Guide To Media Buying at GCIS

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1. Entry level to GCIS system

GCIS will send the media

Brief from Client emailed on official template

GCIS responds to Client within 12hrs to acknowledge brief GCIS Traffic Officer will assign the campaign to a Media Strategist and/or Planner **GCIS** will develop a Media Strategy and/or Plan within 24hrs

Client will approve the media proposal in writing, giving **GCIS** approval to do media buying on their behalf

2. Financial management Process

Once schedule has been approved, client department has to transfer funds into the GCIS suspense account and send proof payment

GCIS will contact client to

discuss the media proposal and

The client department's CFO to write a commitment letter, stating when the funds will be available to the GCIS account. This letter to be addressed to the GCIS CFO

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3. Media Buying & Placement Process

Rate and discount negotiations with media owners Flighting and material deadlines Availability and alternative placements to reach client's objectives

4. Post Purchase Management Process

GCIS media buyer to get proof of flighting and assist financial administration with payment of invoices

Media Strategist and Planner work on a post campaign analysis, to ascertain that client's objectives have been achieved and to make future recommendations.

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