

Stokvel promotes big brand building

Issued by [MegaVision Media](#)

17 Jul 2019

Stokvel is an estimated R50bn industry in South Africa. The stokvel system, which dates back to the early 19th century, is premised on group savings toward a central fund for various situations from burial to grocery purchasing. The groups vary in size from 12 to 20 people and each entity decides how much to contribute and how often the money is shared. From a retail and wholesale perspective, the annual Christmas stokvel is starting to heat up and South African brands are capitalising on this opportunity to offer great deals through bulk purchasing.



STOKVEL DAY PROMOTIONS

**GET YOUR BRANDED GIVEAWAYS HERE
CONTACT US FOR A CUSTOMIZED PACKAGE**

**GET YOUR OUTDOOR MEGABOARDS
AND RECEIVE FREE PROMO FLASHERS**

PACKAGE 1	PACKAGE 2	PACKAGE 3
A 20 Litre Bucket T-Shirt Cap Water Bottle (1000 of each item)	A 20 Litre Bucket T-Shirt Cap Water Bottle Apron Umbrella (1000 of each item)	A 20 Litre Bucket T-Shirt Cap Water Bottle Apron Umbrella 1m x 1m PVC Shopper Bag (1000 of each item)

* T's & C's apply. Pictures are a representation and may differ from actual product.

PACKAGE 1	PACKAGE 2	PACKAGE 3
5 x Outdoor MegaBoards for 3 months including 500 FREE Promo Flashers	10 x Outdoor MegaBoards for 3 months including 1000 FREE Promo Flashers	15 x Outdoor MegaBoards for 3 months including 1500 FREE Promo Flashers

* T's & C's apply. Pictures are a representation and may differ from actual product.

Most wholesalers host a stokvel day where consumers can purchase their products in bulk. This is a perfect opportunity for brands to position themselves in a space where both brand competition and energy is high.

MegaVision Media is offering FMCG brands the opportunity to stick out during the wholesale stokvel days by providing supported branded material, point of sale merchandise as well as our managed rental fixtures at the various stores hosting the stokvel day. We have a range of packages available which makes it easy for brands to get on board. We are also able to create customised package!

Please visit our website www.megavisionmedia.co.za for more information or contact us directly.

info@mvmedia.co.za | 011 803 8433

° SA's traditional trade revolution: 4 must-know strategies for success 13 Mar 2024

° ConnectGroup on redefining field sales technology and cashless payments in Africa 30 Aug 2023

° The 5 keys to stokvel advertising success 8 Aug 2023

° Untapped market: How spaza branding can increase sales and consumer demand 22 May 2023



MegaVision Media

OOH Media | Spaza Branding & Activations | Field Sales Tech
[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>