



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

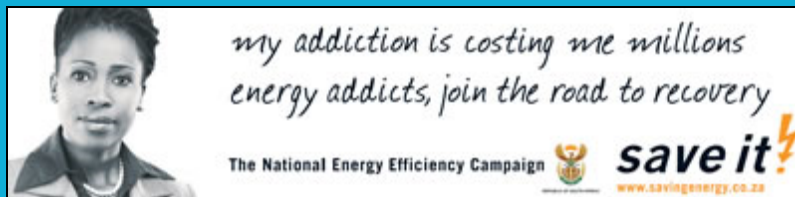


THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

Issue 7- April 2009

NOW IS THE TIME TO END THIS ADDICTION



By creating a sense of mystery through cryptic billboards and radio and television adverts, the national energy efficiency campaign was recently successfully launched -after baffling South Africans across the country for two weeks - with the pay off lines: "My addiction is costing me millions", "My addiction is poisoning the world" and "My addiction is draining my energy".

The initiative aims to mobilise South Africans to be more aware of their energy usage in light of the current energy crisis, thus the campaign hinges on the theme of addiction i.e. "energy addiction" in particular.



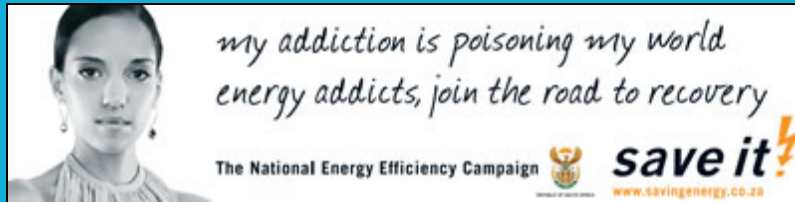
The messaging suggests the energy situation that South Africa is facing is the result of the fact that South Africans have taken the energy supply for granted for so long, particularly because of South Africa's unusually low electricity tariffs.

A thought-provoking platform was provided through the creative execution, whereby individuals can acknowledge their own "energy addictions" and begin to overcome their "dependency".

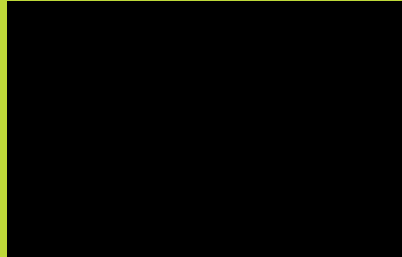
"Addicts" can log onto www.savingenergy.co.za and take the first step on the road to "recovery" by participating in an energy quiz to determine how severe their problem is. The "addiction" can then be addressed by downloading energy audits for the home and office and implementing easy energy saving tips.

Questions relating to all energy efficiency topics can also be posted on the chat forum and to make a commitment to cut down on environmental impact, each person can also pledge to become an energy saving champion.

This campaign clearly demonstrates how a call to action can be interesting, exciting and generate interest across a nation.



ADREVIEW AWARDS



Now in its eighth year, Tony Koenderman's AdReview is more than just a publication, it's an event. Winners were crowned on the 23 April at the AdReview Awards, with guest speaker Kevin Roberts, worldwide CEO of Saatchi & Saatchi, providing an international flavour on the vision for the future of advertising.

The AdReview Awards honour business achievements in the advertising arena. The ultimate award is Ad Agency of the Year for the agency that delivered the best combination of business and professional performance. This year, the award was won by DDB South Africa.

Other winners on the night included:

Category

Marketing Communications Group of 2009
 Gauteng Agency of the Year
 Marketing Services Company of the Year
 Advertising Person of the Year
 Radio Campaign of the Year
 Cape Agency of the Year
 Small Agency of the Year
 Newcomer of the Year
 The Big Idea
 Media Agency of the Year
 Small Media Agency of the Year
 Campaign of the Year
 Design Shop of the Year
 Monitoring SA Public Relations Award
 Digital Agency of the Year
 The Baobab Award
 Commercials Producer of the Year
 Six Hotshops

Winner

The Jupiter Drawing Room & Partners
 Ogilvy Johannesburg
 Exp
 Mike Schalit
 Ogilvy Johannesburg (KFC)
 FoxP2
 DDB South Africa
 Matchworld
 Ogilvy Johannesburg (KFC)
 MindShare
 Applied Media Logic
 Draftfcb (Vodacom)
 Interbrand Sampson
 Magna Carta
 Gloo
 TBWA\Durban
 Keith Rose
 MetropolitanRepublic, 34, Fine, Healthcare,
 Mediology, Mick & Nick, HDI Youth Marketers

Mercury, GCIS' media agency, not only attended the event to ensure they keep abreast but was one of the sponsors of the evening.

