



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

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AMAZING TV RACE

The race is on: with the first Amazing TV Race taking place on 23, 24 and 25 March.

As part of GCIS' capacity building programme, Mercury developed this initiative which aims to give government employees an opportunity to not only see how a TV ad is conceptualised - from scripting to filming - but will enable participants to gain a deeper understanding of the communication process and to know when a TV advert is the right channel of dissemination.



To book your seat and win the race email joseph@mercurymedia.co.za

NEW MEDIA THURSDAYS

Mercury Media, in partnership with GCIS, will be launching the Digital Revolution on Thursday 12 March, where they will take an in-depth look at digital media as part of a capacity building programme for government communicators.



A new look logo for a successful government campaign

The Breaking New Ground (BNG) campaign will be a topic of discussion - having proven so popular with TV audiences that season two was shown on SABC and e.tv. The BNG campaign was a Mercury initiative.

These monthly workshops will give employees and clients the opportunity to remain at the cutting edge of the fast-paced media industry, while being introduced to non-traditional mediums that can be utilised in their campaigns.

Look out for regular updates in The Right Connection.

WHAT IS SOUTH AFRICA TUNING INTO?

While more people are tuning into radio, time spent listening decreased by 18 minutes in 2008, according to the February South African Advertising Research Foundation (SAARF) RAMS®.

Total Community has grown significantly from 19, 6% to 22, 3% across the week, as well as on an average Monday to Friday, from 10, 5% to 11, 5%. Provinces showing a substantial annual increase in community

Yet radio has grown year-by-year with weekly listening up from 92% in 2008 to 93,7% currently, and average weekday listening increased from 75% to 77,1%. Radio stations attracting significantly bigger audiences than they did in 2008 include:

- 5FM from 4,8% penetration to 5,5%, with 1 715 million listeners a week
- 94.7 Highveld Stereo up across the week from 3,8% to 4,5%, with 1 405 million listeners
- 99.2 YFM has grown both across the week, from 3,9% to 4,5% (1 410 million listeners), and on an average Monday to Friday, from 1,6% to 2,0%
- Gagasi 99.5 FM is up across the week from 4,8% to 6,0% (with 1 886 million listeners), and during the working week from 2,9% to 3,5%
- Radio 2000 has grown its audience on a weekly basis from 0,8% to 1,1%
- Talk Radio 702 is up from 1,3% to 1,7% weekly, with 528 000 listeners
- Ukhozi FM has grown its audience to 6 629 million across the week, with a reach up from 19,9% to 21,2%.

radio listening are North West, Limpopo, Free State and the Eastern Cape.

Three community stations have also shown growth: East Rand Stereo 93.9fm has grown its weekly reach from 0,3% to 0,7%, with 44 000 listeners; Izwi loMzansi 98.0 fm from 0,3% to 1,2% across the week (78 000 listeners); and Qwa-Qwa Radio, with 209 000 weekly listeners, up from 6,7% to 10,4%.

The following stations showed declines over the same period (Feb 08 to Feb 09):

- 94.2 Jacaranda, down from 4,1% to 3,4%, average Monday to Friday
- RMFM's audience has dropped from 0,8% to 0,5%, on an average Monday to Friday
- Thobela's weekday audience has declined from 6,4% to 5,6%
- Tru fm has lost listeners, from 1,7% to 1,3% (past seven days).

THE ROLE OF ADVERTISING AND MARKETING COMMUNICATION IN BUSINESS

When next you are strategising how best to position your campaign, debating which form of advertising to use, keep the following in mind. (Put together by Dr Ludi Koekemoer, MD and Principal, AAA School of Advertising)

How effective advertising works

Create awareness:

Advertising creates awareness of the product/service, the solution to the consumer's problems or possible need-satisfaction.

Inform:

Advertising informs consumers about what the product/service can do for them, i.e. what it is, what it does, how it can be used, its price and where it can be obtained.

Create interest:

Advertising calls on the consumer's needs and creates interest in the product/service.

Develop preferences:

Advertising develops preferences and enables consumers to choose between

The strong theory of advertising

The strong theory of advertising assumes that advertising is capable of effecting a degree of change in the knowledge, attitudes, beliefs or behaviour of target audiences. This theory appears to have been universally adopted as a foundation for commercial activity.

The theory holds that advertising can persuade someone to act as wanted or to buy a product that he or she has never previously purchased. Furthermore, continual long-run purchase behaviour can also be generated.

