

**PRISA PRISM AWARDS
ENTRY SUMMARY**

CATEGORY: SOCCER WORLD CUP CAMPAIGNS
CONSULTANCY: ATMOSPHERE COMMUNICATIONS
CLIENT: KULULA.COM
PROJECT: THE 'NOT THE WORLD CUP' CAMPAIGN
CONTACT: DAN PINCH DAN@ATMOSPHERE.CO.ZA



"@SeppBlatter Hi Sepp, so glad you're taking questions. Question 1: I really like tummy rubs how do you feel about them?" Sepp The Dog (on Twitter)

OVERVIEW

In January 2010 local airlines were bombarded with negative media coverage on the apparent cost hikes of domestic flights to the World Cup host cities. However, Atmosphere's quick-thinking and multi-faceted campaign, which blurred PR, social media, advertising and word-of-mouth, got the world smiling and restored kulula's credentials as a much-loved maverick brand.

The campaign not only built the reputation of kulula but also placed it in the midst of the World Cup media hype globally without any official endorser status and on a limited budget.

The campaign succeeded in attracting new business with a significant rise* in flight ticket sales over the World Cup period. (50 000 extra seats were filled beyond their normal capacity). kulula secured 332 items of coverage valued at over R8.6 million (AVE 1:1) over the campaign period (February to August 2010).

*Sales data is not publicly released by Comair.

CHALLENGES

- Media reports of collusion in the airline industry and a proposed investigation by the Competition Commission (source: Mail & Guardian, 6 April 2010) further entrenched negative public perception that airline operators were opportunistic as choice was limited to the four carriers. For two consecutive months, headlines focused on collusion, overcharging and lack of capacity;
- kulula had by then already committed to 50 000 additional seats for the event. However, FIFA's draconian rules about marketing meant that as a non-sponsor, kulula could not link its fares and additional capacity to the event without breaking FIFA's rules;
- South Africa's ability to successfully host an event on this scale was being questioned by the international media, particularly the British tabloids which regularly ran ridiculous stories about South Africa;
- Atmosphere's campaign had to break through media clutter and the increased competition for attention from the thousands of global brands that were also marketing around the World Cup. Many of these brands benefitted from much higher budgets and/or approved links to the event.

Collaborating with its partner, King James, Atmosphere was called in to help ensure that kulula's investment in the World Cup paid off and to protect and build its reputation as a fun, consumer-focused brand, and more importantly, to fill the excess capacity during the event.

OPPORTUNITIES

- Global media were very focussed on South Africa and looking for angles beyond the soccer;

- The World Cup was the key topic of conversation for almost everyone in the country. If kulula could become part of the conversation in a credible way it could attract substantial attention;
- Despite the negative public sentiment around the cost of air travel during 2010, kulula's flights were very well-priced and offered extra availability. However, what was required was a creative PR strategy to tell the public about it.

RESEARCH AND KEY INSIGHTS

As a team, Atmosphere had to understand the main public talking points around the 2010 World Cup and how to use these to the advantage of its client. Atmosphere identified the following through in-depth research of local and international media (25 to 30 media outlets were researched), as well as informal telephonic research among 50 friends and family of the agency:

- While South Africans were fiercely proud of the World Cup being held in South Africa, many felt FIFA were heavy-handed in dictating to locals how to conduct business during the event;
- Local media coverage highlighted that Sepp Blatter, FIFA's President, was facing some public criticism for taking himself and FIFA too seriously;
- Locals were increasingly annoyed with the patronising and wildly inaccurate stories from the global tabloid press and Atmosphere's conclusion was that no-one was really speaking out for South Africa and its ability to host a successful event;
- Media feedback opportunities such as letters to the editor, social media commentary and talk-show callers highlighted that local travellers believed firmly that the airlines would use the event to over-charge. As a result the regular business clientele who fly the Johannesburg to Cape Town commute postponed their bookings during the World Cup period.

PLANNING OF STRATEGY

Communications objectives

- Make kulula a credible part of the World Cup story and avoid any further negative publicity for the airline during the World Cup;
- Position the brand as a patriotic supporter of the World Cup and a champion of the ordinary South African;
- Increase the likeability of kulula and measure this through an increase in interaction on Facebook, Twitter and blogs;
- Tackle the pompousness and misinformation of the likes of FIFA and the global tabloid media in a tongue-in-cheek kulula manner;
- Communicate the message of cheap flight availability to ensure increased ticket sales during the World Cup period.

Key messages

- kulula is offering consumers well-priced flights during the World Cup;
- kulula is a fun brand that doesn't take itself too seriously or allow others to;
- The brand has a right to be part of the public conversation around the World Cup.

Target audiences

- **Primary:** South African business and leisure travellers who use low-fare airlines.
- **Secondary:** International travellers visiting South Africa during the World Cup.

Media channels

- International and national mass media including TV, print, radio and online;
- Key media influencers such as bloggers and media/marketing commentators who could either help spread stories in the mainstream media or be asked to comment on them;
- Consumers: The key aim of Atmosphere's activities was to initiate and join public conversations and let consumers spread the message on behalf of kulula, thereby giving it more credibility both offline and online through social media, particularly Twitter and Facebook.

