



Entry

Decorex SA

# Curves and Bevels Campaign

## Overview

Decorex Joburg celebrated its sixteenth exhibition at Gallagher Convention Centre with a sell-out show and highly satisfied exhibitors. The South African Handmade Collection, the trade craft expo organised by the dti, once again co-located with Decorex SA.

With close on 52 000 trade, consumer and international visitors flocking through its doors - an astounding 25% more than the previous year - Decorex Joburg confirmed that the South African decor and design industry is alive and well, walking with a new-found swagger, showing pride in its own abilities and confidence in the future. Not even a flattened economy could dampen the enthusiasm of our exhibitors and visitors. It is clear that our strategy to combine excellent value with innovation was right on the money. Visitors expected something special, cost-saving and trend-driven, which our exhibitors delivered in true form.

We were very pleased with the exceptional calibre and a steady stream of high end, brand conscious and discerning public that attended the five day exhibition. Decorex Joburg boasted over 633 exhibitors and covered 22 000m<sup>2</sup> of the Gallagher Convention centre in Midrand, Johannesburg. Feedback from exhibitors and media indicated that the 2009 marketing campaign was very effective and played a big role in achieving the above figures.

In times of an economic downswing consumers shop around a lot more significantly. They are also a lot more discerning when making purchasing decisions. Having such a plethora of choices under one roof made Decorex Joburg the best place to shop for quality products at bargain prices, ranging from high-ticket items and investment pieces to smaller appliances and decor items.

One of the campaigns that added to the show's success and increased visitor figures was the Curves and Bevels Campaign. Below is an outline the campaign concept and mechanics, the branding and exposure the sponsors received as well as the summary of the campaign's success.

## Objectives

One of our exhibitors, Curves and Bevels, a kitchen manufacturing company came on board with a R 300 000 kitchen makeover including appliances and installation.

- With such an exciting and large prize, we wanted to ensure that we used the right platforms to get a strong call to action out to the correct target market
- The aim with the campaign was to get feet through the door
- To ensure that all partners got a great return on investment
- Brand exposure for all partners involved in the campaign as well as a subscription / sales drive for the newspaper group involved
- Kaya FM wanted to strengthen their relationships with listeners and get more involved with the public
- Both Decorex SA and Curves and Bevels wanted to target the Black Diamond market (black upper LSM consumers) in particular and build a relationship with them

## Challenges

- The budget available was not enough to give the sponsor a 1:1 return on investment and we have to ensure that we secured added value from our media partners involved
- Not only did we have to ensure exposure for all brand involved, but we had to ensure that the campaign translated into sales for the main sponsor Curves and Bevels

## Concept, Mechanics and rollout

- Based on the show and sponsor's target markets, LSM 7 - 10 and the fact that both parties wanted to tap into the Black Diamond market, we approached Kaya FM and the Times (Sunday Times and The Times) newspaper group to come on board as media partners to the campaign. Research discussed during a Black Diamond marketing seminar in 2008 showed that both Kaya FM and the Times reached LSM 7 – 10 and were hugely popular under Black Diamonds. We also felt that this was a great prize for these two media partners to be associated with

