

# Primedia Unlimited buys Mamba Media

Primedia Unlimited has added an eighth new-media company to its expanding group of alternative media offerings. The group already consists of Primall Media; The Letter Corporation; Wideopen Platform; Primestars Marketing; X/procure® Software; Forecourt Media; Icon Media - and now Mamba Media.



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Mamba Media, established to create and market various creative concepts through a multitude of mediums, specialises in the comic and animation medium whereby messages are communicated in sequential forms of graphic visuals and story telling. For example, a regular comic strip entitled "Vusi Vuzela" is run in *Daily Sun*, the largest daily newspaper consumed by a select target audience, in which a particular character endorses advertisers' products.

"Primedia Unlimited offers advertisers unconventional, but impactful, communication with carefully targeted audiences," says Primedia Unlimited CEO Ken Varejes.

"Adding Mamba Media to our stable creates a synergy which compliments our existing group of companies. Broadening our client offerings with Mamba Media significantly strengthens our offerings in the alternate media arena."

Mamba's current client base includes Metropolitan, FNB, KFC, Tiger Brands, Reckitts, Markham (Foschini Group) and Standard Bank.

Headed by group MD Andrew Kramer, and MD Craig Nadelman, Mamba Media enables clients to target markets ranging from direct-to-consumer, calls to action and internal communication. Nadelman's ten years' media experience includes radio, publishing and media planning.

A special focus of the company is communicating corporate social investment strategies and educational public sector drives. To fulfil its mission, the media company creates and promotes market-related icons and heroes, which filter lessons

filled with integrity, hope and pride to build strong brand associations with advertisers and sponsors.

Mamba Media can be aligned with and support, cinema campaigns, radio dramas, taxi advertising or general promotion activation, complimenting messages through education and entertainment.

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