



THE HOTHOUSE COMMUNICATIONS

marketing communications



THE SANDOWN WAY VALUES

OUR VALUES
 Passion | Respect
 Integrity
 Self-discipline

PASSION

OUR BEHAVIOURS
 Recognise performance, effort and commitment. Be proud of our company and yourself.
 Be enthusiastic about our company and your role in Sandown's success.
 Go the extra mile. Have fun!

The biggest responsibility we have is to behave that you are working for Sandown. The driving force of a great team comes from the individual commitment and passion for the work. It is your passion that sets you apart.

Sandown Motors

THE SANDOWN WAY VALUES

OUR VALUES
 Integrity | Self-discipline
 Passion | Respect

INTEGRITY

OUR BEHAVIOURS
 Deliver on your promises, ALWAYS.
 Be beyond reproach.
 Be honest and fair in your dealings.
 Be bold and voice your opinion respectfully.
 Be trustworthy.

Live to that when your children think of "honesty, caring and integrity" that think of you."
 - Mr. Gordon Brown, UK

Sandown Motors

THE SANDOWN WAY VALUES

OUR VALUES
 Respect | Integrity
 Self-discipline | Passion

RESPECT

OUR BEHAVIOURS
 We respect our customers, business partners and our colleagues.
 We listen to the ideas of others.
 We embrace and celebrate diversity.
 We treat others with the respect with which we would like to be treated.
 We communicate respectfully, internally and transparently.

We would never let a child's opinion become the driver, we would let the child's opinion lead, but we would never let the child's opinion control. We would let the child's opinion lead.

Sandown Motors

➤ Sandown Motors | Transformation Campaign



The Hothouse Communications **in a nutshell**



The Hothouse Communications offers clients tailored, cost-effective Marketing and Communications solutions. We pride ourselves on our highly personalised, efficient and responsive service.

BEE Status

As an EME, The Hothouse Communications automatically qualifies as a Level 4 enterprise, which is equivalent to 100% BEE recognition.

OUR MISSION

'To be a highly respected marketing communications agency that serves reputable and admired clients and which is widely recognised by clients, the industry, and competitors for its work of superior quality and exceptional client service.'



We have enjoyed mutually beneficial relationships with many of our clients for over **20***years*

Our clients, past and present

We are fortunate to work with some of the country's most respected and admired companies, including FUSO Trucks South Africa (a division of Mercedes-Benz South Africa), Bidvest Automotive Retail, Sandown Motor Holdings, Imperial Car Rental Division (Europcar and Tempest) and Super Group Dealerships. Other clients include the Motor Industry Staff Association (MISA), the Independent Dealer Association (part of Lightstone Auto), the Retail Motor Industry Organisation (RMI), SAOU, Tugela Mining & Minerals, the Motor Industry Retirement Funds, Transparent Financial Services, and the ILO.

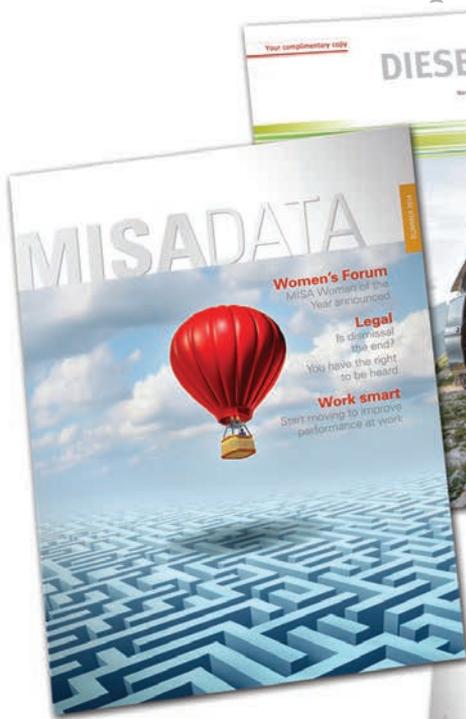
Living our value of creating long-term relationships with clients, we have enjoyed mutually beneficial relationships with many of our clients for over 20 years (since the company's inception).

Accolades

While our ultimate accolade is a note from a satisfied client, we are proud that our work has been recognised by the national South African Publication Forum, where a number of our publications won national awards.

