

A great start to 2012

Old Mutual Unit Trusts hits the ground running with a second round of its Classic Investment Collection ad campaign, which kicked off in November last year.

The campaign is aimed at overcoming the barriers that prevent people from investing, and the Classic 5 Investment Collection helps to do precisely this by simplifying the bewildering array of investment choices available to investors.

Classic 5 INVESTMENT COLLECTION



From January to April 2012, you can look forward to a series of advertorials in popular consumer magazines that include Destiny, True Love, Sarie, Woman & Home, Your Family, Men's Health, Golf Digest and Child. While all the advertorials aim to simplify investment and encourage readers to act, each does so perfectly in tune with the tonality and design of the individual publication. Readers can download a handy E-book with more information on reaching their investment goals, and in doing so also become eligible to enter a competition to win R10 000 in unit trusts.

In addition, the highly successful series of advertisements in FinWeek and Financial Mail is also continuing in the new year.

We are also taking to the airwaves with a series of radio ads that continues to exploit insights into the listener's psyche in order to encourage them to make their investment dreams a reality. The radio ads will be flighted on a large number of radio stations including KFM, Highveld, Algoa FM, OFM, SAFM, RSG and 702.

By keeping investment top of mind as we kick off the new year, we aim not only to reaffirm the wisdom of investing with Old Mutual, but also to encourage people to act now to secure their financial well-being and do great things in the future.

For more information, please refer to the attached media plan or speak to your OMIGSA Sales Executive.

do great things



OLD MUTUAL
Investment Group

Licensed Financial Services Provider

Old Mutual Investment Group (South Africa) (Pty) Limited is a Licensed Financial Services Provider. Unit trusts are generally medium- to long-term investments. Past performance is no indication of future growth. Shorter term fluctuations can occur as your investment moves in line with the markets. Fluctuations or movements in exchange rates may cause the value of underlying international investments to go up or down. Unit trusts can engage in borrowing and scrip lending. Fund valuations take place on a daily basis at approximately 15h00 on a forward pricing basis. The fund's TER reflects the percentage of the average Net Asset Value of the portfolio that was incurred as charges, levies and fees related to the management of the portfolio.