Under the strong theory, advertising is believed to be capable of increasing loyalty or sales at the brand and the product-type levels. These upward shifts are achieved through the use of manipulative and psychological techniques that are deployed against consumers who are passive, possibly due to apathy, and are generally incapable of processing information intelligently.

alternatives.

Remind:

Advertising reminds consumers about the product, its benefits, its price and availability.

Generate leads:

Especially direct response advertising generates leads to successful sales.

Build image:

Regular advertising builds a particular image for the product/service to the advantage of the marketer.

Positioning:

Advertising aims to create a clear positioning for the product in a highly competitive marketing environment.

Create trust & repeat purchase:

Continued advertising creates trust in the product to purchase it and to continue buying it.

However, some people believe that advertising simply does not work. This brings me to the "strong theory" and the "weak theory" of advertising and marketing communication.

The weak theory of advertising

This theory states that the strong theory does not reflect the real world and believes that a consumer's pattern of brand purchases or actions is driven more by habit than by exposure to advertising.

According to the weak theory, advertising is capable of improving people's awareness and knowledge. In contrast to the previous theory, however, consumers are selective in determining which advertisement they observe and only pay attention to those that promote ideas or products that they either use or have some prior knowledge of.

This means that in most cases they already have some awareness of the characteristics of the advertised idea or product. It follows that the amount of information actually communicated is limited. Advertising is not potent enough to convert people who hold reasonably strong beliefs that are counter to those portrayed in the advertisement.

COUNTDOWN TO 2010

The Local Organising Committee celebrated the 500 days to the start of the 2010 FIFA World Cup™ with a gala evening held on 26 January.

National Department of Sports and Recreation and GCIS celebrated the countdown with the launch of the 2010 Mass Mobilisation Legacy Programme in Kimberley, Northern Cape, on 27 January.



The programme will be implemented through a series of roadshows aimed at raising South Africans' awareness of the 2009 FIFA Confederations Cup and the 2010 World Cup.

The mobilisation will primarily take place through the use of sport, in particular football, as a catalyst for community development and to address issues of youth empowerment and social cohesion.

The roadshow in Kimberley was followed by similar events in the Eastern Cape at the end of February. More roadshows are planned to take place throughout the year.

Watch this space for more 2010 news!

EYE ON THE FUTURE

With many detailed projects contained in the Government's Programme of Action, President Motlanthe highlighted the following areas during his State of the Nation Address:

- Creating the capacity necessary for improved service delivery and better integration within and across the spheres of government, including national strategic planning
- Continuing with the War on Poverty Campaign and finalising the draft of the Comprehensive Anti-Poverty Strategy through public consultations now underway
- Implementing the comprehensive programme put in place to eliminate the incidence of cholera in various parts of the country
- Continuing research and consultations on the Comprehensive Social Security System, including the matter of National Health Insurance
- Intensifying the campaign to save energy, to manage the current difficulties and change South Africa's behaviour, while at the same time speeding up the projects to build new capacity and use alternative energy sources – recognising that in addition to the consequences of climate change, resources such as fossil fuels and water are declining in the same measure as demand is increasing
- Integrating into the work of the relevant clusters the findings of research on second-economy interventions, such as the community works programme, support for small and micro-enterprises and rural development initiatives
- Intensifying efforts to revamp the criminal justice system, including better forensic capacity, rapid increase in the number of detectives, optimal use of information and communications technology, and better management of the courts
- Facilitating the processes aimed at strengthening the machineries dealing with matters of gender equality such as 50/50 representation in decision-making structures, youth development, the rights of people with disability and children's rights – including completing consultations on the National Youth Policy, preparing for the implementation of the African Youth Charter once it has been processed by Parliament, and for the setting up of the National Youth Development Agency; submitting the Southern African Development Community Protocol on Gender and Development to Parliament; strengthening advocacy on the rights of people with disability; and extending the number of municipalities that have set up Children's Rights Focal Points beyond the current 60%.

GOVERNMENT COMMUNICATOR OF THE YEAR AWARD (GCA) WINNERS

Congratulations to the Department of Home Affairs, which won the Government Communicator of the Year at the GCA ceremony in December 2008, for its ID Urself Now! Campaign.

The campaign used the Department of Home Affairs' school outreach programme to give learners, 16 years and older, an opportunity to apply for identity documents (IDs) to vote in this year's elections and access government and commercial services.

Both young and old made an overwhelming number of ID applications, with the campaign running in partnership with the Department of Education, the National Youth Commission and its provincial chapters, the SABC and the Independent Electoral Commission.

