MEDIA CAPTION
DRAFTFCB SOUTH AFRICA

200 Captains of Sport, Industry Told To *Keep Flying*

At Sunday's FIFA 2010 Soccer World Cup final game, 200 captains of sport and industry were told to 'keep flying' the flag and maintain the positive momentum generated in this country as a result of the event.

Watching the game from the Presidential Suite at Soccer City, they were handed *Keep Flying* buttons, designed and produced as part of the campaign to encourage South Africans to unite behind the country's flag after the final whistle blows.

Here, Andy Anson, the CEO of England's bid to host the FIFA 2018 Soccer World Cup (in the striped shirt), shows off his button while ex-Liverpool manager, Gerard Houllier (blue scarf), waves his.

Kicked off by advertising agency Draftfcb South Africa, the campaign is aimed at proving international research wrong, and demonstrating that South Africa can, with one spirit, can do anything going forward. The research shows that all host nations suffer from post-event depression. Not only are individuals affected, business confidence slumps.

The buttons in production are one example of how companies can demonstrate their commitment to the country, and to keep the nation's collective sense of accomplishment strong. Already, several Draftfcb clients have ordered thousands to hand out to their staff as part of internal communication drives.

Any company wanting to do likewise should visit www.keepflying.co.za.

ends