MOVING TOWARDS MEDIA PARTNERSHIPS



By Chris Moerdyk

A welcome trend in advertising in South Africa is the move away from the old customer/supplier relationship toward media partnerships.

What has been happening in the past is that media owners have done nothing more than take orders or flog advertising to clients or their advertising agencies.

And with government being the biggest single advertiser in South Africa right now, far too many media are still just looking at government communicators as convenient cash cows and trying to sell them everything and anything.

In many cases in the past, advertising agencies were simply producing and placing advertising with not much consideration for anything other than their own bottom lines.

But now, things are changing and changing fast. More and more media owners are realising that chasing the short-term buck doesn't have a future. In fact, it is suicidal in our country that is becoming more competitive by the day.

South Africa is fast following the United Kingdom example where media partnerships are growing fast and working splendidly.

Basically, a media partnership is a situation where the media work with advertising agencies and clients in developing communication strategies. No longer are media simply saying: "This is the space we have, take it or leave it".

Instead, they are asking advertising agencies and clients: "How can we structure our media product to best suit your needs? What can we do to make your advertising as effective and efficient as possible?"

Interestingly, it is not necessarily the big media groups that are leading the way. A while back, I was invited to speak on business-to-business advertising at a breakfast seminar entitled "Building Successful Media Partnerships in a Fragmented Media Society".

More than 100 advertisers attended the seminar, which was hosted by a small trade magazine and it was astounding how wide-awake and aware this relatively small specialist press publisher was to the challenges of marketing advertising space.

I believe that government communicators need to let all those media salespeople know that the days of flogging advertising space are over. And so are the days of simply buying advertising.

Don't fall for the smooth patter from advertising sales reps but rather insist on working in partnership to develop the best possible way of doing things with Government Communications (GCIS). Through the GCIS' media bulk-buying facility, government advertising is pooled for better discounts and significant cost savings.

And don't worry about small advertising budgets. The advertising industry is so competitive these days that all serious media owners know that every little bit counts a lot. Insist on getting more for your money than just advertising space.

WORKING WITH GOVERNMENT

Mercury, Government's media buying agency, donated 1 000 trees as part of their CSI programme to new homeowners in Cape Town. The trees were planted during a recent visit by Western Cape Premier Lynne Brown to officially launch these homes, which form part of the part of the Department of Housing's programme.



CELLPHONE USAGE ON THE INCREASE

While adults using cellphones have increased from 56,3% to 67,9% (an increase of 20,6%), the percentage of telephones in homes has decreased from 20,1% to 17,3% (a decrease of 16,2%).

According to the South African Advertising Research Foundation SAARF, this trend of increased cellphone users has been most remarkable in the Living Standard Measures (LSM) 1 – 4 sector where users increased from 36,3% to 49% over the period from All Media Products Survey (AMPS) 2007A (Jan – Jun '06 and Jan – Jun '07) to AMPS 2008B (Jan – Dec '08). This is an increase of 35%.

The increase in cellphone users in the LSM 1 – 4 group may also be tied in with the growth in average household income per month, which rose from R1 598.29 in AMPS 2007A to R1 956.01 in AMPS 2008B – an increase of 22,4%.

Education also increased over this period. Whereas there were 4,81% of South Africans who had no schooling in AMPS 2007A, there were only 3,31% in AMPS 2008B. In the category "some schooling to matric", the 84,1% in AMPS 2007A remained stable for the AMPS 2008B release. It translates into 26 282 million people having received some education.

