

Primedia Outdoor's most successful viral competition ends

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The Prime 5 Competition ended on the 8th of September after four weeks of crazy prize giving.

The Facebook run competition saw four lucky people win Apple iPads and a holiday get-away, all expenses paid for.

Competition Dynamics

Entrants had to answer a weekly question posted on Primedia Outdoor's Facebook Page to stand a chance of winning the monthly prize. Although the competition was targeted at the advertising media industry, everyone was free to enter.

The monthly prizes comprised an Apple iPad 2, 16G Wi-Fi version given to 3 lucky winners. The grand prize included a once in a lifetime weekend-for-two holiday, an Apple iPad and ONE WEEK of FREE advertising on Primedia Outdoor's LED screens on prime sites located along high-traffic routes in and around Sandton. One of the sites earmarked for the lucky grand prize winner is at the ever busy intersection of Rivonia Road and Katherine Street in Sandton.

The winners

The weekly iPad winners are:

Week 1- Shilima Magoo

Week 2- Bart Janse van Rensburg , OMD Cape Town

Week 3 - Eddie Basson, OMD

The grand prize was won by Rajesh Rama of Lazuli Trading Agents CC

This is what the Rajesh Rama has to say about his prize, *"I LOVE IT!... it has made this the best start to a wonderful summer!! :)"*

Visit Primedia Outdoor's Facebook page and www.primeoutdoor.co.za.