

School teacher wins Tower home office promotion worth R20 000

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Tower, a South African-based company that offers a complete range of top quality easy-to-use stationery, labelling and associated home and office products, recently announced the winner of its online promotion as John Wertheim from Kenilworth, Cape Town.



Wertheim, a grade five teacher at St Augustine's Primary School, will be taking home a mobile office worth R20 000. His prize includes an Asus Laptop, Samsung Laser Printer, as well as a Blackberry Phone 8270.

The promotion was supported with a through-the-line campaign that included magazine advertising, a website landing page advert, online banner advert, competition emails, merchandising stand headers, point-of-sale wobblers and on-pack fix-a-form labels.

"The campaign was launched to celebrate and raise awareness of the new Tower website as well as the makeover that the Tower brand has undergone," says Donnae Bowley, Brand Manager of Tower. "It was a successful promotion that received 12000 entries via sms and the Tower website," she continues.

In true demonstration of the brand's slogan of *"making life easier"*, Mr Wertheim will be using the prize to plan for his lessons: "I am so delighted as I badly needed a new computer. Both myself and my learners will benefit from this prize as I will be using it to plan classes, produce recording sheets and work sheets as well as compile reports for my students," he enthuses.

Wertheim, who uses Tower star stickers to mark his learner's work as well as the Tower Teacher's Labels to write encouraging messages for his learners, stated that he will continue to use Tower products for as long as he teaches.

For more information on Tower products see the website on www.towerproducts.co.za.

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