- Due to limited budget we offered each media partners added value through the other media partner and then added to that though the Decorex SA marketing campaign
- The mechanic we proposed to reach this goal as well as promote the show and all brands involved was to run a two week campaign in the Times and on kaya FM. The print campaign included advertorials with detailed information on the sponsor and competition. It also included a series of advertisements, with entry forms that had to be filled out and dropped off at the show on the Curves and Bevels stand. The radio campaign included a series of promotional advertisements as well as power spots by DJ George Biza
- Kaya FM in particular wanted to boost brand loyalty and wanted to get their DJ's more involved with the community. We decided to make one of their popular DJ's Georgie Biza our campaign ambassador. For a small endorsement fee, the DJ mentioned the competition on air, did 4 live crossings from the show as well as a photo shoot and meet and greet on the Curves and Bevels stand.
- We mentioned the Times in each of the advertisement that ran on Kaya FM during the two week period. In return, Kaya FM was mentioned as a media partner in each of the advertisements / advertorials that ran in the Times / Sunday Times.
- It was also arranged that the prize draw would take place at the Kaya FM studios and that a representative from the Times, Curves and Bevels and Decorex SA would be present for an interview
- In addition to the above, Curves and Bevels, Kaya FM and the Times received added value through the below marketing activities that supported this campaign.
  - **Newsletter:** We introduced the competition in our monthly newsletter, sent out to an opt-in database of over 35 000 subscribers
  - **E-postcard:** A competition mailer was sent out to the Johannesburg database of 12 000 subscribers
  - **Website:** A write-up was placed on the Decorex SA website, concluding mention of all brands involved with a logo and click through to their websites. The Times placed a write-up, logos and a banner on their website for the campaign period
  - **Branding and signage:** Signage was placed at the show entrances, on the Curves and Bevels stand and on the Times stand, including mention and logo's of all brands involved
  - **Stand space:** The Times received a 12m<sup>2</sup> prime position stand next to the Curves and Bevels stand where they could sell newspapers with entry forms and drive

subscriptions. The Times had exclusive rights to sell newspapers inside the venue and at both entrances to the show

- **Floor plans:** Mention of the competition and brands involved was included on the show floor plans, which also pointed visitors to the competition stands
- **The DETAIL show magazine:** Curves and Bevels received a full page advertorial and company listing. All three brands involved received a mention on the collaborations page as well as a logo and mention on the competitions page
- **Complimentary tickets:** All three partners received complimentary tickets to hand out to their business associated and staff. In addition, tickets were given to Kaya FM and the Times to use as prizes on air and in print
- **Public relations:** A competition specific press release was issued where all partners were promoted. The competition was also included in the general show press release as one of the highlights
- **Database:** All entries received during the five days how were captured and given to Curves and Bevels for further marketing
- **Flyers:** Curves and Bevels were included in 10 000 consumer flyers. Each of the partners involved were given the opportunity to place company flyers in our 25 000 show bags at no charge
- **Vendors:** Times vendors that sold newspapers close to the venue had t-shirts on that made mention of the competition

## Summary of banding & exposure

Throughout this campaign, Curves and Bevels received major exposure through the extensive marketing and PR campaign as well as through direct contact with the target audience. Each of our media partners also received great value through the campaign. Below is a breakdown of the value received by each of the parties involved as well as Decorex SA's investment and return on investment.

Please note: A full breakdown of the values is available on request

### **Curves and Bevels:**

- Investment: R 300 000

- Value received during campaign: R 670 622

*The Times:*

- Amount invested by Decorex SA: No spend
- Total added value given: R 423 628
- Value received during campaign: R 202 851

*Kaya FM:*

- Amount invested by Decorex SA: R 55 000
- Total added value given (over and above investment): R 88 540
- Value received (including investment): R 229 020

*Decorex SA:*

- Amount invested in campaign: R 55 000
- Total value received (including investment): R 640 027

## Marketing Collateral

Below are examples of the marketing collateral used during the campaign

# A Great Day Out

@  
**decorex**<sup>sa</sup>

6 - 10 August  
Gallagher Convention  
Centre, Midrand  
www.decorex.co.za



600 exhibitors under one roof, great show bargains, fabulous value, goodie-bags & free talks @ Decorex Joburg > R500 000 in prizes up for grabs. From a Curves & Bevels Designer Kitchen of R 300 000, a Blue Rain garden-transformation of R 60 000 or – exclusive to DSTV viewers - a trip for two to Dubai, worth R 100 000, courtesy Dubai Tourism. Also up for grabs is a R 20 000 trip for 2 to Paris & the Louvre, sponsored by Lafarge & R 20 000's furniture & decor accessories from the JVF Furniture Collection > Refresh as you meet up with fellow trend spotters at one of our 5 beautifully designed champagne / wine bars or chic lounges > DSTV subscribers can also make use of the exclusive buy one get one free offer for each SmartCard presented at the show. One special offer per card only.

