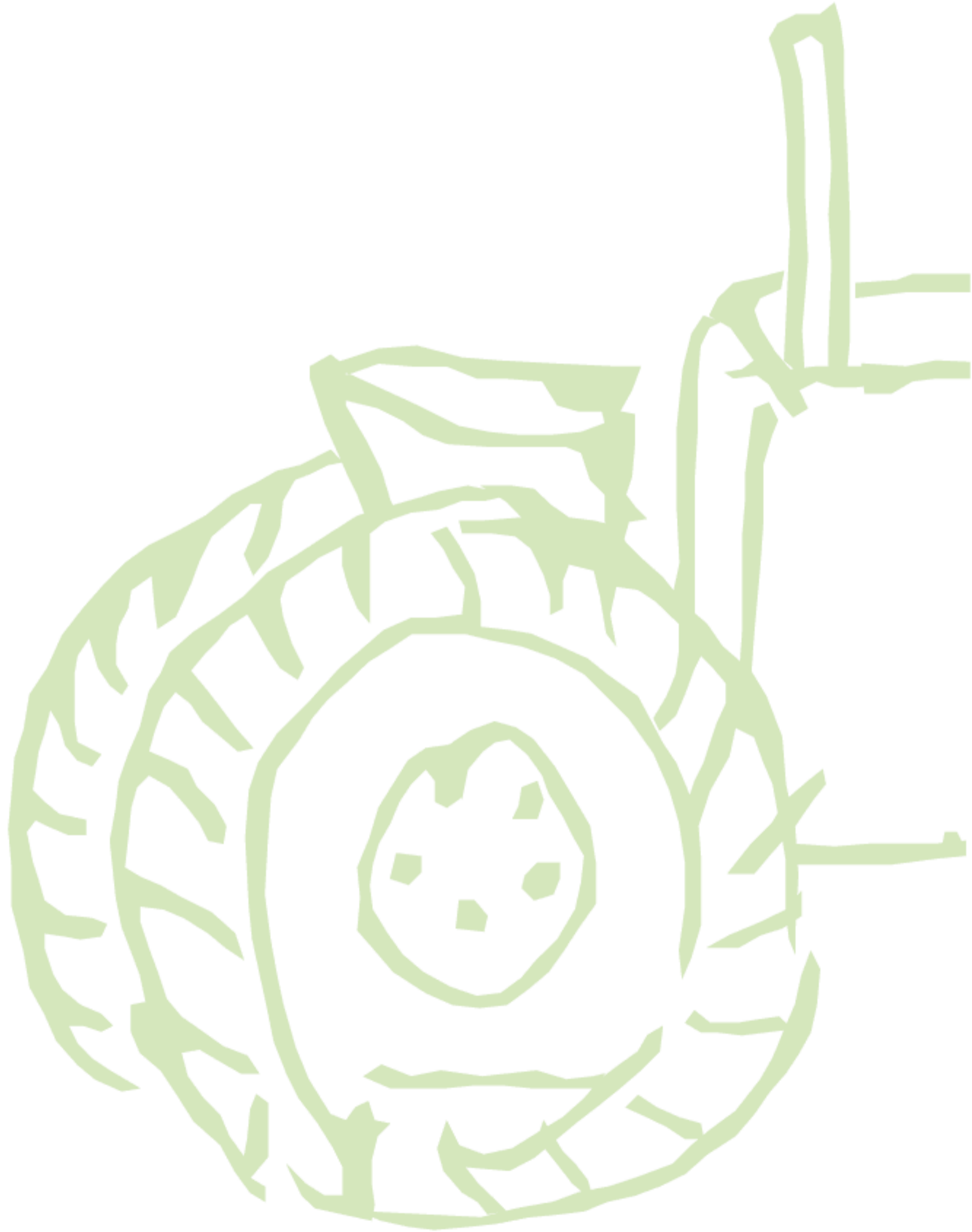




**TRACTOR**  
PRODUCTIONS



**TRACTOR PRODUCTIONS**

ANNEX A, LONGKLOOF STUDIOS, DARTERS STREET, CAPE TOWN, 8001



## Introduction

### Tractor Productions

Tractor Productions is a multimedia agency with a difference.