EXECUTION OF THE STRATEGY

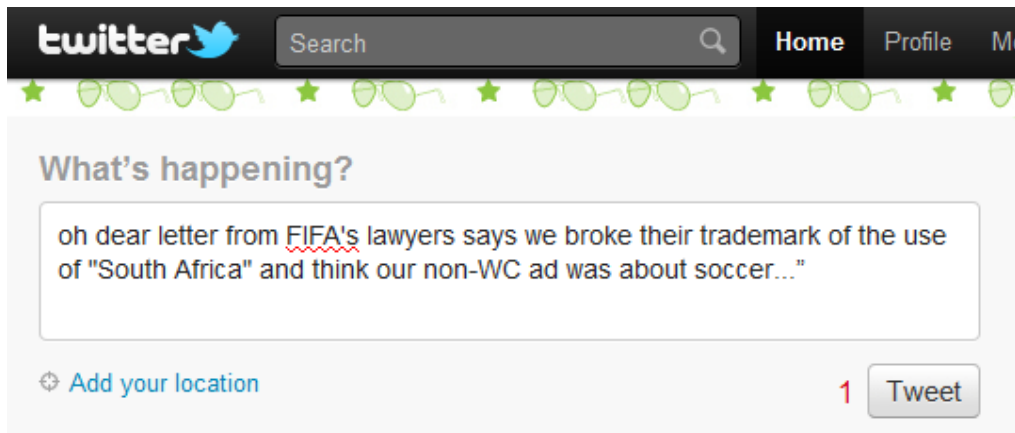
kulula issues price challenge

In February 2010, Atmosphere kicked off the campaign through a series of well-targeted media releases, issuing a challenge from kulula's CEO, Gidon Novick, to other airlines to drop their prices. The resulting media coverage highlighted that kulula was offering consumers a fair deal and a variety of media outlets did comparative pricing tables. This coverage could be achieved through media relations, but not traditional advertising. Directly after the coverage appeared, Atmosphere's partner, King James, placed a fun tongue-in-cheek advert:



FIFA's legal machine kicks in

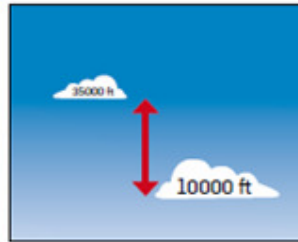
When FIFA issued a legal letter in response to the once-off advert designed to playfully bend some of the rules around World Cup marketing, Atmosphere provided an immediate running commentary on Facebook and Twitter. It elected not to distribute a traditional media release, which would have taken longer to draft and approve. Atmosphere's speedy, informal response ensured that bloggers and media were immediately alerted on developments as these happened, and ensured that kulula – through Atmosphere – was always one step ahead of FIFA's (rather slower) PR response. Atmosphere's response eventually made its way onto CNN.



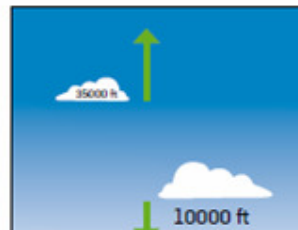
Trademarking the sky for April Fools' Day

Taking its cue from the draconian document issued by FIFA to the marketing industry regarding trademark regulations, Atmosphere conceived an April Fools' Day stunt to 'trademark' the sky. Atmosphere utilised a media release to issue its own witty PDF document to bloggers, media and kulula fans, which explained its 'very reasonable' rules on featuring the South African sky in advertising or the media (see supporting materials).

The trademark only applies to images of the Sky™ between 10 000 and 35 000 feet above sea level (kulula's main operating space). This is strictly forbidden.



Images of the Sky™ below 10 000ft and above 35 000ft will be allowed. Note: the Sky™, Rain™ and Clouds™ trademarks apply only to South African skies – depiction of airspace outside of the South Africa's jurisdiction would be acceptable.



Taking on the UK tabloids

Wary of being a one-trick pony in mocking FIFA, Atmosphere picked a new target that the South African public was totally fed up with: the British tabloids. In May 2010, following a sensational story about an earthquake threat to Cape Town that appeared in the UK-based *The Daily Star*, Atmosphere sent a dressed-up white Zulu warrior to *The Star* in Fleet Street, London to deliver a warning about other 'threats' in South Africa, including the Tokoloshe; the end of the world 23km off the coast and killer rhinos wandering the streets.

Atmosphere then informed the South African media and its online fans of this stunt through a media release and social media tools. These influencers responded with another burst of coverage and social media applause.



Feel free to have a little weep

In late June 2010 the World Cup event finally arrived. To give kulula fans something to talk about following Bafana Bafana's performance, Atmosphere conceptualised and distributed packets of tissues (for tears of sadness or joy depending on the result) on kulula flights on the day of the game.



We'll fly anyone called Sepp Blatter for free

For the finale of its campaign, Atmosphere persuaded kulula to invite Sepp Blatter to fly for free on any kulula flight as a thank you for bringing the World Cup to South Africa (knowing full well that the real Sepp would never take up such an offer). However, 'out of the blue' a cute young Boston Terrier changed his name to Sepp Blatter and took a tour of Mzansi. Atmosphere once again used all its media relations' tools and social media updates to document his tour of stadiums in Cape Town, Durban and Jo'burg. Atmosphere also created a Facebook profile for Sepp The Dog. Sepp posted

about his tour, quickly gaining a loyal following of supporters. The media loved it, resulting in numerous front pages featuring the happy pooch.

CAPE ANTON (27/11/11)
STEWART/ANDREW DAVIES/PA

I'm Sepp Blatter... who the hell are you?



BLAF-ANA BLAF-ANA. Sepp the Boston Terrier has won free flights on holidays after the real Blatter declined an offer to be flown around the country for free.

Mutt is on the money after Sepp ignores airline's free offer

HARVEY WILLIAMS
Last year

STEWART/ANDREW DAVIES/PA
The World Cup has a friendly new mascot. Sepp the Dog.
The Boston Terrier has been flown around the world for free after its owner, Cape Town resident Sepp Blatter, refused an offer to be flown around the world for free.

The dog was flown after the airline, Cape Town resident Sepp Blatter, refused an offer to be flown around the world for free. The dog was flown after the airline, Cape Town resident Sepp Blatter, refused an offer to be flown around the world for free.

STEWART/ANDREW DAVIES/PA Sepp the dog and Cape Town resident, he will now be flying Blatter to Africa and Dubai over the next few weeks.

Blatter was offered a free flight to Cape Town, but he refused. The dog was flown after the airline, Cape Town resident Sepp Blatter, refused an offer to be flown around the world for free.

