

DStv

HUIS KUNS KOS

AFP



The DStv logo is displayed in white on a blue rectangular background in the top left corner. The background of the entire slide features a man in a black shirt leaning against a silver car, with a coastal scene and a blue sky in the background.

DStv

THE STORY

Architect Heini van Niekerk & Actress Dorette Potgieter

Travel through Cape Town to suss out local Artists and Art galleries and talk with our countries best creatives.

Heini talks about Architecture and the wonder of Art and the work and talent that goes into crafting a beautiful home or building.

Heini and Dorette visit Original local eateries and chat with the owner And they have some fun in the kitchen together.

Play the Promo



CONTENT PILLARS

ART AND CREATORS & CREATIVES

DECOR AND DESIGN BRANDS

FOOD AND VENUES

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A promotional image for the South African reality show 'The Celebs'. It features two celebrities, Dorette Potgieter and Heini Van Niekerk, smiling and posing together. Dorette is on the left, wearing a light-colored button-down shirt, and Heini is on the right, wearing a dark shirt. Heini has his arm around Dorette's shoulder. The background is a blurred indoor setting.

THE CELEBS

Dorette Potgieter

Heini Van Niekerk

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THE VALUE

DStv

- 10 Minute Airing in Prime Time
- 10 Minute Airing in Shoulder Prime
- 10 Minute Lifetime on our Streaming Site
- 20 Minute Total Exposure on Dstv 263
- 10 Minute Episode to Keep

800 000 Viewers Per Episode

Cost to client R46 400

Exposure Value R200 000

Cost include production and broadcast

Broadcast and Delivery Terms

1. Upon completion of your episode, it will be uploaded to our streaming platform for public viewing. You will also receive a copy of your episode for your records.
2. Your episode will be broadcast on Dstv 263 aimed at the local mass market consumer.
3. Full payment is required upfront to secure our Professional Team and Celebrity & to confirm your booking.
4. Our standard Terms and Conditions apply to all bookings.
5. If you express interest in booking via email and subsequently cancel, a fee of R10,000 will be charged. Please note that these terms are non-negotiable and form part of our agreement.
6. Multiple Businesses may share the 10 minute space in order to make up the cost.
7. These Terms & Conditions may change without any prior notice.

JOIN THE WAITING LIST



PRESS HERE



BRANDS IN SHOWS

Examples of product placement include:

- A character in a movie drinking a specific brand of soda
- A TV show featuring a character using a particular brand of smartphone
- A video game character wearing a specific brand of clothing or shoes

Product placement can be done in various ways, including:

- Visual placement: The product is visible in the scene, but not necessarily used or mentioned.
- Usage placement: The product is used by a character in the scene.
- Dialog placement: A character mentions the product or brand in conversation.
- Integrated placement: The product is integrated into the storyline, often as a key plot point.

With Huis Kuns Kos the 10-minute sponsor insert in each episode is an example of product placement, where the brand's products or services are featured in a way that is organic to the storyline.



PRESS PLAY

CONTACT

DStv

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