



Welcome to the Aqua Air Africa (Pty) Ltd August 2020 newsletter, where we shall be updating you on the activities that took place during the month, Covid-19 level 2 regulations and updates, promotions, birthdays, and exciting news on Aqua Air's current activities.

### **Covid-19 Rules and Regulations Update**

In August, the country moved to Alert Level 2 which comes with more eased lockdown restrictions that were effective from Monday, 17 August. The ban of alcohol and tobacco sales was lifted to help improve the economy's current state. The sale of liquor by licensed premises for consumption is permitted from 09h00 to 17h00, from Monday to Thursday, excluding Fridays, Saturdays, Sundays, and public holidays. Masks must still be worn when in a public place and during the use of any form of public transport.



Public areas and common establishments are now open to the public including fitness centres, sports grounds, swimming pools, beaches, public parks, museums, libraries, personal care services, and bars or similar establishments which are subject to a limitation of 50 persons or less. All accommodation establishments and tour operators are permitted to operate, subject to 50% or less of available floor space.



## HIGHLIGHTS OF THE MONTH

### *Woman's Month Campaign: Celebrating Aqua Air Queens*

August is a historically significant month in the South African calendar that we honour every year. This year we expressed our appreciation for the women of Aqua Air by dedicating a day to celebrate each one of them on all our social media platforms throughout the month. Our Queens shared what being a woman means to each one of them, which was coupled with their photos and shared with the public.

On the 9th of August, all the women gathered at the plant in Garankuwa to celebrate Women's Day. The platform allowed them to socially engage with the CEO Ms Keamogetswe Matsho, who took time off her busy schedule to also share her wisdom with her female squad. The day was celebrated over lunch and an open discussion about issues that affect women. Thank you to our Queens for being part of the team and honouring this month with us.

In addition, we also sent Women's Day packages to all the female social media influencers that have worked with us in the past and assisted in growing the brand and reaching more people. The packages were well received and loved by all. We would like to extend our appreciation to these women for their continued support and love for the brand.



## Aqua Air's Very First Billboards

It has been 9 months since our official launch in 2019, which saw the team increase, subsequently expanding our reach within the country. We have had various campaigns aimed at building brand awareness and driving sales over the last 9 months. The decision to source for billboards within Gauteng as a start was motivated by the positive reception the brand continues to receive. We identified 2 sites for the billboards, being on the N1 near centurion and on William Nicol Dr in Bryanston. As we are approaching our peak season, we want to ensure that our brand visibility is notable, further pushing our vision to become a household brand. With the two billboards, we potentially reach an estimate of about 2 million drivers per day. With the easing of lockdown regulations, we expect to reach more drivers on these two prime spots.

Initially we had booked to flight on 1 September 2020, however, the competency of our Multimedia Designer Mpho Lengoasa ensured that we submit the artwork before the deadline. This scored us an additional week at no cost as our billboards went up on 26 August 2020.



William Nicol Dr

N1 Near Centurion



## Spring Prep Special Promotions

As part of our Spring season preparations we ran two campaigns under the tag Spring Prep Special. The first campaign ran from 17 – 23 August, where customers purchased 1 case of either 500ml or 300ml and received another for free. The second campaign ran from 24 – 31 August, where customers who bought 3 cases of the aforementioned products qualified for an additional case for free. Both campaigns were a success and increased our sales for the month.

**AQUA AIR<sup>®</sup>**

**SPRING**  
*Prep Special*

**AVAILABLE  
IN 500ML & 330ML**

**BUY 3 CASES  
OF 24 UNITS  
AND GET 1  
FREE**

**AQUA AIR ONLINE STORE  
AT [WWW.AQUAAIR.CO.ZA](http://WWW.AQUAAIR.CO.ZA)  
CODE TO QUALIFY:  
SPRING**

**AQUA AIR<sup>®</sup>**  
Atmospheric Water  
**PREMIUM STILL**  
500 ml

**AQUA AIR<sup>®</sup>**  
Atmospheric Water  
**PREMIUM STILL**  
330 ml

## ANNOUNCEMENTS

### New Distribution Partners

- Crème Café in Lenasia
- Krafted Krust in Lenasia
- Golden Foods
- Indian Cuisine in Sunninghill
- Sandwich Baron in Sandton
- Hussar Grill in Morningside
- Enimaris General Trading (Pty) Ltd in Bramley
- Schoemansville Butchery in Hartebeespoort
- Afruni Brothers in Kensington
- Total – The Glen in Glenvista
- R5 and R10 or more Supermarket in Edenvale
- Sweets From Heaven2 in Midrand
- Engen Kwena Motors in Brits
- Zam Zam Filling Station in Roodepoort
- Eye of Africa Restaurant in Eikenhof
- Digi Pharmacy in Fourways
- Riverpark Café in Alexander



