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**government  
communications**

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



# THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

Issue 2 - August 2008

## MERCURY WINS MEDIA BUYING CONTRACT

Mercury has been appointed for the bulk buying of media space for print, electronic and out-of-home media for Government for two years effective as from 1 September 2008.

Mercury, a wholly black-owned company, was successful in winning the contract for the third term. Praise Ragimana will remain in his current role as Manager: Public Sector and continue as account executive dealing with the GCIS account.

GCIS is responsible for all media planning and buying on behalf of national government departments. A media buying and placement tender is issued every two years.

The contract for the bulk-buying of media space and time was initiated in 1998. This service was established in line with the Communication Task Team report, which found that ad hoc advertising by government was wasteful and that with better media planning and centralised buying, substantial savings would accrue for government.



**Praise Ragimana, Manager:**  
Public Sector at Mercury. He will be in charge of the GCIS' account.

## SHOUTING AGAINST THE HURRICANE

The Advertising Transformation Index (ATI) Report indicates that government advertising expenditure has been declining relatively to other advertisers. Does it matter?

Advertisers, media owners and media agencies have long had an interest in knowing how much is being spent on advertising, who is spending it and where the money is going. As a result, a number of services provide (at a cost) regular updates on media expenditure in the South African market. The data also play a key role in the annual ATI Report conducted by Mercury on behalf of Government Communications (GCIS).

Using Nielsen/AdDynamix™ data, the ATI shows that government's advertising expenditure has grown much more slowly than that of the industry as a whole. Overall advertising expenditure (excluding self-promotion, and at rate card rate) was more than 56% higher in 2007/08 than in 2004/05 (with averaged annual growth of around 18%). In contrast, national government's advertising expenditure during 2007/08 was only 6,6% higher than in 2004/05 (at an averaged annual growth rate of 3%). As a result, national government's share of all advertising expenditure has declined over the past five years.

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## KNOWING YOUR RAMS FROM YOUR TAMS AND AMPS –

## the latest AMPS

### Just what are South Africans listening to?

Growth remains an elusive goal for the majority of South Africa's radio stations, with but a fraction managing to grow their influence over the country's radio listeners, according to the latest release of the South African Advertising Research Foundation's RAMS®.

This has been a quiet year for radio, remaining stable, with most stations succeeding only in maintaining their following, both period on period, and year on year.

While wave on wave, the commercial and public broadcasting stations have shown no significant gains, half a dozen stations are attracting significantly more listeners per week than they did a year ago.

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## DO YOU NEED A PUBLIC RELATIONS AGENCY OR AN ADVERTISING AGENCY TO GET YOUR CAMPAIGN OFF THE GROUND?

If you need the services of an advertising agency or a PR agency, you need not look any further. In instances where the value of a campaign exceeds R500 000, departments can make use of the GCIS Panel of Advertising/PR Agencies. The panel consists of a list of agencies, appointed after a pre-screening process. A shortened bid period (14 days) is linked to the panel for campaigns that require a faster turn-around time.

The PR agencies on the panel are Redline Communications, Zitholele Consulting, Meropa Communications, Arcay Communications, Corporate Communications, Magna Carta, Kagiso TV & Communications and Phakisa Communications. The advertising agencies are Odirile Marketing & Communications, TBWA Hunt Lascaris, Chillibush, The Agency, Phakisa, O'Brian Communications and FCB.

Contact Bonnie Ramaila for more information: [bonnie@gcis.gov.za](mailto:bonnie@gcis.gov.za) / 012 314 2280

## MAKE YOUR MARK - ENTER THE GOVERNMENT COMMUNICATORS' AWARDS (GCA)

Ever pictured yourself on stage receiving an award at the prestigious Government Communicators' Awards?

You now have the chance to make it happen. Entries to the 2008 GCA close on 31 October 2008, giving government communicators ample time to prepare their submissions.

GCIS will present the annual GCA on 5 December 2008 at Emperors Palace, Kempton Park. The awards recognise improved service delivery, innovation and excellence in government communication in all three spheres of government.

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## HOW THE YOUTH SPREAD THE WORD TO WIN A LOERIE

Finding out what the youth think has become easier through social media sites such as Facebook and blogging, enabling marketers to access the opinions, thoughts, preferences and trends of this fickle, yet very up-to-date market sector.

Net#work BBDO, advertising agency for 5fm, together with Gloop Digital Design, recently won an elusive Loerie Grand Prix award in the Digital Mixed-Media Category for their Youngblood5 Campaign, an interactive cyberspace portal to help 5fm commemorate Youth Day.

