

hello. :-)



hello. :-)



This is Africa



And South Africa



We had a football party









How it works

- User places lottery order at LotoTeka.com
- We print and purchase the ticket
- After the draw we claim winnings
- The user then receives the winnings.



LOTTA**REWARDS**

IT'S MORE THAN A GAME

BEST GLOBAL BRANDS 2010

The Definitive Ranking of the World's Most Valuable Brands

Creating and managing brand value™

Interbrand

1 2009 Rank 1 70,452 \$m ▲ +2% COCA-COLA	2 2009 Rank 2 64,727 \$m ▲ +7% IBM	3 2009 Rank 3 60,895 \$m ▲ +7% MICROSOFT	4 2009 Rank 7 43,557 \$m ▲ +36% GOOGLE	5 2009 Rank 4 42,808 \$m ▼ -10% GE	6 2009 Rank 6 33,578 \$m ▲ +4% MCDONALD'S	7 2009 Rank 9 32,015 \$m ▲ +4% INTEL
8 2009 Rank 5 29,495 \$m ▼ -15% NOKIA	9 2009 Rank 10 28,731 \$m ▲ +1% DISNEY	10 2009 Rank 11 26,867 \$m ▲ +12% HP	11 2009 Rank 8 26,192 \$m ▼ -16% TOYOTA	12 2009 Rank 12 25,179 \$m ▲ +6% MERCEDES-BENZ	13 2009 Rank 13 23,298 \$m ▲ +2% GILLETTE	14 2009 Rank 14 23,219 \$m ▲ +5% CISCO
15 2009 Rank 15 22,322 \$m ▲ +3% BMW	16 2009 Rank 16 21,860 \$m ▲ +4% LOUIS VUITTON	17 2009 Rank 20 21,143 \$m ▲ +37% APPLE	18 2009 Rank 17 19,961 \$m ▲ +5% MARLBORO	19 2009 Rank 19 19,491 \$m ▲ +11% SAMSUNG	20 2009 Rank 18 18,506 \$m ▲ +4% HONDA	21 2009 Rank 21 16,136 \$m ▲ +5% H&M
22 2009 Rank 24 14,881 \$m ▲ +9% ORACLE	23 2009 Rank 23 14,061 \$m ▲ +3% PEPSI	24 2009 Rank 22 13,944 \$m ▼ -7% AMERICAN EXPRESS	25 2009 Rank 26 13,706 \$m ▲ +4% NIKE	26 2009 Rank 27 12,756 \$m ▲ +5% SAP	27 2009 Rank 25 12,753 \$m ▼ -4% NESCAFÉ	28 2009 Rank 28 12,487 \$m ▲ +4% IKEA
29 2009 Rank 37 12,314 \$m ▲ +29% J.P. MORGAN	30 2009 Rank 30 12,252 \$m ▲ +4% BUDWEISER	31 2009 Rank 31 11,826 \$m ▲ +2% UPS	32 2009 Rank 32 11,561 \$m ▲ +10% HSBC	33 2009 Rank 33 11,485 \$m ▲ +10% CANON	34 2009 Rank 29 11,356 \$m ▼ -5% SONY	37 2009 Rank 38 9,372 \$m ▲ +1% GOLDMAN SACHS
38 2009 Rank 39 8,990 \$m ▼ -2% NINTENDO	39 2009 Rank 40 8,976 \$m ▲ +6% THOMSON REUTERS	40 2009 Rank 36 8,887 \$m ▼ -13% CITI	41 2009 Rank 35 8,880 \$m ▼ -14% DELL	42 2009 Rank 42 8,696 \$m ▲ +7% PHILIPS	43 2009 Rank 46 8,453 \$m ▲ +15% EBAY	46 2009 Rank 48 7,534 \$m ▲ +4% HEINZ
47 2009 Rank 45 7,481 \$m ▲ +3% ACCENTURE	48 2009 Rank 50 7,468 \$m ▲ +10% ZARA	49 2009 Rank 47 7,315 \$m ▲ +0% SIEMENS	50 2009 Rank 49 7,195 \$m ▲ +3% FORD	51 2009 Rank 52 6,919 \$m ▲ +6% COLGATE	52 2009 Rank 57 6,911 \$m ▲ +8% MORGAN STANLEY	55 2009 Rank 54 6,719 \$m ▲ +3% MTV
56 2009 Rank 53 6,694 \$m ▲ +3% AXA	57 2009 Rank 58 6,548 \$m ▲ +4% NESTLÉ	58 2009 Rank 68 6,363 \$m ▲ +7% DANONE	59 2009 Rank 56 6,109 \$m ▼ -5% XEROX	60 2009 Rank 61 5,844 \$m ▲ +2% KFC	61 2009 Rank 62 5,777 \$m ▲ NEW SPRITE	64 2009 Rank 67 5,072 \$m ▲ +3% AVON
65 2009 Rank 69 5,033 \$m ▲ +9% HYUNDAI	66 2009 Rank 64 4,958 \$m ▼ -3% YAHOO!	67 2009 Rank 81 4,904 \$m ▲ +28% ALLIANZ	68 2009 Rank 70 4,846 \$m ▲ NEW SANTANDER	69 2009 Rank 78 4,782 \$m ▲ +4% HERMÈS	70 2009 Rank 66 4,704 \$m ▼ -6% CATERPILLAR	73 2009 Rank 75 4,351 \$m ▲ +3% PANASONIC
74 2009 Rank 74 4,218 \$m ▲ NEW BARCLAYS	75 2009 Rank 80 4,155 \$m ▲ +8% J & J	76 2009 Rank 76 4,127 \$m ▲ +3% TIFFANY & CO.	77 2009 Rank 77 4,052 \$m ▲ +2% CARTIER	78 2009 Rank 85 4,036 \$m ▲ NEW JACK DANIEL'S	79 2009 Rank 82 4,021 \$m ▲ +7% MOËT & CHANDON	82 2009 Rank 94 3,998 \$m ▲ +26% VISA
83 2009 Rank 79 3,973 \$m ▲ +2% PIZZA HUT	84 2009 Rank 78 3,961 \$m ▲ +1% GAP	85 2009 Rank 84 3,847 \$m ▲ NEW CORONA	86 2009 Rank 72 3,812 \$m ▼ -13% UBS	87 2009 Rank 86 3,734 \$m ▲ +5% NIVEA	88 2009 Rank 95 3,626 \$m ▲ +15% ADOBE	91 2009 Rank 88 3,562 \$m ▲ +1% FERRARI
92 2009 Rank 92 3,557 \$m ▲ NEW JOHNNIE WALKER	93 2009 Rank 93 3,516 \$m ▲ NEW HEINEKEN	94 2009 Rank 94 3,496 \$m ▲ NEW ZURICH	95 2009 Rank 89 3,443 \$m ▲ +4% ARMANI	96 2009 Rank 91 3,403 \$m ▲ +5% LANCÔME	97 2009 Rank 90 3,339 \$m ▲ +2% STARBUCKS	99 2009 Rank 100 3,241 \$m ▲ +5% CAMPBELL'S
98 2009 Rank 73 3,281 \$m ▼ -24% HARLEY-DAVIDSON	99 2009 Rank 100 3,241 \$m ▲ +5% CAMPBELL'S	100 2009 Rank 98 3,110 \$m ▲ +0% BURBERRY				