\* For more information visit [www.decorex.co.za](http://www.decorex.co.za)

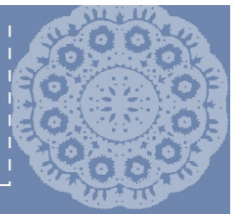


DECOREX SA | DECOREX DESIGNER HOTELS  
DECOREX LIMITED | SA HANDMADE COLLECTION

art + layout: BrandBoard | web application: diversified technologies

**decorex**<sup>sa</sup>

6 - 10 August  
Gallagher Convention Centre, Midrand  
www.decorex.co.za



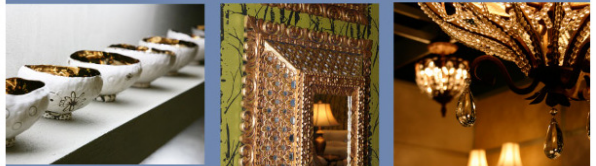
Decorex Joburg 09  
> A sneak preview...



Decorex Joburg is the hatching place for all that's über-Africa and ultra-international. Five days of design heaven; R 500 000's worth of fabulous prizes to be won, eco-ideas & design icons baring it all at the Theatre of Ideas.

#### On our celeb radar:

- Meet Top Billing's DIY hunk **Aidan Bennetts** at the MBM & Furnspace 3D stand on Saturday 8 Aug, stand H1, Hall 3.
- Join **Jason Hartman** – Idols winner & green guru along with other planet saving heroes at the **Pick n Pay Living Green Pavilion**.
- **Juliet Newell** from the Home Channel's Décor Made Simple, makes a special appearance at the **Theatre of Ideas** and so does **Justin van Breda**, London-based interior designer to the A-listers.
- Kaya FM's **Georgie** will be chatting up a storm at the Curves & Bevels Designer Kitchens stand E1, Hall 2 (enter the R300 000 kitchen competition while you're there!)



DECOREX SA | DECOREX DESIGNER HOTELS  
DECOREX LIMITED | SA HANDMADE COLLECTION

art + layout: BrandBoard | web application: diversified technologies

## The tongue-in-cheek Issue

Above: 'Great Day Out' and 'Sneak Preview of the First Day'

*e-postcards* that were sent out to the entire Decorex Joburg database.

Left: The competition was introduced in the 'Tongue in the cheek' *e-newsletter* issue sent out to the Decorex SA database.



#### In this issue

- Focus
- Scoop
- In season
- Design diary
- Decorex SA notice board



#### Decorex SA notice board

Other competitions at Decorex Joburg to the value of R500 000 include a Curves and Bevels kitchen make-over of R300 000; a design trip to Dubai worth R100 000; A Blue Rain garden make-over worth R60 000 and JVB Furniture Collection home desirables valued at R20 000. Registered trade visitors can also win an InteriCAD T3 Pro and training worth R25 000 sponsored by Furnspace 3D Software.



DECOREX SA | DECOREX DESIGNER HOTELS | DECOREX LIMITED  
SA HANDMADE COLLECTION

Decorex e-zine: e-ditor: Errieda du Toit | contributor: Bonita Blom  
art + layout: BrandBoard | web application: diversified technologies

Brands involved received exposure in the *DETAIL show magazine*.



### collaborations

Collaboration lies in creative cooperation: working together and pooling expertise, ideas and resources towards a shared goal. Our relationship with our partners, participants, supporters and suppliers are what makes us all stronger, more energetic and focused. Decorex SA has great pleasure to acknowledge the following brands and their representatives for their contribution:

