

## Destination Zambia

Ads24, the national sales and marketing division of Media24's daily and community newspapers and the free lifestyle magazine *MyWeek*, is inviting agencies and advertisers to join them on their "You'll wish you were here" awareness campaign for *MyWeek* magazine.



Designed in conjunction with marketing services company Dynamo Africa, the campaign launched on 16 February 2007 with the distribution of travel pouches to media agencies. Inside is a cleverly replicated boarding pass to the Victoria Falls – Zambia side and an itinerary for the week - the grand prize destination for one lucky advertiser and his/her partner when they participate in the competition that runs concurrently with the campaign.

Supporting the campaign are oversized A3 size postcards and a viral campaign certainly outlining the five editorial pillars of *MyWeek*.

Ads24 took over the national representation of *MyWeek*, a free-distribution lifestyle magazine in October 2006.

For more, visit: <https://www.bizcommunity.com>