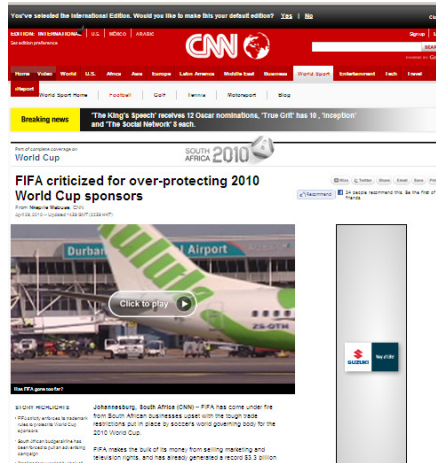
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EVALUATION

The campaign garnered massive local and international media coverage and thousands of new fans for kulula – online and real life ones. On a relatively small budget, Atmosphere secured local and international brand awareness through unpaid media exposure on international channels such as CNN, Taiwan News and BBC. This was despite strict marketing regulations from FIFA and without kulula being aligned with the World Cup as an official brand.



In addition to attracting the goodwill of consumers and establishing kulula as fun-loving, truly South African brand, the campaign boosted ticket sales over the World Cup period.

“The kulula World Cup campaign has played a pivotal role in the development of the kulula brand in South Africa. The campaign was innovative and unique, which effectively communicated kulula’s positioning as a consumer-focused brand in the market. It also had a significant impact on increased sales during the campaign period.”— Nadine Damen, kulula.com Marketing Manager.

Campaign objectives	Delivered by Atmosphere
<ul style="list-style-type: none"> • Make kulula a credible part of the World Cup story and avoid any further negative publicity for the airline during the World Cup 	<ul style="list-style-type: none"> • By using a combination of mainly media relations, two once-off adverts, and a very affordable publicity stunt in London, kulula secured 332 items of coverage both locally and internationally, valued at over R8.6 million (AVE:1:1). • Media coverage over the campaign period provided a times 36 return on investment. • Not one negative article on kulula followed after the price challenge communications.
<ul style="list-style-type: none"> • Communicate the message of cheap flight availability to ensure increased ticket sales during the World Cup period. 	<ul style="list-style-type: none"> • Key message penetration – direct mention of the availability of low-fare tickets through kulula – was achieved in more than 15% of the media coverage obtained. • kulula’s ticket sales increased significantly during the World Cup period. (50 000 extra seats)

	<p>were filled beyond their normal capacity).</p> <ul style="list-style-type: none"> • kulula received an average of 65 000 extra unique users a month during the campaign, compared to preceding months, gaining 3 million unique users over the campaign period.
<ul style="list-style-type: none"> • Tackle the pompousness and misinformation of the likes of FIFA and the global tabloid media in a tongue-in-cheek kulula manner; • Position the brand as a patriotic supporter of the World Cup and a champion of the ordinary South African 	<ul style="list-style-type: none"> • kulula received 768 positive messages via its Facebook page during the World Cup. The majority of these were messages of encouragement for its maverick marketing activities during the World Cup.
<ul style="list-style-type: none"> • Increase the likeability of kulula and measure this through an increase in interaction on Facebook, Twitter and blogs; 	<ul style="list-style-type: none"> • 28 300 visits were made to the kulula Facebook page during the campaign period. • Over 3000 Facebook fans were gained.

CONCLUSION

The combination of a supportive client who is willing to respond quickly to maverick PR activities and a quick-thinking, insightful PR team secured great local headlines and substantial international media coverage, with a return on investment of 36. It also culminated in solid business results. The campaign played an important role in once again establishing kulula's credentials as a proudly fun-loving homegrown brand.

kulula World Cup Coverage Summary			
DATE	MEDIA OUTLET	HEADLINE / SUBJECT OF INTERVIEW	A.V.E (1:1)
February 2010			
01-Feb-10	Most Contagious 2010	Most contagious case study and annual newsletter	R 50,000.00
10-Feb-10	SouthAfrica.To	kulula World Cup Airfares	R 8,000.00
11-Feb-10	Classic FM Online	kulula Challenges Airlines to Lower Airfares	R 8,000.00
11-Feb-10	Africa Aviation	kulula Challenges Other Airlines	R 3,000.00
11-Feb-10	The Citizen	kulula Challenges Others to Cut World Cup Airfares	R 8,000.00
11-Feb-10	Daily News	Not a Get Rich Scheme	R 12,000.00
11-Feb-10	Travelwires.com	Local Airlines Must Reduce World Cup Airfares	R 8,000.00
11-Feb-10	Lotus FM	kulula Challenges all S.A. Airlines	R 518.40
11-Feb-10	Radio CCFM	kulula Wants Airlines to Lower Ticket Prices for 2010	R 800.00
11-Feb-10	Radio CCFM	kulula Wants Airlines to Lower Ticket Prices for 2010	R 272.00
11-Feb-10	Highveld Stereo	kulula on Airfares	R 3,702.40
11-Feb-10	Gagasi FM	kulula Challenges Others to Cut World Cup Airfares	R 1,932.00
11-Feb-10	Classic FM	kulula Challenges its S.A. Rivals	R 2,810.60
11-Feb-10	Kaya FM	kulula.com Challenges S.A. Airlines	R 1,872.00
11-Feb-10	Classic FM	kulula Challenges its S.A. Rivals	R 3,378.36
11-Feb-10	Classic FM	kulula Challenges its S.A. Rivals	R 2,803.32
11-Feb-10	Eye Witness News Online	kulula Begins Price Cut Challenge	R 12,000.00
11-Feb-10	Talk Radio 702	kulula Challenges Rivals on Airfares	R 3,684.80
11-Feb-10	Fin24.com	kulula Challenges Rivals on Airfares	R 12,000.00
12-Feb-10	Business Day	kulula Challenges Rivals on Airfares	R 1,291.82
12-Feb-10	IOL	Our Prices are Lower Finished and Klaar	R 12,000.00
12-Feb-10	MSN News	kulula Challenges Rivals on Airfares	R 8,000.00
12-Feb-10	Bizcommunity	kulula Challenges Rivals on Airfares	R 12,000.00
12-Feb-10	The Mercury Online	Challenge to Lower World Cup Airfare	R 8,000.00
12-Feb-10	The Star	Lower World Cup Airfares Urged	R 8,000.00
12-Feb-10	All Africa	kulula Challenges Rivals on Airfares	R 8,000.00
12-Feb-10	Neoows	Our Prices are Lower Finished and Klaar	R 3,000.00
12-Feb-10	Cape Times Online	Our Prices are Lower Finished and Klaar	R 12,000.00
12-Feb-10	Jade Air	Our Prices are Lower Finished and Klaar	R 3,000.00
12-Feb-10	NPR	kulula Challenges Rivals on Airfares	R 3,000.00
12-Feb-10	Business Day Online	kulula Challenges Rivals to Lower Prices	R 12,000.00
12-Feb-10	FEDHASA	kulula Challenges Rivals to Lower Prices	R 3,000.00
12-Feb-10	RSG	kulula Calls For Lower Prices During Soccer World Cup	R 1,844.40
12-Feb-10	Lotus FM	kulula Challenges all S.A. Airlines	R 369.27
12-Feb-10	KFM	kulula Calls For Lower Prices During Soccer World Cup	R 2,899.68
12-Feb-10	RSG	kulula Calls For Lower Prices During Soccer World Cup	R 1,780.80
12-Feb-10	Business Report	Cheap Flights For World Cup	R 6,369.16
12-Feb-10	NomadTours.com	kulula Challenges Rivals to Lower Prices	R 3,000.00
12-Feb-10	India Times Online	kulula Issues Price Challenge	R 8,000.00
26-Feb-10	Fin24	Lower World Cup Airfares Urged	R 12,000.00
26-Feb-10	Getaway	Low Airfares for World Cup Period	R 12,000.00
28-Feb-10	RadarFarms	kulula Issues Price Challenge	R 3,000.00
28-Feb-10	Times Live	kulula Issues Price Challenge	R 12,000.00
TOTAL:			R 299,329.01
March 2010			
DATE	MEDIA OUTLET	HEADLINE / SUBJECT OF INTERVIEW	A.V.E
01-Mar-10	Business Traveller Africa	kulula Challenges Rivals to Lower Airfares	R 45,819.67
01-Mar-10	The Times	kulula Issues Price Challenge	R 10,766.59
01-Mar-10	Newstoday.co.za	kulula says Fifa reaction is outrageous	R 8,000.00
03-Mar-10	Gagasi FM	kulula Challenges its S.A. Rivals	R 3,795.00
12-Mar-10	Marklives	Fifa bullies target Kulula	R 12,000.00
12-Mar-10	Between10and5	Pulled kulula ad	R 12,000.00
18-Mar-10	360News	kulula flies into Fifa flak	R 8,000.00
18-Mar-10	iAfrica	Fifa grounds kulula advert	R 12,000.00

