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To whom it may concern

Private Property South Africa embarked on a brand building campaign over the festive period between December 2015 and January 2016. We were keen to test out a new and exciting media over a previously inactive marketing period for the company.

We received a fantastic proposal from Andre' Botes from Skybanners SA that was extremely innovative and different from anything we have done. Andre' assisted and advised us throughout the process and enabled us to come up with a targeted campaign based on the busiest areas and best times for our #searchthesky campaign as well as advised the ideal hours to expose our brand. The whole planning process was extremely professional.

Once the campaign began, it was a pleasure to work with Andre and his team. He informed us as pre and post flights, shared images of aircraft and banners on and off the ground as well as Ariel footage via email and his social media platform. We ran a competition in each area we flew the branded banner and Andre was very proactive in assisting us drive the competition in each area. It was great to feel he was rooting for us and was part of our Team.

Our results were immediate and interestingly very measureable. Once the banner was in the air the social media posts and images from our followers on social media came pouring in. It was very gratifying to receive that immediate response and get confirmation that the brand building competition was successful.

Andre was very proactive and even arranged a cocktail party for our clients and did a fly past the Michelangelo where our guests were at the Penthouse viewing this spectacle which was very impressive indeed.

I must say from the start to the conclusion of our campaign we received the most professional service and I would highly recommend using Skybanners SA!

We analyzed our December and January results and we're exceptionally pleased with the ROI across the media we had used. This definitely contributed to the biggest month we have had in terms of unique browsers/traffic to our site www.privateproperty.co.za

We will be using Skybanners again this year and look forward to our next campaign.

Kind Regards

Sue Clarke

Marketing