



MERCEDES BENZ FASHION WEEK

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In its two years of managing communications for Africa Fashion Week, CSA turned what was met with somewhat lethargy by the media into its recognition as Africa's foremost fashion happening.

OBJECTIVE:

Support and amplify AFI's efforts in developing a platform that showcase African and local designers. Ensure strategic engagement with Global media across broadcast and print for the event and secure their attendance at the event.

RESULTS:

Using substantial leverage across all media – in both traditional (electronic, press and radio) and significant social media presence – CSA created a buzz and hype for African Fashion Week (including elements such as the Africa Fashion Awards and associated designers from around the continent) while also engaging with the trade in terms of the successful Africa Trade Expo.

Along with coverage of shows, media were enabled with behind-the-scenes opportunities and exclusive interview opportunities while consumers were able to follow all the drama and goings-on via Twitter, Facebook and Instagram. Further excitement was generated by promotions in which newspaper readers could win front row seats and VIP access.

We also brought The Radisson and the City of Cape Town onboard as partners.



STRATEGIC MEDIA PARTNERSHIPS WITH THE TIMES NEWSPAPER AND A FASHION FRIEND ONLINE BLOG.



INTERNATIONAL EXPOSURE IN TITLES SUCH AS TIMES MAGAZINE AND FORBES AFRICA



SIGNIFICANT COVERAGE BY CNN

R176M MEDIA VALUE

3 EVENTS

THREE EVENTS HELD ACROSS CPT AND JHB.

995 PIECES OF CLIPPINGS

525 JOURNALISTS