

Affiliate.co.za helps raise awareness of children's rights

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South Africa's leading affiliate network, Affiliate.co.za, has partnered with children's rights organisation Save the Children South Africa in support of their compelling campaign to address the critical issue of violence against children in South Africa.

The ad, which features actress and businesswoman Shashi Naidoo and young children brings home the reality of the immediate and lasting impact abuse has on children. "We embarked on this campaign to highlight the plight of children in South Africa. We have become numb and often tolerant of violence in our country. We are bombarded by stories of crime and violence daily and many have become desensitised to the impact abuse has on children. We hope that this ad will be a wake-up call to viewers and create the awareness that abusing children is not normal and should not be tolerated," said Rodney Knotts, Save the Children marketing manager.

Jay Samarov, head of Affiliate.co.za explained that the company decided to get on board with the campaign and help increase traffic to the site because it is such an important issue in South Africa. In the ad Naidoo describes the shocking situation in South Africa while children reveal the heart-breaking daily reality of children in our country. Knotts elaborates that the ad, created pro-bono by Rapid Blue, is part of the organisation's five-year campaign to see an end to violence against children. "We want to involve every sector of society to defend every child's right to a happy and healthy life. For those who feel too helpless to intervene, this campaign is your opportunity to get involved and make a positive impact," he said.

"Affiliate marketing is still a greatly underestimated marketing channel in South Africa and we are thrilled to have partnered with an amazing organisation such as Save the Children to help them drive awareness of this important issue. We believe we'll be able to increase the campaign's reach greatly and cost efficiently through our vast affiliate network," said Samarov.

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