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Press release from Integer

Integer drives brand on wheels

Mobile advertising is becoming increasingly popular for companies wanting to raise their brand profile among consumers. Integer, the newly launched home loan provider, has boosted its advertising reach by unveiling a fleet of 25 Integer branded vehicles.

Simon Stockley, CEO of Integer says, "The branded cars have broad reach and will raise awareness of the Integer brand wherever they go. Integer doesn't have a branch infrastructure and the cars provide us with a street presence – they are our mobile billboards. They are already proving effective as our mobile consultants receive at least five calls a month because people are seeing branded cars."

"We believe the branded cars embody our service promise of convenience. Our mobile consultants will come and see clients in their homes. Alternatively, clients can log onto our website or pick up the phone to our call centre. Most importantly, the cars have our website address (www.integer.co.za) clearly displayed. Almost 50% of our current business comes via our website."

Stockley believes mobile advertising will pay dividends for Integer as a growing and relatively new brand. "Presentation is key to the success of any new business. The cars are not laden with too much information. Our name and website address are prominent and the company's corporate colours work beautifully on the shiny black Fiats".

Integer chose the car brand after careful consideration. Stockley says Fiat's recently launched Bravo epitomises efficiency and is dynamic and reliable. "All these characteristics illustrate what has become core to Integer's brand values. Bravo has been nominated as a finalist in the Car of Year Competition for 2008 and achieved 5-star rating for safety from the (Euro NCAP) European New Car Assessment Programme."

Integer aims to create a strong brand presence across the country but, for now, the cars can be seen in Cape Town, Durban and Gauteng.

NOTE TO EDITORS:

If you would like pictures of the branded cars please contact Jean Dennis or Dumezulu Maphophe on 021 487 9000.