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Medium

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Exactly...

Any color

Full color

Black and white



Any type

Face

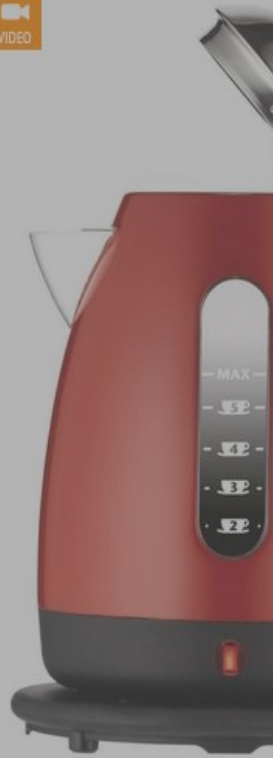
Photo

Clip art

Line drawing



Kitchen & Dining / Cook's Tools / Kitchen Electricals



solid red

Add to Wishlist

ADD TO BASKET

versatile, practical and stylish
cordless kettle features a washable
viewing windows on both sides. The
the over-sized non drip spout makes
feet that ensure the kettle may be
Dualit Cordless Kettle Specifications:

finger guard

Non-slip rubber feet

This item is available in more colors:



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★★★★★ Rating: 4.7 - 15 votes

Dualit 1.5 Litre Jug **Kettle** - Marks & Spencer - This reliable **Dualit kettle** ... This reliable **Dualit kettle** features a removable and washable limescale filter and a ...[Dualit Jug Kettle Red Trim 72401: Amazon.co.uk: Kitchen & Home](#)www.amazon.co.uk/Dualit-Jug-Kettle-Trim.../B000GOAECE**Dualit** Jug **Kettle Red** Trim 72401: Amazon.co.uk: Kitchen & Home. ... **Dualit** 72401 Jug **Kettle** with **red** trim; Cordless operation; 1.5 litre capacity; Rapid boil ...[Dualit Toasters - Traditional Classic and Lite Toaster Models](#)www.pots-and-pans.co.uk › Brands**Dualit** Toasters, built to a commercial standard that will last - the **Dualit ... Dualit** toasters are part of a range that includes the popular **Dualit kettles**, ... The colours of the **Dualit** Classic Toasters are (from left to right): Matt Black, Deep **Red**, ...[Dualit Axis Jug Kettle 72401 1.5L Cordless in Red](#)www.go-electrical.co.uk/dualit-axis-jug-kettle-72401-1-5l-cor...Buy a **Dualit** 72401 Axis Jug **Kettle** 1.5L **Red**. 1 year warranty. In stock. Fast and free delivery.

1. What is your brand about?

- Look at the bigger picture
- Are you selling electronics? Are you selling services?

2. Think search.

- Before you start, think about what you want your customers to find when they search.
- What should the search results look like?
- What does your content need to look like over all?

3. Be creative, but not too much.

- Quick information
- Easy to remember

4. A brand is more than a name.

- Your brand should evoke emotion
- You should be in control of that emotion

5. Don't rush it.

- You need to have a great start
- Avoid changes in the near future
- Consistency is key to brand awareness

6. Know your market.

- If you know your customer, you will know how to style your offering.
- Really understand your customers as soon as possible.

Questions?



Get customers

- Again, what are you selling?
- What can you really afford to spend on marketing?
- Choose the programs you promote carefully.
 - > Read the fine print!
 - > Don't pay more than you could earn
 - > Display only is dead

1. Be different but trustworthy.

- Stay credible
- Link everything
- User social networks

2. Don't take risky gambles.

- No cheap traffic
- Choose associations carefully

3. Bet on PPC advertising

- PPC offers great return on investment
- Many available options

4. Go multi-channel

- Stay dedicated
- Put fingers in as many channels as possible
- Consider “retargeting”. Users will see your message an optimal amount of times.

5. Word-of-mouth rocks

- Get users to sign up to your newsletter.
- Ask users to refer friends/recommend your products

Free Advertising Options

- Social Networks.
- Forums
- Free Classifieds
- Directory listing
- Create a subscriber list
- Word of mouth

Questions?



Thank you!



PLAYHUGEBRANDS

LOTOTEKA.COM

