZE PACKAGE

For its 50 winners, Rock, Shop and Recover was a glamorous and all inclusive luxury package to Paris, Milan and Monaco. In Paris winners enjoyed a welcome dinner at the Le Maison de la Recherche, a five star French mansion reserved entirely for their dinner party, and VIP tickets to see James Blunt. The trip continued with a shopping spree in Milan with R40,000 (\$5,000 USD) spending money for each couple and a personal shopper. In Monaco winners received decadent spa treatments, stayed at the exclusive Fairmont Monte Carlo, and ended their stay with a glamorous farewell party atop the world famous Monte Carlo Casino Atrium. The trip included round trip flights from South Africa to Europe, luxury accommodation, all transfers, and 24/7 ground support.

PROMOTIONS & BENEFITS

This promotion was heavily advertised by MTN through their website, in store, TV & radio advertisements, and mailings. To be eligible for the prize, entrants needed to successfully apply for the MTN Credit Card by going to the MTN Banking website, calling the MTN Banking Call Centre, or taking up the offer as part of MTN Credit Card's outbound sales campaign. East Coast Radio, the broadcast partner for this campaign, included Rock, Shop and Recover promotions in their programming. In addition, iMAR Entertainment sent representatives who were on hand 24 hours a day to assist with implementation of the entire package.

Running this promotion benefited MTN in several ways, including:

- Offering its customers prizes their competitors do not, therefore standing out amongst the competition
- Reinforcing the brand image
- Incentivizing its customers to sign up for the MTN credit card
- Aligning the company with top level talent to assist in attracting its target demographic to this campaign

iMAR'S PROMOTIONAL PACKAGES

iMAR's Promotions division boasts over 100 packages that are offered to clients to incorporate within their marketing campaigns, including Meet and Greet with A-list talent such as Justin Bieber, Rihanna, and more, as well as

packages to attend some of the most renowned events around the world including Grammys and Oscars experiences, Fashion Weeks, Super Bowl, Red Carpet Movie Premieres, Grand Prix events, and many more.