Those with tertiary qualifications increased from 11,2% to 12,7% over the same period – an increase of 13,4%, meaning that some 505 000 more people received post matric qualifications than AMPS 2007A.



MIGRATING TO DIGITAL TV

With kind permission from the Department of Communications

Digital television (TV) is the next evolution of TV and as part of the global community, South Africa needs to keep up with technology standards.

TV currently uses analogue waveforms to describe a signal, but in the future it will use a digital sequence. This holds many advantages, including better video and sound quality, a wider selection of channels and enhanced features and interactive services.

The official switchover to digital is expected to take place in November 2011.

Why are we migrating from analogue to digital?

- Analogue technology is very old and has become expensive to maintain.
- Digital technology is more efficient. It allows more channels, better sound, better picture quality and new services we haven't had before.
- Because digital uses radio spectrum more efficiently, it will mean that valuable spectrum can be released and used for other services. Spectrum is scarce, and hence

To assist with South Africa's migration to digital TV, the Department of Communications has appointed an advisory council comprising government, consumer groups, broadcasters, manufacturers and the Independent Communications Authority of South Africa.

Known as the Digital Dzonga, this council will oversee and co-ordinate the country's preparation and readiness for full switchover to digital TV.

Below are frequently asked questions regarding digital migration:

What is DTT?

DTT stands for digital terrestrial television (or digital terrestrial transmission). It refers to the terrestrial broadcasting of TV in a digital format. Currently, terrestrial broadcasting in South Africa is broadcast in an analogue format.



making more efficient use of the spectrum available is necessary if more telecommunications and broadcasting services are to be made available on a terrestrial basis.

- The rest of the world is moving to digital and the international body that co-ordinates the use of frequency has decided that analogue will not be protected from interference after 2015. This decision affects South Africa as well.

Will I need a satellite dish to receive DTT?

No, you will not need a satellite dish to receive DTT. The satellite signal is not the same as the terrestrial signal, which is received using a terrestrial TV aerial.

Will I need a new aerial to receive DTT?

Some viewers may require new aerials, or may need to upgrade existing aerials. In some instances, aerials may have to be adjusted. At this stage, it is unclear who will be affected by such adjustments, but the majority of viewers will not require any changes to their aerial installations.

Will I need any other additional equipment to receive DTT?

You will need to have a DTT set-top box (also referred to as a decoder). This DTT set-top box is not the same as the MultiChoice satellite set-top box or the current M-Net set-top box.

Will I need to pay a subscription every month like DStv?

No, the SABC and e.tv will continue to be available for free. However, you will still have to continue paying your TV licence.

It is important to note that the digital network will be rolled out over a period of three years. Therefore, you will need to check when the digital signal will be available in your specific area.

Information will be made available on exact areas of coverage and when these will be covered closer to the time of the public launch of the service.

RECOGNISING MARKETERS

Professionalisation of an industry is evident when the occupations within that profession are underpinned by a scientific body of knowledge that culminates in various

What makes the professional recognition of marketers in South Africa unique is that the developmental work was done within the education and training context of South

industry-defined qualifications. However, professionals emerge only when this knowledge is applied and used in the real work environment.

In 1999, the Institute of Marketing Management (IMM) embarked on a mission to recognise marketers and give due status for their professional competence. Since then, much work has been done by the IMM, the now defunct Marketing Federation of Southern Africa (MFSA) and the Services Sector Education and Training Authority (SSETA) to define what is meant by professional competence and to put the processes and infrastructure supporting this framework of recognition in place.

Africa. This is inline with the work being done by the South African Qualifications Authority, the SSETA as well as the soon to be established Qualifications and Quality Council for Trades and Occupations.

The Chartered Marketer SA designation sets an industry standard for the recognition of professional competence of individuals who have followed a career in marketing and have gained their knowledge through formal and non-formal learning processes. They have also demonstrated their competence through the practical application of the knowledge over approximately 10 years.

MORE AND MORE SOCIAL MEDIA IS BEING ACCESSED FROM CELLPHONES



By Stuart Moerdyk

In very simple terms, the advent of the web2.0 phenomenon has changed the face of the iInternet from an information posting cyber-blackboard to the highly interactive and evolved medium we see today.

