

Typek makes its mark at schools

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Whether you use it to print documents, write notes, draw pictures or fold paper aeroplanes... South Africans are avid users of Sappi's Typek office paper. This year, the Typek team is eager to grow the brand's support base even further by focusing on schools across the country.

Why schools? "Because we can reach three levels of Typek users," explains Mirella Pearson, Market Segment Manager of Sappi Paper and Paper Packaging. "Our strategic focus in 2015 is to target learners, teachers and parents - all potential users of Typek paper."

Learners win with national poster competition

What colour makes Typek unique?' This was the question asked in a recent poster campaign to promote Sappi and the Typek brand among primary and high school learners in Gauteng, KwaZulu-Natal and the Western Cape. Sappi collaborated with Schoolyard Marketing on the project.

Large Typek posters were pinned onto walls and on notice boards in highly visible areas at schools. The posters urged learners to enter an SMS competition in which they could win one of 15 R1,000 shopping vouchers. The schools, through the learners' entries, also stood the chance of receiving 45 boxes of Typek paper.

The correct answer was red; the prominent colour of the Typek brand.

"The competition exposed Sappi and Typek to over 230,000 learners, from 159 primary and 128 high schools. Indirectly, it also reached a multitude of teachers and parents," says Mirella.

The question to ask is whether some of these learners will recognise the Sappi/Typek brand the next time they see it displayed on shop shelves (and even ask mom to buy a ream)? They probably will.



Thrilled to be a winner in the Typek/Schoolyard competition (from left): Durban Girls' High School parent Nokwanda Selelo, Roanne Scott (Schoolyard Marketing), pupil winner Tando Selelo and Tasha Oosthuizen (Sappi).

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