Creative Director at Net#work BBDO, Brad Reilly, says with the target audience being 16-to-24-year olds, they wanted to create a platform for the youth to be heard, together with giving them an opportunity to interact with other listeners.

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## GCIS TAKES DISTRIBUTION TO THE NEXT LEVEL

Spreading the word on government's policies, programmes and services has been taken to a next level through the implementation of a new approach by the Subdirectorate: Information Dissemination in Government Communications (GCIS).

Printed material is now also distributed directly to homes and through interactive public mobilisation events where printed products are handed directly to the recipients. This enables government not only to interact with communities but to also receive feedback that is channeled to management through the project exit reporting structure.

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## BREAKING NEW GROUND (BNG) PROGRAMME BENEFITS ORPHANED SIBLINGS

Three siblings who have been struggling since they were orphaned in 2000 are now the proud owners of a home in Giyane, Limpopo.

Part of government's BNG housing programme, which forms part of a nationwide media-build project, members of the media fraternity, together with officials of the national and provincial Department of Housing, work together to build a house for selected beneficiaries.

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## GOVERNMENT WINS THE AMAZING RADIO RACE

Morne Ebersohn, CEO of Mercury Media, explains the amazing radio race, now in its second year, is an opportunity for government communicators to learn how to make a radio commercial while enabling charities such as Say Hello, SPCA and Reach for a Dream to benefit.

"The Amazing Radio Race allows government employees to gain a holistic look at how radio ads are made, from scripting to recording. They also gain a deeper understanding of the communication process, as they are briefed on what message the charity wishes to convey to the public."

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## THUMBS UP OR DOWN

Whether it is a public relations campaign or a TV commercial, a poster, viral campaign or a half-page advert for the print media – judging whether it is likely to achieve all its objectives takes both imagination and skill.

As with so many aspects of marketing communication today, this skill is a combination of art and science, subjectivity and objectivity.

A good relationship between the client and the agency is thus vital, as so much of this relationship depends on the shared understanding of what constitutes a "good" idea.

On the one hand, the ideas of the agency need to be valued by the people for whom they are created, and on the other, the advertisers need to know that engaging and memorable communication ideas will be more effective than messages that are muddled or irrelevant.

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## How to catch a guerilla

Guerrilla marketing is totally safe and does not require one to don suitable bush attire and find yourself a guerilla. Rather it is a term used to describe aggressive, unconventional marketing methods.

Coined by Jay Conrad Levinson in his popular 1984 book *Guerrilla Marketing*, it is a good way to think outside the box and engage your consumers in innovative ways.

Below are some examples which not only stopped consumers in their tracks, they also imparted the message in a novel and fun manner.

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## IN BRIEF

*This section will cover news in the media industry and keep you up-to-date on the latest developments.*

### New professional designations for marketers

SAQA registered two professional designations for marketers in June this year, namely the National Certificate – Chartered Marketing (Level 7), known as Chartered Marketer (SA), and National Certificate – Marketing Practice (Level 5), known as Marketing Practitioner (SA). These designation allow individuals who are assessed as competent against the outcomes specified in each designations to add CM(SA) or MP(SA) after their name. This is the first time that such professional designations have been registered in South Africa.

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### Exchange of ideas



The third annual 2010 National Communication Partnership (NCP) Conference recently took place in Johannesburg.

Themed "Africa's Time has come, Mobilising for 2010 and Beyond", the conference was aimed at making it possible for African communicators to exchange ideas on how to project a positive image and reputation of Africa to the world, using the opportunities presented by the FIFA Football World Cup in 2010.

Delegates from Botswana, Kenya, Liberia, Nigeria, Sudan, Swaziland and Tanzania attended.

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## South Africa rates with the best in Europe



South Africa compares favourably to Europe, according to the South African Advertising and Research Foundation, which was reporting back on the European Media Research Organisation (EMRO) Conference, which took place in France early this year.

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## New libraries for SA



Two state-of-the-art, multimillion rand public libraries opened in South Africa last week: the new National Library of South Africa (NLSA) in Pretoria and Cape Town's central library.

Situated on the corner of Proes and Andries streets in Pretoria, the new R374-million NLSA accommodates up to 1 300 visitors at a time. The library stocks over two million books (with capacity for another 3,5 million) and offers Internet access.

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## New revised programme for PRISA conference

PRISA's annual conference Communication – the Sixth Sense will be hosted on 15 and 16 September at Montecasino in Johannesburg. It features new speakers and topics on current issues including freedom of speech, social media, transformation and public diplomacy.

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