



Case Study: Free State Development Corporation launches Vehicle Distribution Centre



Z2A VILLAGE 3 Sir George Grey Street, Park West, Bloemfontein CONTACT 0861 921 921 | info@z2a.co.za WEB www.z2a.co.za



addMORE

CLIENT
Free State Development Corporation (FDC)

PROJECT
Vehicle Distribution Centre
Harrismith

CATEGORY
Economic Development /
Public Sector

"The Vehicle Distribution Centre will not only translate into a substantial economic injection for the local community, but also assist greatly in the government's efforts to move cargo from road to rail. This will lead to safer roads as well as a reduction in the Free State's carbon footprint."

Introduction

The FDC is the official economic development, trade and investment corporation for the Free State province. The Vehicle Distribution Centre (VDC) in Tshiamo is an initiative aimed at stimulating economic revitalisation in the Harrismith area.

Problem / Opportunity

The VDC needed to be introduced to stakeholders in the industrial sector of South Africa as part of the Free State Growth and Development Strategy.

Objectives

Our goal was to attract investment and position the VDC as a key contributor to economic growth and development in South Africa.

Publics to be reached

- ✦ General public (all LSM groups)
- ✦ Industrial sector of South Africa

Message

The key message of the VDC launch centered around

job creation and economic upliftment in the Free State.

Communication Channels

Media outlets used for the event included local, provincial and national newspapers, Hlasela TV as well as the SABC. Interviews were broadcasted on Lesedi FM and local broadcasting stations.

Results

FDC mentioned in reports:	12
Cost per reach:	R0,012
ROI:	2,962
Equivalent value of advertising:	R148 077

Response

Speaking at the event, Premier Ace Magashule affirmed "the launch of the Vehicle Distribution Centre has ignited the hopes and aspirations of our people to help them escape the wrath of poverty, inequality and unemployment." Not only did we reach 3,952,132 people through radio and print media, but achieved excellent exposure through community television and the SABC.

