



Inspiring new ways

8 January 2013

To whom it may concern

This letter confirms that South African Tourism has commissioned Rapid Blue Productions to develop a Global Marketing campaign that will launch post in April 2013.

Two couples (or friends), (France & Australia) who we cast in-country, experience an incredible adventure in South Africa in January-February 2013. The group starts together but goes on four different journeys around South Africa, enjoying 20 amazing experiences in 10 days. While they're here, they'll be followed around by a camera. Their experiences, adventures, responses and emotions will be captured. Their Journeys will be developed into 2 Brand TVC's that will flight on our Global platforms (CNN, National Geographic & Global Cinema) which will reach over an estimated billion consumers.

The campaign will also be driven online (various social media) with a 360 integrated portal on www.southafrica.net where consumers can learn more about the itineraries and benefits of a journey through South Africa.

The couples will be filmed in SA in January & February 2013.

Please feel free to contact the writer for further details.

Yours faithfully

Ian Utermohlen
Global Manager: Marketing & Advertising
Mobile: 0828263821
E-mail: ian@southafrica.net