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MARIN'S AND SONY'S PATRIOTIC SALUTE TO THE 2010 WORLD CUP

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It's 2010 we have reached the climax of our World Cup preparation, and the foremost point of sale company in the world is leading the way. Marin's Southern Africa and Sony will work together to bring patriotism to a juncture.

These two corporate giants have united in an effort to demonstrate their renowned technologic expertise in order to give South Africans a perspective of marketing and advertising from an international approach.

The Marin's team will be designing a specific Lama unit for Sony. They are Special Maxi Lama's with basoto (base) and these Lama's have the most salient artwork do define them. The displays will be set up at major retail outlets around the country such as Makro, Pick n Pay Hypermarkets etc.

"Although the design of the lama was challenging in its conception, the end result was synonymous with both Marin's and Sony's professionalism. Like Marin's, Sony has also been a market leader creating innovation which looks unusually attractive but is also effortless," says Derek Smit President of Marin's Southern Africa

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Sony has built a global empire and is a strong brand at technological workshops, gaming fairs and even soccer tournaments. "It is only logical for us to step into a collaborative effort with Marin's. Their style is fluent with our products and the brands thus complement each other. Marin's bring their products to life by adding realistic verse, whilst we integrate technology and sensory distinction to our products." says Howard Stringer Chairman and CEO of the Sony Corporation.

Marin's was a part of several campaigns for Sony such as the 'Upgrade to HD' and 'Save' campaign. Another prime campaign which Marin's designed Lama's for was the Sony S – Frame campaign. Units were created to hold the digital photo frames-displaying the state of the art strength of the Lama as well as its ability to capture current trends.

Marin's a first in South Africa, made it easy to set up, saving promoter's time and costly hire. This collaboration encompasses everything associated with cutting edge technology and is also a key trend setter for future events.

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Issued on behalf of Marin's Southern Africa

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