How we add value

We live close to our clients and the industries in which they operate. Since we operate on a basis of mutual trust and respect with our clients (they know that they can rely on us to honour our confidentiality value at all times), they allow us to become part of their "family" and afford us insight into pertinent issues in the company and the industry. This, in turn, enables us to follow a proactive approach to developing our marketing and communications strategies. We also make the investment to spend time with clients and their relevant stakeholders to get to know their businesses better, which enables us to identify angles and issues of relevance that need to be communicated.



MISA DATA | Motor Industry Staff Association newsletter



Sandown Motors | Staff newsletter





But don't just take **our word...**

“The credit for the success of the McCarthy Mirror should go to The Hothouse. Their team has made it their business to get to know our business and its people. Over the years they’ve developed a thorough understanding of our group’s vision, strategies, key priorities and values. The content of McCarthy Mirror is therefore relevant and appropriate as they always manage to give the information they receive, meaning.

To enhance the impact, the articles are well written and presented in a manner that is attractive to the target audience. There is no doubt that our group derives meaningful business benefits from their efforts. The quality of service we get from The Hothouse is outstanding.”

– *Brand Pretorius, former CEO, McCarthy Limited.*



“Die belofte van stiptelikhed het al menige organisasies rooi in die gesig gelaat. The Hothouse Communications het in elke geval waar ons soms ’n baie moeilik uitvoerbare taak aan hulle deurgegee het meer as slegs aan die verwagtinge voldoen. Hulle kry dit met gemak reg om op vindingryke en baie professionele manier uitdagings te aanvaar, en skroom ook nie om saam met hul kliënte eienaarskap van ’n projek te aanvaar nie. Die wete is vir ons as kliënt baie gerusstellend. Hul dienslewingsvermoë om kliëntgerig te wees en op unieke wyse waarde toe te voeg en aan baie diverse behoeftes te voldoen, is ’n maatstaf waaraan ons ander dienslewingsorganisasies meet.”

– Adv JJ (Koo)s Nel, Bestuurder: Streekbemarking Old Mutual PFA.



Three compelling reasons to join us on 18 July!

Mercedes-Benz Commercial Vehicles - Cape Town




1. **Get the best value for your money** - Mercedes-Benz C-Class is the most reliable and efficient car in its class. It's a proven performer.

2. **Get the best service** - Mercedes-Benz C-Class is the most reliable and efficient car in its class. It's a proven performer.

3. **Get the best value for your money** - Mercedes-Benz C-Class is the most reliable and efficient car in its class. It's a proven performer.

2013 PFA... 18 July 2013

Event: 18 July 2013, 10:00 AM
 Venue: 17 Park Parade South, Highgate Business Park, Rondebosch
 Contact: [Phone Number]
 Email: [Email Address]

Aide Memoire
 Thank you for accepting our invitation!

Mercedes-Benz Commercial Vehicles - Centurion



Stand a chance to win!

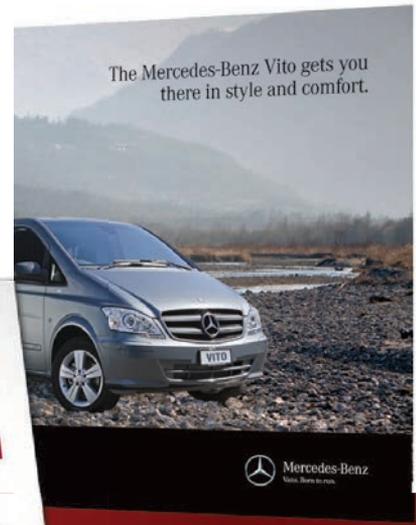
Mercedes-Benz

Let us help your business grow and prosper



Invitation

Mercedes-Benz



Bill & Melinda Gates Foundation newsletter

“First of all thanks for *another great edition* of Sandown’s Pulse magazine for Sandown employees – well done!” – *Dr Martin Zimmermann, Former President & CEO, Mercedes-Benz South Africa.*

“Thank you for your wonderful contribution in making the Transformation Conference such a success. I am most grateful to you.”