Plascon  
the dti  
DStv  
Sanlam  
Pick n Pay

2010 Fine Art  
Abacus Gardens  
All speakers involved in Conversations on Architecture  
All speakers involved in the Theatre of Ideas  
Aspire lighting  
Blue Rain  
Brilliant Branding  
CaesarStone  
Craft Steel  
Curves & Bevels  
Discovery Health  
Domaine Grier  
Dubai Tourism  
Errieda du Toit PR  
Furnspace 3D Software  
Gallagher Convention Centre  
Green Design  
Greenside Design Center  
Hugh Fraser  
iDesign 2009  
IID  
Italtile  
YB Furniture Collection  
Kaya FM  
Lafarge  
Leatrice Eiseman  
Les Aupiais  
Marble Classic  
Midgard Conscious Choice  
Oasey Exhibitions  
Rezult Advertising & Design  
Rhoms Timberworld  
SA Décor & Design  
SA Guide-Dogs Association for the Blind  
South African Handmade Collection  
Specilink  
Sunday Times

Villiera Wines  
VSI  
Whirlpool  
Young Cherry's Designing

### credits

**Exhibition Organisers**  
Thebe Exhibitions and Projects (Pty) Ltd

**Carol Weaving**  
Managing Director

**Melanie Robinson**  
Exhibition Director

**Cairey Slater**  
General Manager Exhibitions

**Angela Chatfield**  
General Manager  
Stand Sales & Sponsorships

Tel: 011 549 8300  
decorex@tepg.co.za  
www.decorex.co.za

**South African Handmade Collection**  
Managed by Thebe Exhibitions and Projects on behalf of the dti

**Princess Tsotetsi**  
Project Manager

011 549 8300  
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**Detail Advertising Enquiries**  
Sonja Walls

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sonja@tepg.co.za

**Creative Contributors**  
Design - Nilette Olen - Decorex SA  
Content - Errieda Du Toit - Errieda du Toit PR  
Printers - Colorpress

Info correct at time of print



**Creative Woods**  
011 974 2344 / 47  
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www.creativewoods.co.za  
Designer kitchen cupboards tailored to your needs

**Crossley Holdings**  
031 910 6500  
steven@crossleysa.com  
www.crossleysa.com  
Manufacture woven carpets

**Crouse Art Dealers**  
011 672 3821  
suzettec@cknet.co.za  
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083 291 1648  
info@handlehands.com  
www.cuisipro.com ; www.kitchengrips.com ;  
www.epicurean.com  
Tools for cooks

**Curves and Bevels Designer Kitchens**  
011 476 1526/9  
sales@curvesandbevels.co.za  
www.curvesandbevels.co.za  
Curved kitchen design and cabinetry

**d2 Interiors**  
031 762 3398  
d2interiors@telkomsa.net  
Funky designed décor accessories

**Daniel Novela Art Studio**  
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info@danielnovela.co.za  
www.danielnovela.co.za  
One of SA's best landscape painters with work exhibited here at home and abroad

**Danny Kay Carpets**  
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dkcarpets@telkomsa.net  
Carpets, laminate flooring and under floor heating

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Exceptional Mahogany home and board room furniture. Quality workmanship and individual service.

**Deco Fabrics 4 u**  
012 661 4492  
rishichauhan011@yahoo.co.in  
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**Decor Wood Designs**  
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eddiem@decorwooddesigns.co.za  
www.decorwooddesigns.co.za  
Modern and contemporary interior doors

**Dekomat**  
011 708 6872  
marketing@dekomat.co.za  
Kitchen aluminium door manufacturer

**Design Stainless Products**  
012 653 0053  
dpspag@telkomsa.net  
www.dpspa.co.za  
Stainless Steel Architectural hardware

**Desmond Archibald Interiors**  
082 419 5986  
d.interiors@classicmail.co.za  
Designer and Decorator

**Divali Lighting**  
028 313 2495 / 312 4152  
info@divali.co.za  
www.divali.co.za  
Lighting design and manufacturer

**Divine-Living**  
083 287 6199 / 083 378 0531  
moni@mtn.backberry.com ; monica.da@iburst.co.za  
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Interior decorators / contractors. Full turn-key project. Manufacturers

**Double C Ceilings & Wall Cladding**  
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Supply and Install laminated ceiling & cladding cornices and dado rails.