Other winners included:

- National Bua Award: Chief Directorate: Communication, Department of Social Development
- National Ubungcweti Award: ID Urself



Now! Campaign, Department of Home Affairs

- Provincial Ubungweti Award: Sivutha Umlilo Communication Team, Mpumalanga Department of Roads and Transport

- Local Bua Award: Communications Department, Sekhukhune District Municipality

- Local Ubungweti Award: Communications Department, Sekhukhune District Municipality.

THE NEXT PHASE IN MOBILE TECHNOLOGY

In a remarkably short period of time the cell phone has evolved from a voice apparatus to a multi-functional device that offers increasingly sophisticated applications – from personalised ring tones to games and music downloads. Now, convergent technologies combine the two best-selling consumer products in history – the mobile phone and the television set.

An example of this is the Nokia N96 advanced multimedia computer smartphone, optimised for watching video and live TV. With a large 2.8" screen, 16 gigabytes of internal memory and support for high-quality videos in a wide range of formats, the dual-slide Nokia N96 represents an exciting new chapter in mobile media.

In some markets around the world, the integrated Digital Video Broadcast to Handheld (DVB-H) mobile TV receiver means you can access live broadcast TV with an automatically updating program guide.



Accessing internet videos is quick and simple. The Nokia N96 supports common video formats including MPEG-4, Windows Media Video and Flash Video, making favourite videos easy to view. Transferring and accessing videos is even faster with the high-speed USB 2.0 connection and WLAN and HSDPA support.

The massive memory can store up to 40 hours of video content, with further storage capacity of being expanded with an optional microSD card, which increases the available memory of the Nokia N96 to a total of 24 GB. For added convenience, the Nokia N96 features a 'kickstand' on the back cover that allows for hands-free viewing.

The Nokia Video Centre offers one place to discover and access a variety of mobile content ranging from movie trailers and comedy to news from world-leading brands such as CNN and BBC.

The Nokia N96 features media keys, a 3.5 mm headphone connector and built-in 3D stereo speakers. The Nokia Maps application offers richer maps with urban details and satellite views and has upgrade options such as City Guides, turn-by-turn pedestrian mode and voice-guided car navigation.

The Nokia N96 boasts a 5-megapixel camera with Carl Zeiss optics, flash and video light. It allows DVD-like quality video capture at 30 frames per second. Further, with the integrated A-GPS, consumers can now 'geotag' their pictures with location data and share them with their online communities.

The Nokia N96, is a flagship multimedia computer in the iconic Nokia Nseries range, and is now available in South Africa.

FOOD FOR THOUGHT: BUDGET HIGHLIGHTS

In his Budget Speech, Minister Manual said: "In the period ahead, it will be necessary to take stronger action in pursuit of efficiency and better targeted expenditure. There is insufficient control of foreign travel, **advertising** and public relations activities and consultancy services."

Before you embark on a campaign, you might want to pause and think a little further than your normal day-to-day advertising activities...

EFFECTIVE AND CREATIVE CAMPAIGNS: JOINED AT THE HIP

By Odette Roper, CEO Association for Communication & Advertising (ACA)

When most people think of the advertising profession, creativity comes to mind with fantastically colourful, funny or heart-felt messages perceived as successful or clever because they are creative rather than effective.

Creativity can be compared to the fun loving, carefree and extrovert kid in the playground, the popular kid who has all the friends – this is the advertising that everyone knows and has come to love and appreciate. Effective advertising, however, does not seem to get the limelight it deserves. It is the long-lost cousin of popular creative advertising, lurking in the shadows, forgotten or ignored.



APEX, an awards initiative that applauds effective communication, sheds light on the relationship between creative and effective campaigns and the fact that they aren't separate entities at all.

Marketers and their advertising agencies

The objectives for a campaign that is both effective AND creative do not necessarily need to focus solely on a return on investment for the client in terms of sales and profit, but could be as more about broadening distribution, motivating staff or reassuring audiences – the list is endless. Whatever the objectives are, they can be met and exceeded when creativity and effectiveness are used in unison.

"Recognising creativity is relatively easy", says Andy Rice, Chairperson of the APEX Adjudication Panel and Chairperson of Yellowwood Brand Architects. "To prove communication effectiveness, all possible influencing factors that might have played a role during the time that the campaign took place need to be considered.

"Identifying effectiveness can be compared to preparing a case for a civil conviction. To get a criminal conviction you need absolute proof, but to get a civil conviction, it is sufficient to make a case of there being no reasonable doubt that it happened", says Rice.

