



COMPANY PROFILE

What is The PR Machine ?

The PR Machine is a niche public relations company, with a strong focus on the South African sports industry. Whether it be with an individual, a brand or an event, it is The PR Machine's responsibility to ensure that the public are regularly kept informed with the correct information on the campaign at hand.

It is all about communication, and whether it is our job to put out fires, manage a brand, launch a new athlete or product, or leverage a sponsorship, we do it through the art of sports communication and ensure that the client receives significant positive returns on their investment.

Our offerings include :

- Writing and dissemination of press releases and event photographs to targeted media;
- Event organisation of product launches, player endorsements and sports sponsorships;
- Consultation on sports marketing and PR strategies;
- Full management of CSI campaigns including strategy formulation; implementation and report backs.
- Assisting with the conducting of interviews with the media;
- Management of media monitoring;
- Television presenting and voice overs.

No matter what the campaign is, The PR Machine ensures that your brand tops the scoreboard by means of an integrated, comprehensive and thorough sports communication strategy.



Why choose The PR Machine ?

At The PR Machine we pride ourselves on our select clients – we don't aim to be the biggest, but we strive every day to become the best. We consistently sweat out each campaign to ensure that the maximum results are achieved and our client secures yet another podium finish.

Why are we the best:

1. We know how to package content in a way which is attractive to media;
2. Our work is of the highest quality;
3. We refuse to place second in anything that we do.

“In my experience, they don't come better than Caroline”
Neil Andrews, Supersport presenter.

“I recommend The PR Machine to any company in quest of a culture of excellence and sublime standards.”

**Ian Schwartz, Springbok Team
Manager.**

“The PR Machine is unique in it's ability to weave the most personal of touches into the pace, volume and detail of it's service delivery to clients”

**Stan Matthews, Former PSL
CEO.**



Past Campaigns :

Some of the campaigns which we've worked on, are outlined below :

SOCCER :

- Bafana Bafana press launch, Eastern Cape;
- BIDVest Wits Football Club : 2005 – 2008;
- EA Sports FIFA 2010 Soccer World Cup game launch;
- Hyundai Park launch;
- SoccerLife Magazine: 2005 – 2010;
- The BIDVest Goodwill Cup : Portugal vs Mozambique : 2009;
- The Eastern Cape Premiers Cup : 2008 & 2009;
- The Gauteng Cup : 2006.



CRICKET :

- OUTsurance Oval launch;
- Makhaya Ntini Tribute Dinner;
- Toyota Father & Sons cricket coaching clinics: 2009, 2010, 2011

GOLF :

- MSCSPORTS/ EA Sports golf day : 2008 - 2011;
- EA Sports Tiger 10 game launch;
- The Neotel golf days 2010 & 2011;

CYCLING :

- The ABSA Cape Epic : 2010 & 2011;
- The OUTsurance OUTride

OTHER :

- The Comrades Marathon : 2010 & 2011;
- The Gauteng Charity Mile



Campaigns continued:

Since opening our business in July 2010, we have activated the following campaigns:

SOCCER :

- SoccerLife magazine visit with Supersport United to JHB General hospital;
- Bidvest Wits FC headquarters & academy opening;
- Samsung CSI coaching clinic with Kaizer Chiefs;
- Tottenham Hotspurs tour to SA, sponsored by Investec.)
- Investec Soccer League

CRICKET :

- Toyota Father & Sons cricket coaching clinics;
- Powerade activations for the CSA & the Protea's;
- The Bidvest Proudly Pink campaign.
- RAM Father & Sons Cricket Coaching Day 2012

GOLF

- EA Sports golf day;
- The Investec Golf sponsorship account;
- The Neotel golf days – JHB & DBN;
- 2011 & 2012 Vodacom Origins of Golf series (12 events).

CYCLING :

- Team Bizhub PR

RUGBY

- The Blue Bulls Company PR;
- The Investec International Rugby Academy;
- The Vodacom Rugby PR account (Super Rugby).
- Springbok Sevens PR

OTHER

- The Investec SA Womens Hockey Team;
- SAIL, MSCSPORTS and Stadium Management South Africa brand PR;
- Bidvest Unity Walk;
- Continental Run2Stop Challenge 2011 & 2012;
- Neotel Internet Café CSI events.
- Kia Amateur Australian Open Tennis 2012
- Discovery Jacaranda Spring Walk 2012



2015, 2016 & 2017 Campaigns :

Some campaigns that we've worked on since January 2015:

- RAM SLAM T20 tournament,
- Investec FC Cape Town sponsorship launch,
- Investec Cup,
- Chase to the Investec Cup,
- Investec golf,
- Investec International Rugby Academy 2015,
- Phumelela Youth Academy,
- Supersport United,
- Team Dimension Data,
- Team MTN-Qhubeka,
- Blue Bulls brand PR,
- Stadium Management South Africa brand PR,
- Team Nissan Show Jumping,
- Nissan Easter Festival,
- Investec Show Jumping,
- KIA Champ into the Arena,
- Old Mutual Soweto Marathon,
- KPMG Sunmile,
- FutureLife / Blitzbokke 7's.



