

MSCSPORTS continues to make sport count

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As a leading sports marketing agency, MSCSPORTS continuously strives for first place, with the months of February and March resulting in podium finishes for several important clients.



With the invention of PVR came the need to find new and innovative ways of communicating with your target market. It has become necessary to communicate with your audience during the sport itself as opposed to during the advert breaks - and so we welcome the powerful property of broadcast sponsorships. Sponsoring a

sport broadcast is a way of endorsing a sport, symbolic of your brand identity, as well as communicating with the target market throughout the broadcast.

Long-term clients such as Bidvest Bank (co-sponsor of all golf coverage), SEEFF Properties (Carling Cup sponsorship) and Konica Minolta (FA Cup) are all receiving significant exposure and have reported nothing but positive feedback all the way. "We continue to renew our packages and invest our brand in sport as the results are incomparable. The golf broadcast speaks to a market that we continuously strive to capture. We have always been pleased with the results generated from this type of advertising," commented CEO of Bidvest Bank, Alan Salomon.

A new sponsorship for stalwart OUTsurance is the Sunday rugby magazine programme, *All Out Rugby*. With the package extending from logo on screen, squeeze-backs, in-studio logo as well as opening and closing billboards, 30" commercials and stings - this is a sponsorship that will not go unnoticed by the passionate rugby supporter.

Delighted with the deal is Head of Marketing at OUTsurance, Peter Cronje: "After removing our presence on Supersport Blitz, we opted for a more targeted approach. Rugby fans are obsessively passionate, deadly determined and driven, yet level-headed and well-minded individuals - the type that we at OUTsurance like to speak to. After ongoing negotiations, both MSCSPORTS and Supersport really came to the party and offered us a deal that we could not refuse."

Keeping with rugby, electronics giant Samsung have captured the 2011 Super Rugby squeeze-back package, ensuring that their market is reminded of the executional excellence and outstanding value for money that the Samsung product delivers.

Head of Marketing for the TV division, Corrie Labuschagne, comments on the success of the campaign thus far: "We have worked with MSCSPORTS before and seen the results. Opting for this package ensured a great return on our investment."

It is without doubt that March's most popular sporting event was the 2011 Cricket World Cup - a Supersport broadcast sponsored by Sasfin Bank.

"With the invention of PVR, one needs to find an innovative way of reaching potential clients. A broadcast sponsorship such as this one offering logo on screen and in studio, squeeze-backs and stings allows our brand to penetrate the home without enforcing itself on the viewer," says Sasfin's Jonathan Newfield, Head of Group Marketing and Strategy.

With a promising list of clients on the 2011 calendar, it is no doubt going to be another successful year ahead for MSCSPORTS.

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