The same applies to campaign effectiveness. The challenge is to prove beyond reasonable doubt that it was the campaign that was the principle-influencing factor rather than other forces active in the same period of time. "By taking out competitor pricing, competitor activity, category growth and increase of distribution, among other factors", says Rice, "the effectiveness of the campaign can then be isolated."

Conducting research based on the given set of objectives or doing a perception analysis pre- and post-campaign is an additional way to measure the effectiveness of the communications", adds Rice. If this kind of post-campaign analysis became an integral part of an agency's service offering to a client, the reputation of the agency would be

have realised that winning an APEX is validation that creative thinking can meet defined business criteria and deliver meaningful results. This is very important for the current economic climate as it puts to rest the conventional thought that communication and advertising is a waste of money.

To design and implement a truly effective campaign, one needs a healthy dose of creativity, because effectiveness is not about being dry or humourless. Searching for truly effective solutions often forces an agency to re-examine its usual route to market and consider alternative options, which in turn lead to more out-of-the-box creative ideas.

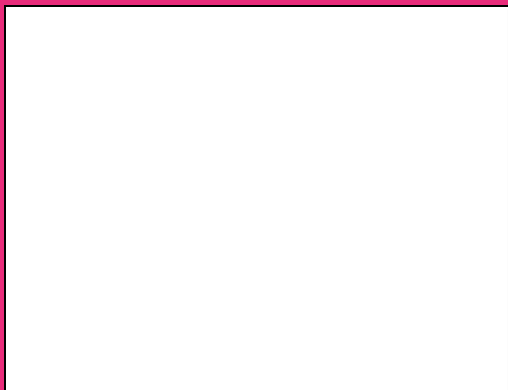
The two are inextricably linked, demonstrated by the fact that frequently winning campaigns at the Loerie Awards and APEX winners are one and the same. Who can forget the impact that the charismatic Raj1 and Raj2 brothers had on many South Africans through the Loerie and APEX award-winning Corsa Lite Campaign. "Hello dere laadies" and similar such catchphrases were an integral part of everyday banter at the time.

enhanced."

Ian Penhale, Marketing Director of SA Breweries concludes: "The APEX Awards represent recognition of the convergence between marketing communication campaigns and their commercial outcomes. Delivering objective returns on marketing investment is the holy grail of marketing in the 21st Century, and these awards are a worthwhile endeavour to bring transparency and accountability into the judgement of what makes great work great. They are specifically powerful in illuminating the fact that great outcomes for brands depend upon the collaboration of great partners from both agency and client, and hence are, uniquely, a joint celebration of success."

ELECTIONS IN THE DIGITAL AGE

Not only were the recent American elections historic in terms of Barack Obama becoming the first black President, he also won the respect of marketers as Ad Age's Marketer of the Year 2008.



As seen here, his campaign embraced new media such as Twitter and YouTube, with Americans having real-time campaign information at their fingertips and access to simple ways to volunteer or join a conversation. Very importantly, he had unprecedented monetary support – turning clicks into cash and maintaining the momentum of his campaign.

His campaign strategies turned the Obama brand into a movement and highlighted how effective new media can be in an election campaign.

Information in this article kindly provided by Red Sky Integrated Marketing Services - specialising in strategy and research and part of the TBWA\Hunt\Lascaris\Durban group.

IN BRIEF

ARMCHAIR TRAVELLING SAVING COSTS



Webinars (web-based seminars) are becoming more popular as people seek the most cost-effective ways to host and participate in seminars during tough economic times, giving people the ability to “attend” any seminar, anywhere in the world, without the cost or environmental impact of travel. Online streams from seminars and conferences are a further value-add, giving audiences the opportunity to watch at their convenience.

ALL WRAPPED UP FOR 2010



Visa, the official card sponsor to the 2010 World Cup, has wrapped 19 of the City of Joburg’s Metrobus commuter vehicles in FIFA themed graphics. Metrobus transports 90 000 passengers on 80 scheduled and 130 school routes each day. Its 532 buses cover 17 million kilometres on the city’s roads each year.

DIGITAL MARKETING PODCAST



South Africa’s newly launched podcast, The Digital Edge, aims to provide the “big picture” thinking on digital marketing, giving perspective on the relevance and impact of digital marketing. The podcast is available at www.thedigitaledge.co.za.

VALUE OF PR



A record 80 plus entries have been received for the 2009 PRISM Awards, indicative of the move by the communication industry in recognising the value of the awards and using the awards as a means of showcasing their abilities.



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