**DSP SA**  
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dpspag@telkomsa.net  
www.dpspa.co.za  
Stainless steel, balustrades, tiles and ceiling systems



**R500 000!**  
Yes, FIVE HUNDRED THOUSAND RANDS  
worth of prizes to be won



**UNDISPUTED PRIZE OF THE YEAR!**  
**CURVES & BEVELS KITCHEN COMPETITION WORTH R300 000**  
Enter at stand E1, Hall 2.

A gourmet kitchen worth R300 000, worthy of Royalty and über-chic Rich & Famous, can be yours courtesy of Curves and Bevels Designer Kitchens: Masters of the curve and kitchens the acme of style and quality. The sleek lines and curvaceous features of the Leopard, portrayed in the logo, mirror the style of Curves and Bevels Designer Kitchens founded by Gerhard and Nolene Strydom a decade ago. Unsurpassed prize of unsurpassed quality.



Sunday Times



**DESTINATION DUBAI: WIN A R100 000 TRIP FOR TWO - EXCLUSIVE TO DStv SUBSCRIBERS**

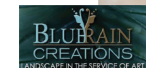
Win an epic trip for two to Dubai to experience one of the most desirable design destinations of our modern world. See the epic, iconic architecture and design wonders with your own eyes. This dream-design trip for two valued at R100 000 will come true for one DStv-subscriber.

Keep an eye out for the adverts on DStv, sms your answer to the number on the screen and you could win. For more on Dubai visit stand M10, Hall 5



**R60 000 BLUE RAIN GARDEN MAKE-OVER:**  
Enter at stand J23, Hall 3

Is your backyard the oasis it can be? Your green retreat and blue-sky sanctuary? Make your garden the happiest in Gauteng with an inspired Blue Rain makeover worth R60 000. The prize offered by the trendsetting team of Blue Rain landscaping garden gurus include design, advice, installation and plants. Valid in Gauteng only.



CALL US NOW

011 476 1529/6 | sales@curvesandbevels.co.za | www.curvesandbevels.co.za

Showroom: 66, 14th Avenue, Northcliff

Decorex Show 6 - 10 August 2009 Stand E1



MEMBER





Mention of the competition was included in the Decorex Joburg 210 x 210 flyer of which we printed 10 000.



**Trends**  
 > Plascon reveals the highly-awaited *Plascon Colour Forecast for 2010* and will be bringing out international colour guru *Leatrice Eiseman* to share her powerful insights on colour and emotion at her not-to-be missed seminar > At the international pavilion *idesign it's* all about la dolce vita, true Italian style, fabulous furniture and shapely automobiles > Design influences and flavours of South-East-Asia meet up at the *Indonesian Pavilion*, while the *Chinese Pavilion* puts the Far East in the spotlight.

**Pure Inspiration**  
 > *Sanlam Dream Rooms* is an exquisite collection of high-end décor brands, lifestyle stores, fabric houses and interior decorators > Seven fresh new faces in interior design bring their groundbreaking ideas to the Sanlam House as they compete for the title of the *Sanlam & VISI Next Generation Style Shaper*.

**RENOVATE. CREATE. THE NEW YOU!**  
 > Get the lowdown on fresh ideas and design-it-yourself at the *Theatre of Ideas* where Decor divas give free inventive solutions > Browse a whole hall full of the latest and greatest of *dream kitchens* and *blissful bathrooms*, with cutting edge finishes to match > Langour in the stylish *DStv lounge* as you get the insider info on your favourite décor and lifestyle programmes.

**art. craft. original.**  
 > The *South African Handmade Collection*, a dit-initiative, brings you the highest quality, design led, environmentally friendly South African craft products > **Win** a weekend trip to the Louvre, Paris, courtesy of Lafarge.

**Living with conscience**  
 > The *Living Green pavilion* is an all-green hoescape that embraces only eco-caring products and services, with inventive re-use and affordable eco-solutions: from home ware and appliances to green landscaping and how-to-talks > The *Cool Beds for Haute Dogs* project supports the South African Guide-Dogs Association for the Blind. Designers dream up posh pet beds for proceeds that will sponsor puppy training.