References :

"I have known Caroline Malan since my days as Sports Editor at Talk Radio 702 where she worked as a fledgling reporter. I have had the privilege of watching her grow as a media coordinator and have had regular dealings with her in my current position. Caroline is the consummate professional, dedicated and passionate towards her chosen pursuits. She has always been a pleasure to deal with.

"Docky Dockrat; Supersport : MANAGER Internal Production

"Caroline is very passionate & knowledgeable of the sporting industry as well as public relations. She is a very dynamic, passionate PR Professional that is on top of her game. She delivers her content on time and goes the extra mile for all involved to know exactly what is expected from them and what the deliverables are. She is very professional and I have never worked with a person with her passion and work ethics. I would recommend her PR services to anyone."

Melinda Lombard; Executive Producer : SABC Sport

"I have been fortunate to have worked with Caroline on some seriously high profile events in recent years. As a Master of Ceremonies it is of critical importance to work with competent professionals and in my experience they don't come better than Caroline. In addition to her passion and competence Caroline is well mannered, has a great work ethic and works well under pressure - all essential ingredients for achieving results in the communication and media industries. When I see Caroline's name down on an event contact sheet I know I'm in safe hands and that the event will be an unqualified success."

Neil Andrews; Supersport : Presenter

"I have found Caroline Malan's PR abilities to exceed expectations in terms of delivering on stated measurables, as well as her ability to work well in a team environment. She has worked on many of our biggest projects, such as the Fathers & Sons Cricket coaching days, Absa Cape Epic and the Comrades Marathon. The services provided are professional and her commitment to the project is never questionable. If Caroline is working on a project, I know we are getting great PR returns, she is a well oiled PR machine."

Kerry Roodt, Toyota SA : Senior Manager : Sponsorships & Promotions.

"In an industry that is highly competitive and difficult to stay ahead of, Caroline has made my job as a sports journalist and presenter a pleasure. She always makes sure that I am aware of any projects that she is involved in and handles these projects with the upmost professionalism and organizational control. It is reassuring to know that any project she is charge of is organised and executed exactly as she says it will be. Without asking, Caroline will always go beyond herself to ensure that I can produce the best possible product for television, and this is only possible with a thorough knowledge of the industry"

Gareth Edwards ; ENews : Sports Anchor

Clients

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Some of our clients over the last 7 years include:

Investec,

The Bidvest Group,

RAM Hand to Hand Couriers,

Samsung,

Phumelela,

Continental,

Konica Minolta,

MSCSPORTS,

City of Cape Town,

General Motors SA

MTN-Qhubeka,,

Bidvest Wits FC,

Hyundai.

Toyota,

Vodacom,

Outsurance,

Investec,

Nissan,

Stadium Management South Africa,

Supersport United,

Blue Bulls Company,

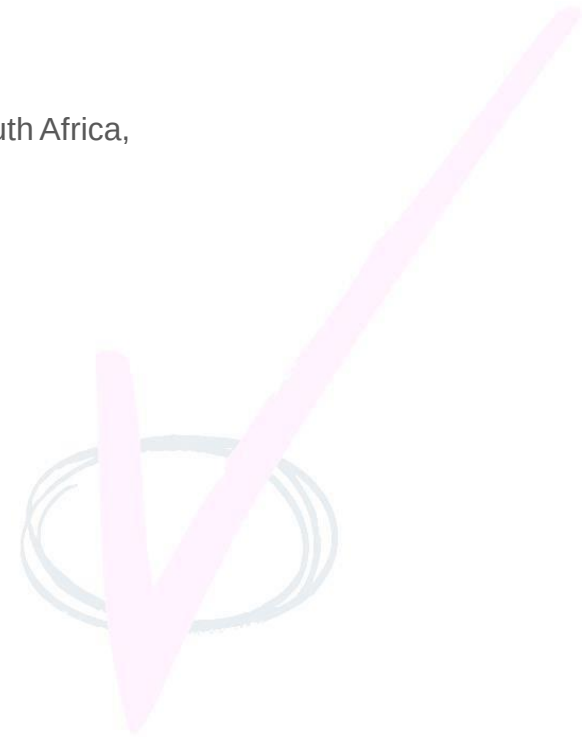
Neotel,

KIA Motors SA,

Dimension Data,

Soweto Marathon Trust,

SAIL.











THANK YOU

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• Writing returns through sports communication •