*We combine international experience with fresh and innovative new ideas.*

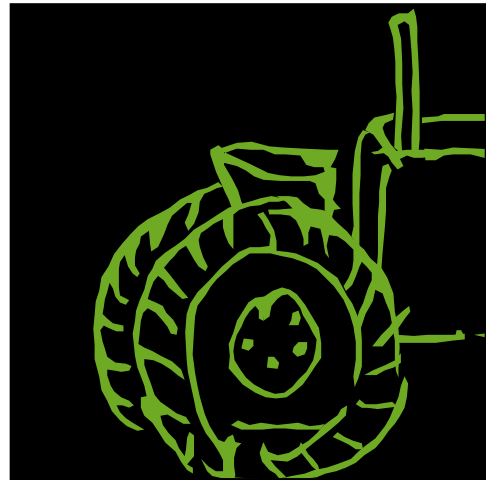
We at Tractor have set our sites on becoming one the best agencies not just in Cape Town, but also through out the southern hemisphere. It is our aim to bring the success of our ideas and ambitions to our clients as well as our shareholders.

"Tractor Productions is a multimedia agency with a difference"

## What can we do for you?

Tractor Productions have specialists in every field of multimedia and film. The company has a unique blend of young local talent and experienced international operators heading up each sector of the company. We at Tractor specialise in the following categories:

- Outdoor signage
- Indoor signage
- Film production
- Film servicing
- DTP design and production
- e commerce and web design
- Campaign planning
- Copywriting
- Media planning



## Why Cape Town?

We at Tractor Productions have identified Cape Town as a premiere location for Film and media. Given the diverse locations and availability of talent, we see our presence in South Africa as an investment with a great future.

## Why Tractor?

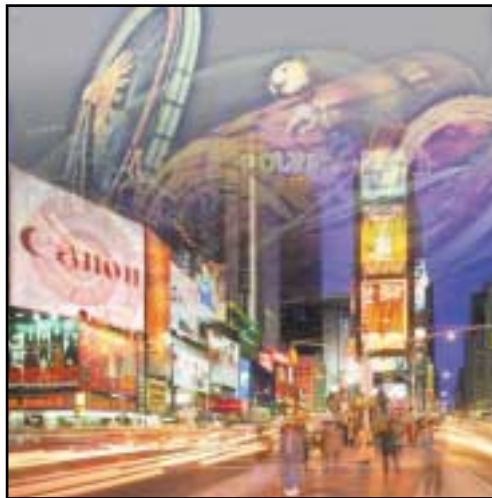
Tractor Productions has a core team of internationally experienced professionals dedicated to the service of our clients. We also promote development in the community with some of Cape Town's fresh new talent, providing a launch pad for new ideas and concepts in business.

Honesty, integrity and professionalism all stand as watchwords for the services we provide for our clients. So join us and help build a successful future together.

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Over the past decade the face of Outdoor Advertising has changed dramatically in response to a greater demand from advertisers and consumer lifestyles.

Outdoor Advertising is increasingly recognised as a highly effective way of reaching a specific or general audience, who are increasingly mobile and have greater consumer power.



## Outdoor Signage

### Why use Outdoor Advertising?

#### Outdoor sites are seen

With an increasingly mobile audience, strategically placed sites have potential for high volume viewings.

#### Outdoor sites are flexible

Sites can often be packaged together to target a specific audience as part of a campaign. The media space can be taken over any type of timeframe as dictated by the client.

#### Outdoor sites are cost efficient

The sites are built and maintained by the Outdoor company. The advertiser only pays for the media space and the production cost of their advert.

Compared with other forms of advertising media outdoor is a very competitive investment. The message is impacting 24-hours a day, 7-days a week.

#### Outdoor sites have presence

They are visually dynamic.

Statistics shows that bold, simple messages and strong brand identification provides effective consumer response.