18-Mar-10	All Voices	Fifa grounds kulula advert	R 3,000.00
19-Mar-10	airlines.einnews.com	Airline flies again with new ad campaign	R 3,000.00
19-Mar-10	Blogs1001	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Urban Transport	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Sport Shizle	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Football Blips	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	UberVU	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Philly.com	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	msnbc	kulula drops ad after FIFA complaint	R 12,000.00
19-Mar-10	Business.com	kulula drops ad after FIFA complaint	R 8,000.00
19-Mar-10	Yahoo Sports	kulula drops ad after FIFA complaint	R 12,000.00
19-Mar-10	DailyFinance.com	kulula drops ad after FIFA complaint	R 8,000.00
19-Mar-10	ESPN (Online)	kulula drops ad after FIFA complaint	R 70,781.63
19-Mar-10	ESPN (Print)	kulula drops ad after FIFA complaint	R 623,457.03
19-Mar-10	Taiwan News Online	kulula drops ad after FIFA complaint	R 3,659.90
19-Mar-10	Taiwan News (Print)	kulula drops ad after FIFA complaint	R 3,074.32
19-Mar-10	CBNC	kulula drops ad after FIFA complaint	R 300,000.00
19-Mar-10	FoxSoccer.com	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	NJ.com	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	USA Today	kulula drops ad after FIFA complaint	R 8,000.00
19-Mar-10	Business Week Online	kulula drops ad after FIFA complaint	R 12,000.00
19-Mar-10	Nola.com	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	AT&T	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Well Abroad	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Kxnet.com	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Todaysthv.com	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Football Line	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	Universal Sports	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	CBS Sport	kulula drops ad after FIFA complaint	R 50,000.00
19-Mar-10	BusinessInsider.com	kulula drops ad after FIFA complaint	R 8,000.00
19-Mar-10	Road Runner	kulula drops ad after FIFA complaint	R 3,000.00
19-Mar-10	The Columbian Online	kulula drops ad after FIFA complaint	R 8,000.00
19-Mar-10	East Coast Radio Online	Rap over the knuckles for kulula	R 12,000.00
19-Mar-10	Newsabi	FIFA orders kulula to withdraw ad	R 8,000.00
19-Mar-10	Daily News	kulula flies into Fifa flak	R 12,000.00
19-Mar-10	Worldnews.com	kulula flies into Fifa flak	R 12,000.00
19-Mar-10	iol.co.za	South Africa belongs to South Africa	R 12,000.00
19-Mar-10	Topix.com	kulula flies into Fifa flak	R 8,000.00
19-Mar-10	BBC News Online	FIFA orders kulula to drop ambush ad	R 746,086.11
19-Mar-10	Business Report Online	kulula designing another world cup advert	R 12,000.00
19-Mar-10	SmashingNews.net	kulula flies into Fifa flak	R 8,000.00
19-Mar-10	Sport24.co.za	FIFA forces kulula to drop ad	R 12,000.00
19-Mar-10	India Times Online	kulula flies into Fifa flak	R 8,000.00
19-Mar-10	Airnews Today	kulula ad campaign	R 8,000.00
19-Mar-10	Africa Aviation	FIFA orders kulula to withdraw ad	R 8,000.00
19-Mar-10	Eye Witness News Online	FIFA orders kulula to withdraw ad	R 12,000.00
19-Mar-10	The South African	FIFA orders kulula to withdraw ad	R 8,000.00
19-Mar-10	AV.com	FIFA orders kulula to withdraw ad	R 3,000.00
19-Mar-10	Heart FM	FIFA world cup update	R 869.40
19-Mar-10	Pretoria News Online	FIFA orders kulula to withdraw ad	R 8,000.00
19-Mar-10	The Times Live	FIFA orders kulula to withdraw ad	R 12,000.00
19-Mar-10	The Voice of the Cape	Fifa, kulula in deul	R 8,000.00
19-Mar-10	The Sowetan Online	FIFA orders kulula to withdraw ad	R 12,000.00
19-Mar-10	The Post	kulula flies into Fifa flak	R 8,000.00
19-Mar-10	The Star Online	kulula flies into Fifa flak	R 8,000.00
19-Mar-10	Sports Illustrated Online	Fifa goes overboard with airline ad	R 12,000.00
19-Mar-10	Business Report Online	kulula flies into Fifa flak	R 12,000.00
19-Mar-10	soccernews.com	kulula responds to Fifa legal threats	R 3,000.00
19-Mar-10	City Press Online	FIFA orders kulula to withdraw ad	R 12,000.00

