

*Press release from Jan de Beer, cell 082 456 3677:*

## Mba North Launches Major Consumer Marketing Campaign

Master Builders Association (MBA) North has embarked on a new, intensive marketing campaign aimed at persuading the consumer to entrust building and related work only to Master Builders.

Mohau Mphomela, executive director of MBA North, says the Association has found that many newer members tend to resign membership within a year or two, after insufficient new work had materialised despite being a registered member of MBA North, and therefore entitled to call themselves Master Builder'. "It was clear that for newer members to see direct and tangible income benefits from MBA membership, the consumer had to be targeted and convinced of the merits of dealing only with our members. This will hopefully produce the income injection new and long-standing MBA North members are seeking. We have therefore allocated the first-ever MBA North Consumer Budget to reach the consumer in Gauteng, North-West, Limpopo and Mpumalanga, the other provinces under our jurisdiction," he explained.

Palesa Khambi, MBA North Marketing Manager, will drive the full-scale marketing campaign which will involve all sectors of the consumer and provincial media, radio and television, social electronic media, as well as having a presence at appropriate mass consumer exhibitions, such as the Rand Show.

Mphomela said in endorsing the skills, workmanship and trustworthiness of members to consumers, MBA North would have to use every means at its disposal to ensure that people who entrusted work to members become completely satisfied customers, with the potential to 'spread the word' and also provide positive formal referrals. "MBA North will call on its Good Practice/Disciplinary Committee to mediate in possible consumer disputes that require more than routine handling by our Association's Legal Department. We envisage action by this special Committee to be required when, for example, a member regularly causes consumer complaints or commits a major, incontestable building error. Several past presidents of MBA North serve on this vastly experienced committee," he explained.

Ends

### **Caption:**

**Mohau Mphomela, executive director of Master Builders Association (MBA) North, has announced that MBA North has launched a new, intensive marketing campaign aimed at persuading the consumer to entrust building work only to Master Builders.**

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