If we consider the monumental impact the web has had globally and what we are about to experience right here in South Africa, then we must agree that any entity that is competing for attention will need to be visible on the net.

By this I mean visible to clients, potential clients, suppliers, staff and anyone else who wants to know more about you, your products and services or anything else you think is important for that matter.

So, simply getting your brother's son's best friend to whip up a website on the side and slap it into cyberspace is not going to help. In fact, it will equate to creating a billboard and putting it into your basement where no-one

The answer lies not in the PC/laptop-based Internet surfers, unless you are a vendor of solutions, products and services that fall into the "luxury" items category. Rather, we should consider the mobile telephone users and the 78 million cellphones that we have right here in South Africa.

That's 1,6 cellular telephones per South African and although we have to acknowledge that a significant portion of these are sitting idle in a desk drawer somewhere and that some citizens own more than one, we still must realise how many of us have cellphones and how many of us are capable of going online.

At the moment, this is both complicated and expensive but with the arrival of a second terrestrial service-provider in Neotel and the two undersea cables planned to connect us with the rest of the world at first-world speed as soon as June or July this year, we have to consider the impact this will have on the price of connectivity –pushing sms-based cellular users to full web access and functionality.

So, with this e-tsunami almost upon us, we must not discount cellphone based participation in social media, new media and social media marketing drives.

Key words:

SM Social media

Bloggers People who comment on blogs or weblogs

can see it.

A website should facilitate a series of extremely important functions, not least of which is to give you or your organisation a foundation from which people can interact with you and your organisation about whatever you or they feel is important.

From this platform, you can endeavour to evolve an entire strategy to improve your company's bottom line and/or improve performance by engaging past, present and future clients through social media, social media marketing or inbound marketing strategies incorporating both PC/laptop-based entities as well as cellphone based entities.

To this end, we should consider that very few luxury purchases are made in South Africa without some research being conducted first and in more than 87% of cases, this research is web-based. As staggering as that may sound, only 8% of South Africans have access to the iInternet and so we could ask the question "Why do we need to consider it then"?

A blog A website where entries are made in journal style and displayed in a reverse chronological order. A blog (a contraction of the term "web log") is a website, usually maintained by an individual with regular entries of commentary, descriptions of events

Forum Or message board, is an online discussion site

SEs Search engines like Google, Yahoo, MSN and Ask that are used to enter a search on the web

SERP A search engine results page, a SERP, is the webpage a search engine such as Google displays when you type in a search

SEO Search engine optimisation is the action taken to make yourself as noticeable as possible to SEs, so that you are visible to the greater worldwide web. Measured in page rank and SERPs

SMM Social media marketing is marketing in this medium

Portal Point of entry or access

IN BRIEF

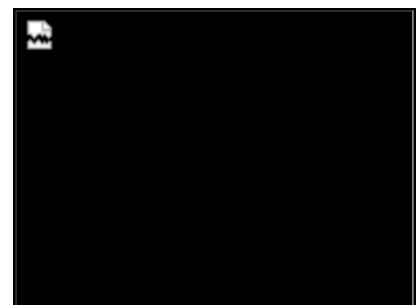
ONE DAILY EDITION ONLY FOR BUSINESS DAY ONE DAILY EDITION ONLY FOR BUSINESS DAY



Business Day has announced that it will be printing only one edition from Monday, 20 April 2009 -- the late edition is no more, a casualty of the economic situation.

FIRST OFFICIAL 2010 OUTDOOR ADVERTISING SITE

Sony has secured the first official 2010 outdoor advertising site for its Bravia Motionflow TV on an 850m2 Melrose Arch platform, to promote its sponsorship of the 2010 FIFA World Cup™ and its range of electronics.



WORLD PRESS FREEDOM DAY



WAN, the World Association of Newspapers, which represents 18 000 newspapers worldwide, is dedicating its 2009 World Press Freedom Day campaign to "Journalists in the Firing Line" who put their lives in danger to get the news.

MAKING HISTORY

Cape Town radio station, Heart 104.9 FM, made history at the Cape Town International Jazz Festival this year by broadcasting to four million listeners in real-time.



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