



Insights into the black consumer

The Transformation of the Advertising and
Marketing Industry

A GCIS Presentation

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PROBLEM

1. Society

- Race/racism and other discrimination, gender, children, disability and religious intolerance
- Informed society/public
- Consumers (black/white product spend)
- LSMs 4-6.



PROBLEM

2. Representation

- Industry Bodies
- Government
- Civil Society



Plenary Body

1. Representation from Plenary Body

- Representatives ratified by the Plenary

2. Transformation of industry bodies and their sectors

- As above



Plenary Body

3. Government

- DOC
- GCIS
- Department of Arts, Culture, Science and Technology (DACST)
- Department of Trade and Industry (DTI)



Plenary Body

4. Parliamentary Portfolio Committee on Communications

- Reportback

5. Links to:

- Employment Summit for Communication Environment, DOC
- Department of Labour
- Organised labour



Plenary Body

6. Oversight for Plenary Body

- ASA publicity campaign – early 2002
- Implementation of Indaba decisions
- AMMA structure – SABC proposal
- Civil society involvement



Plenary Body

7. Future

- Plenary Session
(May 2002)
- Report to Portfolio Committee
(October 2002)



Task Teams Representation

1. Plenary body represents

Industry bodies, Civil society, Government, Parastatals

2. Task Teams address

The establishment of four sub-teams drawn from plenary body

Outputs: Problem – are there patterns, what are their nature, research/audits. Assessment of the state of problem, suggestions for improvement.

Transparency: Media briefings and electronic information sites



Task Team 1

1. Task Team on Vision

Where are we going? What are we looking forward to?

APPROACH:

Transformation points out the way forward tied to vision that must be developed, areas to be addressed are:

- Black media/white media
- race/gender/disabled/religious groups
- Pattern of employment in representivity, the form (sociological)
- Society's representation in advertising
- Content and messages that reflects target markets and media channels
 - visibility in terms of patterns in media, start to look at how people are addressed
 - target the diversity of the South African society
- Black company's access to markets

TEAM:

Nkwenkwe Nkomo and co-chairs of other Task Teams



Task Team 2

2. Content

- Society's representation in advertising
- Content and messages that reflects target markets and media channels
 - visible in terms of patterns in media, start to suggest how people are addressed
 - target the diversity

TEAM:

MMP, CDF, ASA, AAA, PMSA, NAB, Freedom of Commercial Speech, ASSOM, Independent Constitutional bodies (HRC, Gender Commission, ICASA), Consumer Groups



Task Team 3

3. Representivity & Transformation of the Industry

- Ownership
- Staffing representivity/demographics
- Training
- Education
- Recruitment
- Retention strategies

TEAM:

MDC, AMASA, Café, AAA School, Assom, Defsa, Icasa, NAB, PMSA, IMM, DTI, DoL, SETAs – Mapp and Services, Vega, Red & Yellow, Nemisa, SABC



Task Team 4

4.1 Research and Adspend

- Broadening of target market research tools used
- Individual marketer's target market profiling

TEAM:

- SAARF, SAMRA, HSRC, Census/Stats SA, NAB, SABC, PMSA, Assom, GCIS, Parastatals, Consumer Groups



Task Team 4

4.2 Private sector adspend

- Marketer's and media planner's budgets
- Media ad placement:
 - Broadcasters
 - Newspapers & Magazines
 - Outdoor media
 - New media
 - Community media
 - PR and event marketing
 - Direct marketing
- Production costs

TEAM: (Same as 4.1)



Task Team 4

4.3 Public sector adspend

- National, provincial and local government
 - Campaigns
 - Recruitment
- Parastatal adspend.

TEAM: (Same as 4.1)



The way forward

5. The phases of the process

- Development of the long-term vision for the industry.
- Sharing the vision and its further development with the Task Teams. Task Teams address the problem areas allocated to them.
- Preparation for the presentation to the Portfolio Committee.



The way forward

5.1 Phase One: February 2002

- The vision team will meet to develop the following:
- A long-term vision for the industry - Vision 2014.
20 years since the first democratic election.
- A set of goals to be attained by 2004.
- A set of objectives to be achieved by the time of the Portfolio hearings.



The way forward

5.2 Phase Two: End Feb to 12 April 2002

The Task Teams go through their areas of work in the following sequence:

- What is the nature of the problem?
- What further information is required?
- What proposals can be made to the Plenary?



The way forward

- Receive input on visioning exercise and discuss. Identify the problems areas. Identify further information required and sources to be used.
- Presentations on the further research commissioned, further discussion on the problems areas and possible solutions.
- Finalising the proposals and preparation for presentations to the Plenary.
- The Plenary session is to be held during 6-10 May 2002.



The way forward

5. Phase Three: leading to Portfolio Committee hearings

- The vision team meets beginning Sept to assess implementation of the May plenary.
- In October the Task Teams prepare presentations to the Portfolio Committee.
- Presentations made to the Portfolio Committee.



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Thank You!

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