**GREAT DEALS & GREAT DAY OUT**  
 > With 600 exhibitors under one roof, this is the place to be for great show bargains, better-than-good deals, free talks and fabulous goodie bags > *Design on Sale* is a brand new shop-and-save concept popping up at the show. Perfect for cash-strapped, fashion-forward, decor-loving consumers shopping for shoestrung style at basement prices > *Refresh and Revitalize* or meet up with fellow-trendspotters at the many beautifully decorated eateries and bars. Take your pick from the chic *DStv lounge* to the *Villiera Cap Classique Champagne bar*, by Marble Classic or the *Le Bistro Domaine Grier French Wine Bar*, by Rhoms Timberworld and Craft Steel. Swoon at the new *Chocolate & Coffee Lounge* by Young Cherry Design or get some colour therapy at the *Plascon Colour Café* > Stand a chance to win up to R 500 000 in prizes. From a Curves and Bevels Kitchen makeover of R 300 000; a Blue Rain garden-transformation of R 60 000 or – exclusive to DStv viewers – a trip for two to Dubai valued at R 100 000, courtesy Dubai Tourism.



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The competition was promoted on the *Decorex SA website* for a period of 2 months.

**Fill in the entry form.  
Pop it in the box.  
Keep your fingers cross**



*Undisputed Prize of The Year!*  
**CURVES/ & BEVELS KITCHEN COMPETITION WORTH UP TO R300 000**

**Enter at stand E1, Hall 2.**

A gourmet kitchen worth up to R300 000, worthy of Royalty and über-chic Rich & Famous, can be yours courtesy of Curves and Bevels Designer Kitchens: Masters of curved kitchens, the acme of style and quality. The sleek lines and curvaceous features of the Leopard, portrayed in the logo, mirror the style of Curves and Bevels Designer Kitchens founded by Gerhard and Nolene Strydom a decade ago. Unsurpassed prize of unsurpassed quality.

This competition is brought to you in proud association with **Sunday Times & Kaya FM**




*Win your share of R500 000 in prizes*

**Undisputed Prize of The Year!**  
**WIN A CURVES & BEVELS DESIGNER KITCHEN WORTH UP TO R300 000.** Enter at stand E1, Hall 2.

A gourmet kitchen worth up to R300 000, worthy of Royalty and über-chic Rich & Famous, can be yours courtesy of Curves and Bevels Designer Kitchens: Masters of curved kitchens, the acme of style and quality. The sleek lines and curvaceous features of the Leopard, portrayed in the logo, mirror the style of Curves and Bevels Designer Kitchens founded by Gerhard and Nolene Strydom a decade ago. Unsurpassed prize of unsurpassed quality. This competition is brought to you in proud association with **Sunday Times & Kaya FM**



**The JVB Furniture Collection**  
**WIN R20 000'S DECOR AND ACCESSORIES!** Enter at stand H23, Hall 3.

Highly desirable furniture & decor accessories from the acclaimed JVB Furniture Collection can be yours, valued at R20 000. Following his training in South Africa, Justin Van Breda took the UK design scene by storm launching his furniture and interior design brand JVB in London. Justin recently returned to South Africa to launch his first local JVB Furniture Collection store in Fourways.



**R60 000 Blue Rain Garden Make-Over:**  
Enter at stand J23, Hall 3

Is your backyard the oasis it can be? Your green retreat and blue-sky sanctuary? Make your garden the happiest in Gauteng with an inspired Blue Rain makeover worth R60 000. The prize offered by the trendsetting team of Blue Rain landscaping garden gurus include design, advice, installation and plants. Valid in Gauteng only.



**Win a Key Largo designer table & four chairs R8 000**

Brezzu's unique, natural stone patio furniture range includes beautifully hand crafted mosaic table tops in a range of shapes and sizes that will enhance any outside room. The accompanying chairs are woven from PE wicker that will stand all weather conditions and compliment your choice of table. One lucky visitor will win a 42" round KEY LARGO designer table with 4 accompanying chairs to the value of R8 000 by visiting the BREZZU stand A12, Hall 3.