#### Outdoor sites are effective for big or small organisations

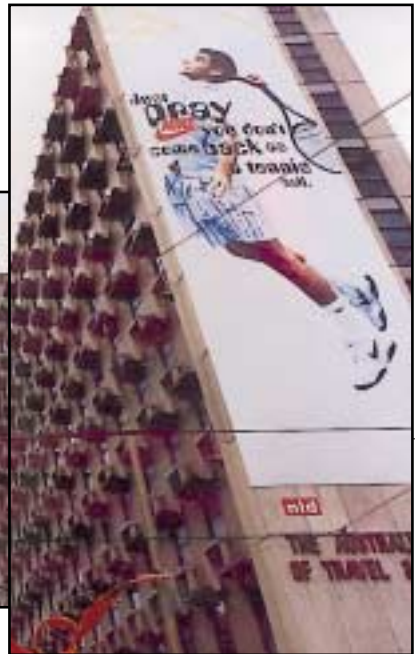
Small businesses often use Outdoor adverts as a brand/image building tool in their catchment area.

Big businesses are likely to use Outdoor for brand/image building or for specific media campaigns such as retail product/price promotions.

#### Outdoor sites work

Case studies illustrate how outdoor advertising increases awareness, influences purchases and sells products.

**“The message is impacting 24-hours a day, 7-days a week”**



### Mobile media

An effective form of advertising is mobile outdoor media. An extension of outdoor advertising, mobile advertising offers different advantages to fixed outdoor signage.

Simply put, mobiles and relocatables are transportable standard size (24 Sheet) billboards mounted on specifically designed trucks or trailers.

This method of outdoor communication is ideally suited to customer-selected locations (subject to local regulations) and for special promotions, events, store openings etc.

The main advantages of this form of advertising include the fact that very few restrictions are applied to mobile advertising, they deliver the message at eye level and retain access to greater areas and specifically targeted routes.

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## Indoor Signage

The increasing fragmentation of the mass media has posed a significant dilemma for the media industry. As the media splinters into hundreds of television and PAY TV channels, thousands of magazine titles and new media advertiser's (particularly the Internet) are finding it harder to get through to their target audience.

However one form of advertising which has demonstrated the ability to overcome this issue of media fragmentation is *indoor signage*.

"Advertisers have found it increasingly important to establish their brands"



### Why use Indoor Advertising?

#### Point of Purchase (POP) is growing in importance

Within the signage industry POP (point of purchase) advertising has been recognised as an increasingly effective advertising tool.

It is estimated that 76% of purchase decisions are made at the point of sale. (\*POPAI – Point of Purchase Advertising Institution – UK 1999). Advertising in store, shopping malls and adjacent car parks acts as a timely purchase prompt, and reinforces brand communication delivered through other media.

POP is recognised as an integral element in the advertising of major brands and retailers, consequently growing in importance and demand.

Furthermore major retailers are also recognizing the potential income that can be generated from having a professional outdoor advertising company to manage their in-store signage.

At Tractor, we have a vast range of POP media buyers, whereby we can offer high returns whilst professionally managing and maintaining sites.

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At Tractor we are dedicated to producing innovative and award winning productions. We aim to nurture young local talent. Combined with the experience of our producing team, Hilton Houghton and Sally Scudamore, we hope to push to the forefront of the South African film Industry.

Tractor Productions specialise in documentaries, features, commercials and music videos. We currently represent several of South Africa's top award winning directors on our books, all who have vast international experience in a wide variety of genres.

## Film Production

Added to this we have built a team of focused professionals to bring your visions to the screen:

### Executive Producers:

Sally Scudamore  
Tim Scudamore

### Producer:

Hilton Houghton

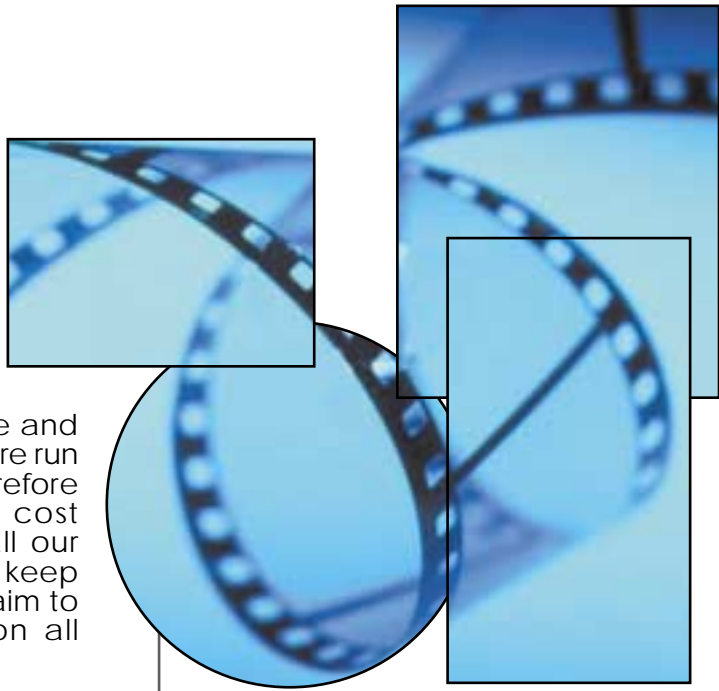
### Directors:

Duncan Robson  
Diana Keam

### Representing:

Michael Briely  
Greg Francois  
Joni Botha  
James Hannah

“At Tractor we are dedicated to producing innovative and award winning productions”



Film costs can be very prohibitive and we realise that most productions are run on extremely tight budgets. Therefore we are dedicated to being cost effective and competitive in all our pricing. We at Tractor pledge to keep costs to a minimum and always aim to come in under our budgets on all projects.

*With arguably some of the best locations in the world*, Tractor are in a position to film in diverse settings within an hour's drive of Cape Town. Our in house location expert is on hand to assist and find exactly what you are after.

With the devaluing Rand, filming is all the more attractive in South Africa. The cost of crew, locations and talent are extremely competitive compared to Europe and America.

Tractor Productions has access to the latest and best equipment for film production. All equipment in the South African Film industry is up to date, tested rigorously before a shoot, and insured. We therefore maintain industry standards compatible with quality of filming any where in the world.

#### What we can offer you:

- Diverse locations within a 50km radius
- Fully tested state of the art equipment at a moment's notice
- South Africa's most talented directors
- Fully qualified, dedicated crew
- Full editing suites and post production facilities
- Qualified management team
- Good weather!

#### Full servicing team:

- Dedicated chaperone
- Accommodation
- Transportation
- Entertainment
- Equipment
- Insurance
- Support team
- Office facilities

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With a highly qualified producing team, Tractor Productions has a lot more than just experience. Based in Cape Town, with offices in the heart of the film sector, Tractor is in a position to offer the complete package.

## Management

Reliable project management, working within your timescales and priorities.

### Managing Director

Adam Whitford

### Executive Producers

Sally Scudamore, Tim Scudamore

### Producer

Hilton Houghton

We at Tractor aim to provide an efficient and detailed film service for production companies filming in South Africa.

With South Africa fast growing a reputation for some of the best film crews in the world, we hope to attract exciting and new international clients to invest in the local film market.

## Crew

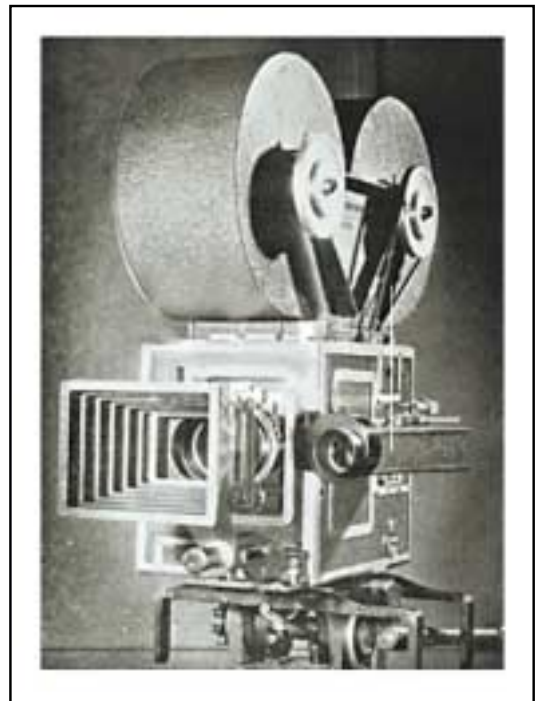
We at Tractor have close relationships with some of South Africa's premiere directors and film crew. Tractor takes full responsibility in choosing and managing Cape Town's best. Crew salaries and CV's are available on request.

