

Showing consumers how to conserve energy

During the cold month of May 2006, Eskom - with the backing of the Department of Minerals and Energy - teamed up with ComutaNet to educate South African commuters on using electricity economically. Gazebo Promotion units were strategically placed at taxi ranks nationwide, branded together with ComutaNet promoters in t-shirts and caps that communicated three energy-saving messages. Promoters verbally motivated consumers with hints and tips on saving energy, reinforced by pamphlets. There was also an interactive competition with campaign-branded prizes.

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