

MEDIA RELEASE
DRAFTFCB SOUTH AFRICA



'Keep Flying' Campaign Buttons Now Available, Get Yours Now

Keep Flying buttons, designed and produced as part of the campaign to encourage South Africans to unite behind the country's flag after the final whistle blows at the 2010 World Cup, are now available for companies wanting to embrace the initiative.

Kicked off by advertising agency Drafftcb South Africa, the campaign is aimed at proving international research wrong, and demonstrating that South Africa can, with one spirit, can do anything going forward. The research shows that all host nations suffer from post-event depression. Not only are individuals affected, business confidence slumps.

Importantly, said Drafftcb's Group CEO John Dixon, the agency doesn't want to retain ownership of the concept, it wants any company, any brand, any media owner who believes that the end of the World Cup is South Africa's beginning, to introduce that passion to their own audiences in their own way.

The buttons in production are one example of how companies can demonstrate their commitment to the country, and to keep the nation's collective sense of accomplishment strong. Already, several Drafftcb clients have ordered thousands to hand out to their staff as part of internal communication drives.

Any company wanting to do likewise should email the quantity it requires to keepflying@drafftcb.co.za. The agency will respond with a quote and give an undertaking to deliver the buttons within four working days.

Added Dixon: "We also want to hand out 100 000 of these buttons around the closing festivities, but need sponsors to achieve this goal. When you make your order, doubling it so that we can add those to our tally is a great idea, but so too is committing to a larger production run. Of course, all buttons come attached to a card on which the sponsoring company's logo will be printed."

The agency is currently compiling a manual detailing how companies and brands can join in the campaign. In the interim, any company wanting to join the *Keep Flying* initiative can obtain the necessary artwork and accompanying details from Drafftcb Johannesburg in three ways:

- using the following telephone number and asking for Heidi Nelson +27 11 566-6000
- by emailing keepflying@drafftcb.co.za
- by visiting www.keepflying.co.za

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