



CITY OF CAPE TOWN

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MISSION:

Create international and domestic buzz about Cape Town and position it as the events capital of Africa.

RESULTS:

On top of the spectacular event successes, CSA accrued significant & meaningful publicity both locally & internationally for the City of Cape Town across a broad range of media platforms, from print to TV, radio, online and hybrid media. The approach - worth millions of rand in media value - was to highlight the city's cultural value along with its ability to professionally manage significant events, further attracting visitors to the City, already known for its landmark attractions.



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From 2010-2014, CSA was retained by the City of Cape Town to not only create events but handle the publicity around some of these major happenings, including:

- **FIFA WORLD CUP FAN WALK:** heralded one of the World Cup's most spectacular events, CSA created a 2.4km street of culture, music and excitement for fans walking from the city to the Stadium, attracting and hosting media from around the world.
- **FIFA WORLD CUP HOST CITY LAUNCH:** in which CSA created a spectacular & significant stage event, including a performance by R. Kelly, to launch Cape Town as a World Cup Host City.
- **FESTIVAL OF LIGHTS:** massive stage, lights and excitement which ushers in the City's festive season. CSA handled all publicity around the event.
- **WORLD DESIGN CAPITAL:** a DJ-inspired New Year's Eve party ushering in the city as World Design Capital.
- **ORANGE CHAMPIONSHIP OF NATIONS:** CSA handled all press & publicity around this, one of Africa's biggest soccer events.
- **NELSON MANDELA LEGACY EVENT:** CSA conceptualized & produced a show to raise funds for the Nelson Mandela Foundation. Publicity included us bringing Hollywood actor Djimon Hounsou and fashion personality Kimora Lee Simmons to Cape Town to create international interest.
- **NELSON MANDELA MEMORIAL:** CSA handled a week long memorial event on the passing of Fmr Pres. Nelson Mandela, including all international and local press accreditation, photo opportunities and so forth.