## Locations

Based in the heart of the film Industry in Cape Town, Tractor is in a position to offer our clients a wide variety of locations within an hour's drive of Cape Town. With the devaluing Rand, filming is all the more attractive in South Africa. The cost of crew, locations and talent are extremely competitive compared to Europe and America.

For any production company on location, climate plays a vital role in filming, and depending on the season Cape Town has it all, hot sun, wind, rain and storms. We will provide you with monthly expectations, and on arrival, weekly forecasts. Please feel free to visit our website, [www.tractorproductions.com](http://www.tractorproductions.com), for regularly updated weather expectations.

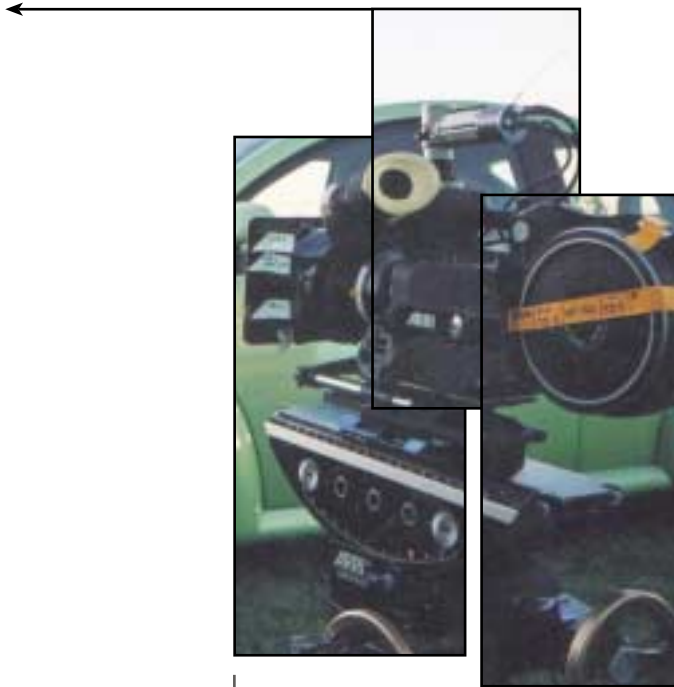
## Film Services



**"The cost of crew, locations and talent are extremely competitive compared to Europe and America"**

## Supplier Relationships

Tractor Productions has relationships with agents and suppliers throughout South Africa ensuring our client's receive the best service at the best rates. We work on a management fee, negotiable for each specific project. Details of payment are negotiated prior to each assignment.



### Equipment

Tractor Productions has access to the latest and best equipment for film production. We ensure that all equipment is up to date, tested rigorously before a shoot, and insured. We at Tractor guarantee the availability of reliable suppliers and facilities at any given time.

Should a client decide to bring their own equipment, we will make all the necessary arrangements to transport the gear to and from its destination safely and securely.

### Accommodation and Office Facilities

At Tractor Productions we cater for our clients every requirement. Cape Town not only offers 'world class' hotel accommodation, but also boasts some of the finest guest houses and boutique hotels in the southern hemisphere. We at Tractor can provide accommodation and entertainment at a wide variety of venues on request.

### Customer Service – 24Hr

We pride ourselves on our dedication to 24hour customer service. We are on hand to provide support and entertainment to ensure your stay is a happy and productive one. To this end we employ a wide service of security personnel and chaperones.

We would also encourage you to spend some time with us where possible, allowing us to show you some of Cape Town's hot spots.

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## DTP Design and Production

The advent of desktop publishing and the Internet has ushered in a new era of multi media. DTP helps combine both texts and graphics/scanned images to form a well-planned layout.

The internet has become the communications vehicle that enables DTP companies to offer digitised, world-class design and production services to clients all over the globe.