## Sales Team Reaches Target

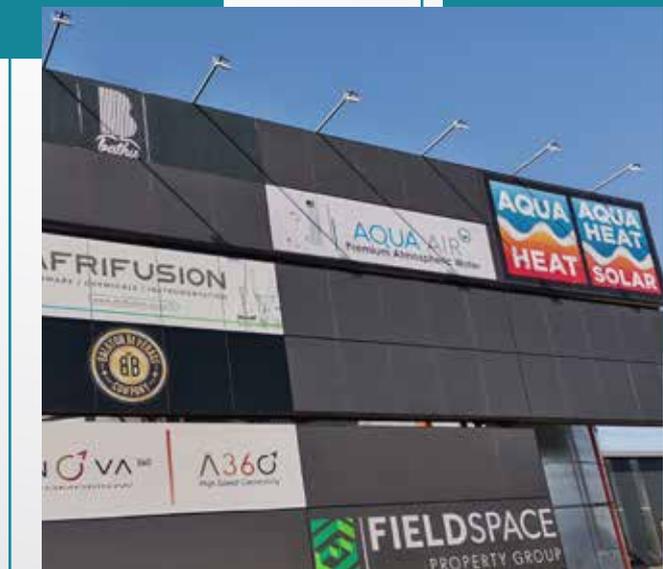
Congratulations to the sales team Moren Matshisevhe (Sales and Marketing Manager) Sobeng Mogaladi (Key Accounts Manager), Rowland Moodley (Sales Representative), and Bradley Sedumedi (Junior Sales Representative) for reaching their set target for the month and ending the financial year on a good note. Well done team!



## Aqua Air Moves to a New Warehouse

Between the end of July and beginning of August, we gradually moved stock to our new warehouse at the Roan Crescent Industrial Warehouse in Midrand, Gauteng. This means that after production, all stock is transported from the plant in Garankuwa to the warehouse, where all orders are dispatched. This move is to place us at the hub of Gauteng and ensure easy access for our third-party distributors.

The location of the warehouse is near the N1 route. This afforded us second billboard on this national route, increasing our reach and subsequently driving traffic to our website.



## Spot Aqua Air Billboards Campaign

To build hype around our new billboards, we are currently running a Spot Aqua Air campaign where people around Gauteng can spot one of the billboards and take a video or picture, tag us on social media @aqua\_air\_africa in order to qualify to receive 1x 6 pack 500ml of Aqua Air premium atmospheric water. The campaign is extended to all employees within the MGI Group. All posts should be under the tags #SpotAquaAir #AquaAirBillboard.



## Welcome to the team

In August, we welcomed 3 interns to the Aqua Air family under the operations department, in partnership with the DTI in their Itukise internship program.

Lethabo Ngobeni is the Operations Assistant Intern reporting to Production Lead Lesedi Kgatla. He holds a National Diploma in Management Science from the Tshwane University of Technology and previously worked as a Sales Consultant at the African Bank Head Office.

Marcia Sehlola is an Electrical Engineering Intern reporting to Millwright, Mloni Mkhize. Marcia holds a National Diploma in Electrical Engineering from Unisa.

Our new SHEQ Intern is Mophere Phokanoka, who holds a BA Environmental Management obtained from Unisa. She previously worked as an Intern at the Gauteng Department of Agriculture and Rural Development and also volunteered in recycling. Mophere reports to SHEQ Officer, Tsitsi Mangwiro.

Welcome to the team. We hope you will enjoy your journey with us.



Lethabo Ngobeni

Marcia Sehlola



Mophere Phokanoka

## Employee of the month

Every month we recognise the most dedicated employee from the Aqua Air team, this month we appreciate the dedication and hard work of our Multimedia Designer Mpho Lengoasa. She has ensured we maintain consistency in all our marketing material. This month she excelled with the graphic work of our first ever billboards. She made certain that both billboards stand out and are attractive. Mpho continues to express passion for her work through her patience and dedication. Well done and thank you to Mpho.



## August Birthdays

During August 2020, we celebrated birthdays of our fellow team members, **Jeffrey “Bra Jeff” Makube** and **Johannes Sekhonkwane Mampa**. May this year’s birthday be the start of a year filled with good luck, good health, and much happiness. Happy Birthday!



**Theme for September**  
**Get active with Aqua Air**