– *Roy McAllister, CEO Sandown Motor Holdings.*





AREAS OF EXPERTISE

Advertising & marketing campaigns

Above the Line & Below the Line

Publishing

- Magazines | Newsletters
- Product and corporate leaflets, pamphlets
- Brochures | Annual reports

Internal Communications

- In-house journals and communications campaigns
- Transformation campaigns
- Employee | staff annual reports
- Targeted campaigns, audits and surveys

External Communications, Marketing & Electronic Marketing

- Website and Intranet creation and management
- Social media, including Facebook and Twitter account creation and management
- Direct mail campaigns
- Editorials and advertorials
- Electronic newsletters
- Media liaison & PR campaigns
- Product launches and marketing campaigns
- Management and spokesperson profiling
- Stakeholder communication and relationship-building
- Presentation design
- Speech-writing

General

- Copywriting | Editing | Translation | Proofreading

Our promise to our clients

Quality first and foremost

We pride ourselves in offering our clients world-class quality work that will not only enhance their brand, but will add long-term value to their organisation, both internally and externally.



Our pricing policy

While we are price-sensitive, we prefer to distinguish ourselves on delivering top-quality work, which offers value for money, within a relatively short turnaround time.





How we **work**

The Hothouse Communications makes a point of getting to know the companies they work for well. A disproportionate amount of time is therefore invested in “living close” to our clients.

Between them, the senior partners have over 40 years of editorial experience and have produced publications, editorial content and campaigns for blue-chip companies such as McCarthy Limited, Bidvest Automotive, Sandown Motor Holdings, Imperial Automotive, Super Group, Sasol, Old Mutual, Pepkor, Wooltru, Ernie Els Design, Armscor, MultiChoice Africa, and GlaxoSmithKline.



The buck stops here

The company also accepts full responsibility for all aspects of the campaigns it produces from inception to distribution, and tries to structure all processes so that it creates the minimum “hassle” for clients.

*The Hothouse Communications will deliver a quality product **on time.***

HYUNDAI MOTION

WELCOME TO OUR WORLD!

PICK OF THE WEEK

150
WITH 100% ASSISTANCE

HYUNDAI VELOSTER GETS A BOOST FROM 150 KW TURBO ENGINE

Hyundai's latest supercar-inspired car has been named the most popular regular engine, along with the sporty turbo engine.

HYUNDAI'S SONATA CELEBRATES ITS 30TH ANNIVERSARY

The world's most successful car celebrating 30th anniversary of the Sonata still sets the standard.

HYUNDAI SENDS A MESSAGE TO SPACE AS PART OF NEW CAMPAIGN

Hyundai's latest car is the most advanced in the world.

HYUNDAI REVEALS MID-ENGINE R111 COUPE CONCEPT

Hyundai's latest car is the most advanced in the world.

KIA DRIVE!

KIA PICANTO 1.0 LX MANUAL

• Best in class
• From 10.99k

Even better: the enhanced Kia Picanto

Hyundai's latest car is the most advanced in the world.

How Level Design - if Design Award for New Kia Picanto

Hyundai's latest car is the most advanced in the world.

Kia Sedona named World's 10 Best in Class List

Hyundai's latest car is the most advanced in the world.

#KiaGo2 - Mission accomplished!

Hyundai's latest car is the most advanced in the world.

KIA

Our client care policy

Our clients can expect total honesty, integrity, confidentiality, and loyalty at all times.

We pride ourselves on offering our clients a seamless, integrated service offering. We always take the long-term view and are proud of the longstanding relationships we have forged with our clients over the years.

The Senior Partners

Werner Theron has held several senior positions in the media and marketing departments of corporate companies, including Armscor, Sasol, Old Mutual and McCarthy Motor Holdings (now Bidvest Automotive). Before starting The Hothouse Communications, he was the head of a department at an advertising agency. He is presently a doctoral candidate at North-West University in Corporate Communications, Media and Journalism.



Lara Theron has extensive experience in marketing, corporate communications and industrial journalism. She has consulted for a wide range of clients, including Old Mutual, MultiChoice Africa, Mindport (part of MIH), McCarthy, Sandown Motor Holdings, Imperial Automotive Retail, the Motor Industry Staff Association and the International Labour Organisation. She holds an Honours Degree in Journalism and Media Studies from WITS and a National Diploma in Public Relations from the Cape Town University of Technology.





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▲ McCarthy Wellness Booklet



“Many thanks again! I just love your enthusiasm for what we all get up to. You are an asset to your profession and we are really lucky to have you in charge of such a motivating part of our business.”

– *Renette van der Merwe, Budget Car Rental.*

“I am incredibly proud of what you have done with our booklet. It’s awesome!”

– *Dana de Villiers, former CEO, Motor Industry Staff Association (MISA).*