19-Mar-10	Highveld Stereo	kulula illegal advert campaign	R 5,126.40
19-Mar-10	YFM	Fifa orders kulula to pull advert	R 7,090.20
19-Mar-10	Mail&Guardian Online	kulula to continue world cup ad campaign	R 12,000.00
19-Mar-10	YFM Online	Fifa hauls kulula ad	R 12,000.00
19-Mar-10	News24.co.za	kulula designing another world cup advert	R 12,000.00
19-Mar-10	Weekend Post Online	FIFA orders kulula to withdraw ad	R 12,000.00
19-Mar-10	KFM	kulula.com - FIFA	R 3,763.90
19-Mar-10	Cape Talk 567	Fifa bans kulula.com marketing campaign	R 1,246.32
19-Mar-10	Jacaranda FM Online	Rap over the knuckles for kulula	R 8,000.00
19-Mar-10	Cape Times Online	kulula flies into Fifa flak	R 12,000.00
19-Mar-10	Pretoria News Online	kulula flies into Fifa flak	R 8,000.00
19-Mar-10	News24.co.za	kulua designing another ad	R 12,000.00
19-Mar-10	TheMercury.co.za	kulula flies into Fifa flak	R 8,000.00
19-Mar-10	TheHerald.co.za	FIFA orders kulula to withdraw ad	R 8,000.00
19-Mar-10	iol.co.za	kulula flies into Fifa flak	R 12,000.00
19-Mar-10	Fin24.com	FIFA orders kulula to withdraw ad	R 12,000.00
19-Mar-10	Cape Times Online	High-flying airline advertising campaign shot down by Fifa's trademark	R 12,000.00
19-Mar-10	Yummy.co.za	Fifa. Capitalist greed personified	R 3,000.00
19-Mar-10	Cape Argus Online	kulula flies into Fifa flak	R 12,000.00
19-Mar-10	www.dementia.co.za	FIFA orders kulula to stop ad	R 8,000.00
19-Mar-10	24.com	FIFA orders kulula.com to drop ad	R 12,000.00
19-Mar-10	Cape Times	High-flying airline advertising campaign shot down by Fifa's trademark	R 9,434.14
19-Mar-10	www.usatoday.com	South African airline drops 'ambush' World Cup ad after complaint	R 338,799.36
19-Mar-10	www.businessweek.com	SAfrican airline drops ad after FIFA complaint	R 295,359.15
20-Mar-10	BrandsOnly	kulua vs Fifa round two	R 8,000.00
20-Mar-10	Soccer World Cup Website	kulula vs Fifa round two	R 12,000.00
20-Mar-10	Big Soccer	kulula responds to Fifa legal threats	R 3,000.00
20-Mar-10	Nogold.com	kulula vs Fifa round two	R 3,000.00
20-Mar-10	Tech Dirt	kulula responds to Fifa legal threats	R 3,000.00
20-Mar-10	Treehugger.com	FIFA orders kulula to withdraw ad	R 3,000.00
20-Mar-10	Goal.com	FIFA orders kulula to withdraw ad	R 3,000.00
20-Mar-10	Jacaranda FM Online	kulula to launch another world cup advert	R 8,000.00
20-Mar-10	Times Live	kulula has new ad for world cup	R 12,000.00
20-Mar-10	KFM	Fifa - Kulula.com	R 1,304.42
21-Mar-10	E News Channel	kulula ad campaign	R 24,250.05
21-Mar-10	Marklives	kulula new advert	R 12,000.00
21-Mar-10	City Press Online	kulula new advert	R 8,000.00
22-Mar-10	S.A. Pig	FIFA gags kulula	R 3,000.00
22-Mar-10	PPRuNe.org	FIFA gags kulula	R 3,000.00
22-Mar-10	Comparecarrentals.com	kulula drops ad after FIFA complaint	R 3,000.00
22-Mar-10	Thekathrynreport.com	kulula drops ad after FIFA complaint	R 8,000.00
22-Mar-10	The Herald Online	kulula designing another world cup advert	R 8,000.00
22-Mar-10	World Cup Blog	kulula vs Fifa round two	R 8,000.00
22-Mar-10	Cape Times Online	Airline flies again with new ad campaign	R 12,000.00
22-Mar-10	ETN	kulula vs Fifa round two	R 8,000.00
23-Mar-10	Mlive.com	kulula drops ad after FIFA complaint	R 12,000.00
23-Mar-10	The Aviation Forum	kulula drops ad after FIFA complaint	R 8,000.00
23-Mar-10	BitterWallet.com	kulula vs Fifa	R 3,000.00
23-Mar-10	Cellfhelp	kulula vs Fifa	R 3,000.00
23-Mar-10	Long Walk Since Freedom	FIFA gags kulula	R 8,000.00
23-Mar-10	Hayibo	FIFA gags kulula	R 3,000.00
23-Mar-10	MarketingWeb	Fifa grounds kulula advert	R 12,000.00
23-Mar-10	Times Live	kulula vs Fifa - gloves back on	R 12,000.00
23-Mar-10	Bizcommunity	kulula outwitting Fifa at every turn	R 12,000.00
23-Mar-10	Kickoff.com	kulula advert breached the law-Fifa	R 8,000.00
23-Mar-10	E News Channel	kulula ad	R 15,833.33