**Win A Weekend To Paris, R20 000**  
Enter in the Link, Hall 5

Enter the "Lafarge passport to sustainability" competition and you could win a trip to the city of Love, lights and the Louvre, worth R20 000! C'est Magnifique! Courtesy of Lafarge's innovative Le Classic cement you could be taking a partner on a memorable trip to Paris and Musée du Louvre. The prize weekend, only valid between 23-28 September 2009, includes: Return flights between Johannesburg and Paris, 3 nights' stay at the Holiday Inn Paris Bastille, Tickets for the Louvre Museum, Airport transfers on arrival and departure in Paris and Sharing a twin-bed room on Bed & Buffet Breakfast basis.



**Win a Key Largo designer table & four chairs R8 000**

Brezzu's unique, natural stone patio furniture range includes beautifully hand crafted mosaic table tops in a range of shapes and sizes that will enhance any outside room. The accompanying chairs are woven from PE wicker that will stand all weather conditions and compliment your choice of table. One lucky visitor will win a 42" round KEY LARGO designer table with 4 accompanying chairs to the value of R8 000 by visiting the BREZZU stand A12, Hall 3.



**All these delightful competitions are subject to terms and conditions stipulated on entry forms.**



*Win a designer Kitchen worth up to R300 000*



**UNDISPUTED PRIZE OF THE YEAR FROM CURVES AND BEVELS DESIGNER KITCHENS!**

A gourmet kitchen worth up to R300 000, worthy of Royalty and über-chic Rich & Famous, can be yours courtesy of Curves and Bevels Designer Kitchens: Masters of curved kitchens, the acme of style and quality. The sleek lines and curvaceous features of the Leopard, portrayed in the logo, mirror the style of Curves and Bevels Designer Kitchens founded by Gerhard and Nolene Strydom a decade ago. Unsurpassed prize of unsurpassed quality.

This competition is brought to you in proud association with **Sunday Times & Kaya FM**. To enter, complete the entry form that can be found in the Sunday Times/ Times, drop it in the box and keep your fingers crossed. Terms and conditions apply.



**decorex**



# decorex<sup>sa</sup> CURVES & BEVELS DESIGNER KITCHENS

Win a Kitchen, worth R 300 000

Decorex Joburg and Curves & Bevels Designer Kitchens, in association with the Sunday Times and Kaya FM, bring you a gourmet designer kitchen competition worth R300 000. Curves & Bevels Designer Kitchens have mastered the art of crafted curved kitchens. Being the specialists of manufactured curved doors, they take great pride in their ability to integrate their custom kitchen designs with the acme of style and quality. This coupled with their dedication to service and workmanship assures their clients with the kitchens they have always wanted.

To stand a chance to win this cutting edge prize, exclusive to Sunday Times readers, complete the entry form below and then drop it off on the Curves & Bevels Designer Kitchens stand, E1 Hall 2 at Decorex Joburg, 6 - 10 August.



This competition is brought to you in association with:

Sunday Times



Decorex Joburg  
6-10 August  
Gallagher Convention Centre,  
Midrand

Decorex Joburg is the biggest décor show in SA and brings you 4 halls with chic DIY ideas, eco-caring interiors, free expert advice, hot trends, show bargains and pure inspiration. Decorex Joburg is sponsored by Plascon with DSTV as media partner. For more information visit [www.decorex.co.za](http://www.decorex.co.za)

This prize is sponsored in proud association with:



Curves & Bevels Competition Sunday Times

Name: \_\_\_\_\_  
Surname: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Landline: \_\_\_\_\_  
Email: \_\_\_\_\_