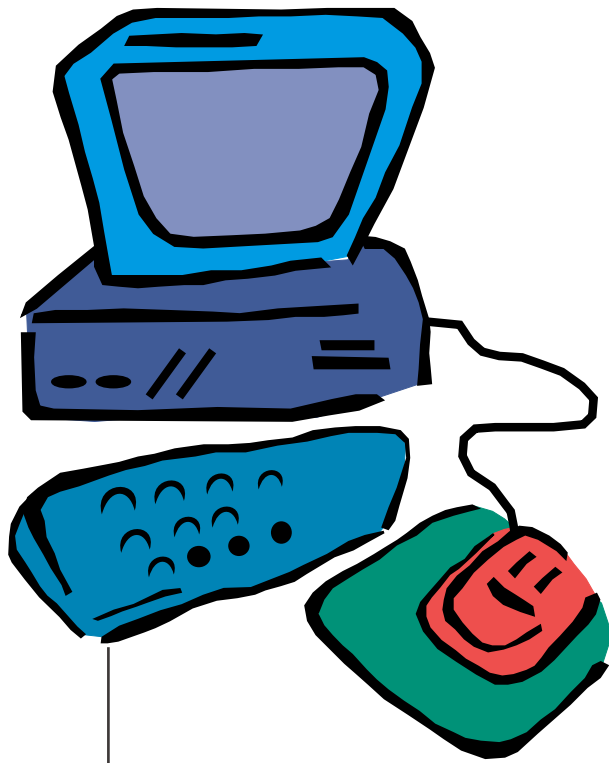
### Why use Tractor?

We at Tractor productions provide a broad multimedia service offering clients solutions from the conceptual stage through to the completed product.

## DTP Design and Production



**"We offer a fast and professional service with competitive pricing"**



**We offer skills in the following key areas:**

- Creative conceptualisation
- Copywriting
- Strategic marketing
- Product placement
- PR and media management
- Branding and corporate identity

Tractor Productions have a team of dedicated professionals in advertising and DTP design, fusing fresh young talented designers and experienced marketing executives.

We offer a fast and professional service with competitive pricing. We are able to offer a quality service with knowledge of new and upcoming technologies and will deliver results in a well-defined and consistent manner.

Examples of the type of work we produce are as follows:

- Logo design
- Corporate literature
- Brochures and leaflets
- Packaging
- Signage and posters
- Copywriting for media

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## Ecommerce and Web Design

### Designing a web site for your organisation

Due to the ever-changing face of the internet, web design is a fast changing and varied industry. Many designers will try to persuade you to have all the latest gimmicks and graphics on your site.

Due to the bandwidth limitations, we at Tractor believe that functionality and simplistic designs coupled with expert programming and support provide the basis for good web design.

Before proceeding with designing your website, we will first assess what your requirements are. Here are some of the questions we ask:

- What is the objective of your website
- How can we ensure your website reaches your target market
- Will your site need regular maintenance and are there resources available for this
- What technology best suits your business environment
- How can we provide an effective solution within the budget available

Many other web design companies build your site and fail to provide after sales service. We at Tractor believe in developing relationships with our clients, and offer a comprehensive aftersales service.

For example, providing maintenance and 24hr support, ensuring web sites are fully functional, keeping you abreast of technological advancement and updating your website when required.

### Other web related services we offer include

- Consultancy
- Web edits
- Regular maintenance
- Web design
- e commerce
- Programming - basic & high level
- Hosting and mail box set-up
- Domain name registration service

“Web design is a fast changing and varied industry.”



### 'Enable your business'

With the continual increase in the use of personal computers and the growing number of people surfing the internet, e-commerce is rapidly becoming an every day part of life.

Web sites are no longer an optional extra for businesses but a major tool for advertising, sales and information. However, for many there is still uncertainty over terms like e-commerce and the application of websites in a business environment.

Put simply, e-commerce is any form of business transaction carried out electronically over the internet, usually in a secure environment. A website is one or more pages hosted on the worldwide web or 'internet'.

### Reasons for considering e-commerce in a business environment

- e-commerce removes all geographical boundaries and time differences for trading internationally
- It is a cost-effective form of revenue generation and an important marketing tool
- e-commerce is a simple way to reach additional market share through remote access
- It allows you to undertake cost-effective business with a greater number of customers in an ever-increasing market place
- It is a secure form of trading
- It requires minimal maintenance

**"We at Tractor promise to offer you an innovative e-commerce solution to maximise your business's efficiency."**

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