23-Mar-10	Capricorn FM	kulula Comeback advert	R 1,536.00
23-Mar-10	Talk Radio 702	kulula ad	R 15,474.08
23-Mar-10	YFM	kulula hits back at FIFA	R 5,357.05
31-Mar-10	TravelWires.com	kulula trademarks the sky	R 12,000.00
TOTAL:			R 3,398,884.05
April 2010			
DATE	MEDIA OUTLET	HEADLINE / SUBJECT OF INTERVIEW	A.V.E
01-Apr-10	www.travelwires.com	kulula trademarks the sky, use it with care	R 12,000.00
01-Apr-10	SlideShare.net	Guidelines to avoid kulula Sky trademark infringement	R 3,000.00
01-Apr-10	UniTravel.co.za	kulula trademarks the sky	R 3,000.00
01-Apr-10	Business Report	kulula pokes more fun at Fifa	R 12,000.00
01-Apr-10	YFM.co.za	kulula pokes more fun at Fifa	R 8,000.00
01-Apr-10	News24.c0m	kulula owns the sky, Fifa cannot fly	R 12,000.00
01-Apr-10	AfricaAviation	kulula pokes more fun at Fifa	R 8,000.00
01-Apr-10	iBlog	Guidelines to avoid kulula Sky trademark infringement	R 3,000.00
01-Apr-10	AfricaAviation	kulula owns the sky, Fifa cannot fly	R 8,000.00
01-Apr-10	TourismUpdate.co.za	kulula trademarks the sky	R 8,000.00
01-Apr-10	GoTravel24.com	kulula trademarks the sky	R 8,000.00
01-Apr-10	Mail&Guardian	kulula takes aim at advertisers over use of sky	R 12,000.00
01-Apr-10	The Marketing Site	"SkyTM is the limit" demands kulula legal team	R 12,000.00
01-Apr-10	www.360news.co.za	kulula takes aim at advertisers over use of skyTM	R 8,000.00
01-Apr-10	The Forum S.A.	kulula takes aim at advertisers over use of sky	R 3,000.00
01-Apr-10	You Magazine Online	Cheeky kulula ads take on Fifa	R 12,000.00
01-Apr-10	www.news24.com	kulula owns the sky, FIFA cannot fly	R 12,000.00
01-Apr-10	CNN	Interview with Heidi Brauer re kulula world cup campaign	R 7,142.86
01-Apr-10	CNN	Interview with Heidi Brauer re kulula world cup campaign (repeat)	R 7,142.86
01-Apr-10	CNN	Interview with Heidi Brauer re kulula world cup campaign (repeat)	R 7,142.86
03-Apr-10	www.witness.co.za	Fifa "owns date"	R 12,000.00
07-Apr-10	Time Magazine Online	Stopping Ambush Marketers During the World Cup	R 74,465.46
08-Apr-10	You Magazine	Oh, go on, Fifa, Laugh	R 95,180.00
08-Apr-10	Huisgenoot Magazine	2010-reels, Gaan Vlieg!	R 143,750.00
15-Apr-10	online.wsj.com	World Cup Crimps Merchants	R 804,380.10
19-Apr-10	www.etaiwannews.com	S.A. Broadcasters world cup mistake	R 8,000.00
20-Apr-10	Marklives	Low prices and no lawyers dot com	R 12,000.00
21-Apr-10	Marklives	Majut and Sons	R 12,000.00
21-Apr-10	Marklives photostream	Majut and Sons	R 12,000.00
22-Apr-10	www.10and5.com	kulula trademarks the sky	R 12,000.00
29-Apr-10	CNN Online	FIFA criticized for overprotecting world cup sponsors	R 12,000.00
TOTAL:			R 1,363,204.14
May 2010			
DATE	MEDIA OUTLET	HEADLINE / SUBJECT OF INTERVIEW	A.V.E
03-May-10	www.cwebnews.com	kulula warns UK tourists of tokoloshes, sunburn	R 8,000.00
03-May-10	Africabusiness.com	kulula warns UK tourists of tokoloshes, sunburn	R 8,000.00
04-May-10	Cape Town Times	kulula warns UK tourists of tokoloshes, sunburn	R 8,000.00
04-May-10	UK Herald	kulula warns UK tourists of tokoloshes, sunburn	R 56,743.59
04-May-10	Business Report	kulula warns UK tourists of tokoloshes, sunburn	R 78,818.13
04-May-10	www.businessreport.co.za	kulula warns UK tourists of tokoloshes, sunburn	R 12,000.00
04-May-10	www.bizcommunity.co.za	kulula.com shakes Daily Star readers	R 12,000.00
04-May-10	www.project2010.co.za	kulula warns UK tourists of tokoloshes, sunburn	R 3,000.00
04-May-10	www.ioltechnology.co.za	kulula warns UK tourists of tokoloshes, sunburn	R 3,000.00
04-May-10	Zuid-Afrika.startpagina.nl	kulula warns UK tourists of tokoloshes, sunburn	R 3,000.00
05-May-10	Business Report Blog	kulula warns UK tourists of tokoloshes, sunburn	R 12,000.00
05-May-10	www.themarketingsite.co.za	English soccer fans warned of other SA 'dangers'	R 12,000.00
05-May-10	www.politicsweb.co.za	Beware our cheap beer! - kulula	R 8,000.00
05-May-10	Blogs.iol.co.za	kulula warns UK tourists of tokoloshes, sunburn	R 12,000.00
06-May-10	Mercury	Beware of prawns and the tokoloshes, tourist told	R 5,833.77
07-May-10	Between10and5	Vintage Fridays: The best kulula	R 12,000.00