The qualifying question:  
Are you building  renovating  neither

**Terms & Conditions:**  
Draw: 11 Aug 09 on Kaya FM. Competition closes: 18:00, 10 Aug 09. The competition is free & anyone above 18 years may enter, except exhibitors, employees, family or agencies of the sponsors, partners & any company involved. Decorex SA / any sponsors cannot be held liable for any disputes arising between the competition winners, entrants or any of the sponsors. By completing this form, you give Decorex SA & Curves & Bevels permission to send you information. All fields must be completed to validate entries. Delivery and installation is limited to an 80km radius from the Curves & Bevels showroom. If the prize winner is outside of this range all additional costs will be for the winners expense. The competition kitchen has a value of up to R300 000 depending on the size available for kitchen space. The prize is not transferable & cannot be exchanged for cash and Curves & Bevels reserves the right not to install the kitchen or award the prize should winner not be in a position to provide kitchen space in his/her home. You may enter as many times as you like. No faxed/photocopied entries will be accepted. The editor's decision is final and there can be no correspondence regarding this competition. **NO CASH BACK will be given to the winner / any party, should the value work out to less than R 300 000 for any reason. Please refer to the Decorex SA website for full terms & conditions.**

Decorex Joburg show sponsor & media partner:



# decorex<sup>sa</sup> CURVES & BEVELS DESIGNER KITCHENS

Win a Kitchen, worth R 300 000

Decorex Joburg and Curves & Bevels Designer Kitchens, in association with the Sunday Times and Kaya FM, bring you a gourmet designer kitchen competition worth R300 000.

Curves & Bevels Designer Kitchens have mastered the art of crafted curved kitchens. Being the specialists of manufactured curved doors, they take great pride in their ability to integrate their custom kitchen designs with the acme of style and quality. This coupled with their dedication to service and workmanship assures their clients with the kitchens they have always wanted.

To stand a chance to win this cutting edge prize, exclusive to Sunday Times readers, complete the entry form below and then drop it off on the Curves & Bevels Designer Kitchens stand, E1 Hall 2 at Decorex Joburg, 6 - 10 August.



This competition is brought to you in association with:

Sunday Times



Decorex Joburg  
6-10 August  
Gallagher Convention Centre,  
Midrand

Decorex Joburg is the biggest décor show in SA and brings you 4 halls with chic DIY ideas, eco-caring interiors, free expert advice, hot trends, show bargains and pure inspiration. Decorex Joburg is sponsored by Plascon with DSTV as media partner. For more information visit [www.decorex.co.za](http://www.decorex.co.za)

Curves & Bevels Competition Sunday Times

Name: \_\_\_\_\_  
Surname: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Landline: \_\_\_\_\_  
Email: \_\_\_\_\_

The qualifying question:  
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The prize is sponsored in proud association with Mitrewood Products CC, Grass, Marble Classic, Sonae Novobord, Larson, BSH-RSA & Raiel. For sales enquiries contact **011 476 1526 / sales@curvesandbevels.co.za**

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Decorex Joburg show sponsor & media partner:



Samples of **advertisements** that ran in the Times and Sunday Times.

## Conclusion

The Curves and Bevels campaign was a fantastic campaign to work on and all parties involved were very pleased with the return on investment that they received. Through this campaign we built excellent relationships with all three brands involved and as a result we are again running competitions with each of them in 2010. Building our brand within the Black Diamond market is an ongoing exercise and we are pleased with the foundation we have laid.

- Curves and Bevels received a database of over 1 500 new contacts most of which came to their stand to interact with them and with the Kaya FM DJ. They also received double the amount that they invested in terms of exposure. After the show, they mentioned that over and above the new database, they had enough leads to keep them busy for a good few months
- Staff at information counters mentioned that they had many enquiries about the Curves and Bevels stand and that many visitors came through especially to enter or to meet George from Kaya FM. The competition and presence of the DJ was certainly a great draw card and branding exercise to a much targeted market and added to the overall visitor experience. For an investment of R 55 000, Decorex SA received an amount of R 640 000 in exposure and from what we could measure attracted 1 500 new visitors to the show
- Both Kaya FM and the Times had great a response to the competition, with many listeners and readers calling / writing in to win tickets to the show. The Curves and Bevels stand was packed during the DJ appearance each day and the Times did exceptionally well with their newspaper sales during the show. Our media partners were also pleased about the opportunity to reach a new market and build their listeners and reader base.

Many thanks for your time. Please do not hesitate to contact me should you have any questions or require more information.

Kind regards,

*Nika Smit*