08-May-10	Weekend Argus	kulula warns Brits of prawns and the tokoloshe	R 27,528.57
08-May-10	Pretoria News Weekend	kulula takes the mickey out of Brist	R 5,833.77
08-May-10	Saturday Star	Tokoloshe and cheap beer: kulula has dig at UK tabloid	R 14,118.38
10-May-10	Mail&Guardian Online	World Cup Visitors : be afraid, be very afraid	R 12,000.00
29-May-10	Weekend Argus	Eateries told to load not-World Cup menus	R 5,448.77
TOTAL:			R 319,324.98
			June 2010
DATE	MEDIA OUTLET	HEADLINE / SUBJECT OF INTERVIEW	A.V.E
01-Jun-10	Rebus	kulula.com ads	R 16,546.00
04-Jun-10	Financial Mail	kulula and the air heads	R 54,326.70
11-Jun-10	www.nationmultimedia.com	"Fick Fufa" - disgruntled South Africans put the boot in	R 27,458.73
13-Jun-10	e.TV eNews	Budget airliner comes out with new catchy advert	R 61,100.00
15-Jun-10	Metro FM	The discussion about the Fifa Press Conference and mentions Dutch Breweries, World Cup, Budweiser and kulula	R 21,845.00
16-Jun-10	www.nytimes.com	At World Cup, Publicity Money Can't Buy	R 253,119.00
16-Jun-10	Talk Radio 702	Dutch World Cup marketing stunt included mentions of kulula.	R 14,914.66
16-Jun-10	www.thestreet.com	World Cup's ad policy lacks fair play	R 3,000.00
17-Jun-10	nuus24.com	kulula sal SA troos	R 12,000.00
17-Jun-10	www.imod.co.za	kulula (not world cup) ads	R 12,000.00
17-Jun-10	10and5.com	Tactical marketing for kulula	R 12,000.00
17-Jun-10	www.robbyhobson.com	A little something to dry our tears	R 12,000.00
17-Jun-10	www.iol.co.za	A little something to dry our tears	R 12,000.00
17-Jun-10	www.pretorianews.co.za	A little something to dry our tears	R 8,000.00
17-Jun-10	www.gatvol.co.za	A little something to dry our tears	R 3,000.00
17-Jun-10	www.totallymad.co.za	Something small to dry Bafana Bafana supporter's tears	R 12,000.00
17-Jun-10	www.360news.co.za	A little something to dry our tears	R 8,000.00
17-Jun-10	www.thetimeslive.co.za	Fifa ambushes itself.Again	R 12,000.00
18-Jun-10	Mail and Guardian Online	Fick Fufa!	R 12,000.00
18-Jun-10	www.whoateallthepies.tv	World Cup Shots: 'Fick Fufa' Says South African Newspaper Headline	R 16,050.00
20-Jun-10	www.timeslive.co.za	New kulula ad sure to get Fifa barking	R 12,000.00
20-Jun-10	Sunday Times	New kulula ad sure to get Fifa barking	R 32,287.49
20-Jun-10	www.jensweinreich.de	Südafrika, Tag 16: Sepp the Dog, Fick Fufa!	R 25,000.00
21-Jun-10	www.10and5.com	Sepp the dog	R 12,000.00
21-Jun-10	www.thespoiler.co.uk	Dog steals Sepp Blatter's identity	R 3,000.00
21-Jun-10	www.sport24.com	Sepp, the dog, flying kulula	R 12,000.00
21-Jun-10	www.iafrica.com	Flights for Sepp the dog	R 12,000.00
21-Jun-10	www.mybroadband.co.za	Sepp, the dog, flying kulula	R 8,000.00
21-Jun-10	www.businessreport.co.za	Sepp Blatter, the dog, gets free kulula flights	R 12,000.00
21-Jun-10	www.politicsweb.co.za	Handsome Sepp Blatter flying kulula	R 8,000.00
21-Jun-10	g.yahoo.sports.com	Dog named sepp Blatter soars above South Africa	R 3,000.00
21-Jun-10	www.newvision.com	Sepp Blatter ambushed	R 3,000.00
21-Jun-10	www.gotravel24.com	Dog named sepp Blatter soars above South Africa	R 8,000.00
21-Jun-10	www.marklives.com	Sepp Blatter flies kulula	R 12,000.00
21-Jun-10	www.sagoodnews.co.za	Sepp Blatter snaps up kulula's free flights offer	R 8,000.00
21-Jun-10	www.thetimeslive.co.za	That dog Sepp flies kulula for free	R 12,000.00
21-Jun-10	www.citizen.co.za	Feature: "Fick Fufa" - Disgruntled South Africans put the boot in	R 8,000.00
21-Jun-10	www.totallymad.co.za	It's official: Sepp flies kulula	R 12,000.00
21-Jun-10	www.southafricantimes.co.uk	Sepp, the dog, flying kulula	R 8,000.00
21-Jun-10	iol.co.za	Which Sepp Blatter, the dog or dude?	R 12,000.00
21-Jun-10	www.360news.co.za	Sepp, the dog, flying kulula	R 8,000.00
21-Jun-10	www.adfocus.co.za	Dogged Blatter takes up kulula offer	R 8,000.00
21-Jun-10	Cape Argus	I'm Sepp Blatter... who the hell are you?	R 34,956.17

21-Jun-10	Cape Argus	Sticking it to FIFA	R 13,155.54
21-Jun-10	Voice of the Cape	Sepp the dog	R 8,742.00
21-Jun-10	The Star	Doggone fabulous deal	R 23,051.84
21-Jun-10	Daily News	Mutt is on the money after Sepp ignores kulula's offer	R 15,534.19
21-Jun-10	www.depers.nl	Over slimme reclame gesproken: Sepp Blatter is een hond	R 21,815.69
21-Jun-10	De Pers (print)	Over slimme reclame gesproken: Sepp Blatter is een hond	R 61,429.73
21-Jun-10	Kingfisher FM	Sepp Blatter to fly with kulula.com	R 452.60
21-Jun-10	metroworldcup.com	Offside:Sepp Blatter is a dog	R 12,000.00
22-Jun-10	Irish independent online	World Cup diary: Sepp dogged by airline ruse	R 8,000.00
22-Jun-10	The Times	An unforgettable beer, bud	R 591.57
22-Jun-10	www.nickburcher.com	World Cup, kulula.com ads and Sepp Blatter (the dog)	R 3,000.00
22-Jun-10	Voice of the Cape	Advertising standards authority of South Africa	R 6,756.20
22-Jun-10	East Coast Radio	kulula to fly dog named Sepp Blatter	R 8,742.00
22-Jun-10	Pretoria News	Would the real Sepp please board?	R 10,230.00
22-Jun-10	www.footballblips.com	Dog named sepp Blatter soars above South Africa	R 3,000.00
22-Jun-10	Witness	Lucky dog: 'Sepp' collars kulula's free flights	R 9,864.51
22-Jun-10	Daily Dispatch	Sepp Blatter, the dog, gets free flights	R 3,438.95
22-Jun-10	Mail and Guardian Online	Sepp's big adventure	R 12,000.00
22-Jun-10	africa.blogs.liberation.f	Afrique du Sud : "Fick Fufa", le slogan de la fronde anti-Fifa	R 20,000.00
22-Jun-10	www.sun2surf.com	Jekyll and Hyde	R 15,461.23
23-Jun-10	www.stuttgarterzeitung.com	Even the UK is powerless Fifa	R 200,000.00
23-Jun-10	www.thehindubusinessline.com	Ambush marketing	R 3,000.00
23-Jun-10	www.timesguardian.com	Sepp Blatter, the dog, gets free flights	R 8,000.00
23-Jun-10	www.soccernet.com	Sepp Blatter dogged by South African airline	R 3,000.00
23-Jun-10	www.handelszeitung.com	It could fly for free Blatter	R 200,000.00
23-Jun-10	www.zimbio.com	World Cup, kulula.com ads and Sepp Blatter (the dog)	R 3,000.00
23-Jun-10	RSG	Ambush marketing during Soccer World Cup - Interview with Nadine Damen (repeat)	R 313,804.80
23-Jun-10	RSG	Repeat: Ambush marketing during Soccer World Cup - Interview with Nadine Damen	R 333,553.80
24-Jun-10	www.mailandguardian.co.za	Sepp's big adventure	R 12,000.00
24-Jun-10	www.aolnews.com	Cheeky advertisers evade Fifa World Cup Rules	R 12,000.00
24-Jun-10	www.deccanchronicle.com	Companies cash in on ambush marketing	R 3,000.00
24-Jun-10	The Times	Tale of 'unofficial national carrier' is wagging the dog	R 5,915.71
25-Jun-10	www.aolnews.com	Cheeky Advertisers Evade FIFA World Cup Rules	R 12,000.00
25-Jun-10	www.blick.ch	Das ist Sepp Blatter	R 12,000.00
25-Jun-10	www.irishtimes.com	Red Cards on and off the pitch	R 204,825.00
26-Jun-10	Independent on Saturday	Was it worth being an official sponsor in the World Cup	R 860.68
26-Jun-10	Maritzburg Sun	Sepp Blatter snaps up kulula's free flights offer	R 6,603.76
26-Jun-10	blogs.health24.com	Fick Fufa, and other little protests	R 12,000.00
27-Jun-10	e.News Channel: Maggs-o-meter	The big marketing issue	R 15,000.00
28-Jun-10	e.News Channel: Maggs-o-meter	The big marketing issue - Repeat	R 14,916.67
28-Jun-10	www.news24.com	Sponsors spoiling the 2010 broth?	R 12,000.00
28-Jun-10	london.thesouthafrican.com	Sepp Blatter, the dog, gets free Kulula flights	R 21,606.57
29-Jun-10	ireland.world-countries.net	Silent treatment	R 12,000.00
29-Jun-10	e.News Channel: Maggs-o-meter	The big marketing issue - Repeat	R 14,833.33

29-Jun-10	www.2010worldcup.163.com	Vice president of Titan: a Mingjiaosepu dog	R 3,000.00
29-Jun-10	www.sowetan.co.za	Dog barks its way to 2010 stage	R 8,000.00
29-Jun-10	Sowetan	Dog barks its way to 2010 stage	R 12,793.11
30-Jun-10	www.az.com.na	Stimmung in Gelb und "Fick Fufa"	R 8,000.00
TOTAL:			R 2,593,583.23
			July 2010
DATE	MEDIA OUTLET	HEADLINE / SUBJECT OF INTERVIEW	A.V.E
01-Jul-10	www.caledonianmercury.com	South African backlash against Fifa	R 3,000.00
01-Jul-10	e.News Channel	World Cup	R 14,866.67
01-Jul-10	The Big Issue	Sepp takes to the skies	R 3,700.00
01-Jul-10	The Business Line	Soccer's African Safari	R 12,000.00
03-Jul-10	www.tourismuszukunft.de	kulula vs. Fifa	R 3,000.00
03-Jul-10	www.spiegel.de	Flights brings Fifa chief to the dogs	R 8,000.00
07-Jul-10	www.bizcommunity.com	Advertising the nation	R 12,000.00
08-Jul-10	www.totallymad.co.za	Opportunistic advertising during the World Cup entertains consumers	R 12,000.00
09-Jul-10	www.mediaupdate.co.za	Opportunistic advertising and ambush marketing keeps the ad industry on its toes	R 12,000.00
11-Jul-10	www.independant.co.uk	World Cup	R 300,000.00
13-Jul-10	Talk Radio 702	Big five marketing winners of the World Cup	R 30,831.17
16-Jul-10	The Star	Fifa still targeting ambush marketing	R 3,704.76
19-Jul-10	Classic FM	FIFA world Cup	R 54,197.52
19-Jul-10	www.africareview.com	Fick Fufa	R 12,000.00
20-Jul-10	www.bizcommunity.com	World Cup serves up publicity stunts to remember	R 12,000.00
24-Jul-10	CNBC Africa	World Cup, Sepp Blatter	R 59,500.00
24-Jul-10	CNBC Africa	World Cup, Sepp Blatter	R 81,200.00
25-Jul-10	CNBC Africa	World Cup, Sepp Blatter	R 70,280.00
TOTAL:			R 704,280.12
GRAND TOTAL:			R 8,678,605.53