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Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

Issue 1 - July 2008

Welcome to *The Right Connection*, an initiative of the GCIS Marketing Unit

In today's world, one can't afford to not be knowledgeable about the environment that you operate in.

The Right Connection will keep you abreast of industry trends and share topical information, enabling you to make informed decisions regarding marketing strategies and advertising campaigns.

For example, did you know that government's share of voice in the advertising market constituted only 3,7% of total advertising expenditure within the market during 2007/08?

According to Babs Naidoo, Chief Director of the Communication Service Agency at Government Communications(GCIS), the intention of the newsletter is to provide our clients with the competitive edge with respect to the environment they are competing in. "We hope the introduction of *The Right Connection* will add value to the work of our client departments and will hopefully position our clients in a manner that differentiates them from other competitors", said Naidoo.

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DEPARTMENT OF HOUSING BREAKING NEW GROUND (BNG)

The second season of the successful television programme *BNG* was launched on 3 July 2008 by the Department of Housing. A brand new logo for the series was also developed to give it a distinct identity that will be applied across media types.

The show, launched on 5 November 2007 with 26 episodes that were broadcast until 3 June 2008, received overwhelming support, boasting a viewership of approximately 2,7 million.

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WHAT IS THE ATI – and what can you do with it?

The Advertising Transformation Index (ATI) was first requested by the Parliamentary

The report uses a number of statistical tools to measure where advertising money is being

Portfolio Committee on Communications in 2001, and has been conducted for GCIS by Mercury since 2006.

The primary aim of the report is to determine whether advertising expenditure is being allocated "fairly" – are certain audience groups receiving preference from advertisers, and are some media platforms receiving more (or less) money than they should, based on the size of their audiences?

spent, and to what extent these expenditure patterns match the profile of South Africa's population.

One key tool (the "ATI", from which the report gets its name) measures the percentage of spend that a particular media platform (such as MetroFM) receives, relative to its contribution to the total audience reached by all similar media.

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GCIS PILOTS LEADING MOBILE 2.0 COMMUNICATION TECHNOLOGY

Government Communications (GCIS) has launched a pilot programme to evaluate new Mobile 2.0 technology that has huge potential to add value to government communication.

QKEY technology is first in a South African, African and global context and will enable easy 24/7 access countrywide to people requiring information on government programmes and services. This information will be made available on QGOV/468 and could be regarded as "infopowerment" as it aims to empower people to have a better life by providing them with access to information.

Mobile technology provides a communication channel that speaks directly to target audiences because people carry their cellphones on them most of the time. Six out of every 10 South Africans over the age of 16 has access to cellphones and are either owning, renting or using them (AMPS 2007B). Cellphones are used to some extent by people across the LSM groups and it is only LSM 1 that is not at all reached through this medium.

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KEEPING THE NATION INFORMED

One of government's biggest communication challenges is to communicate in a diversified communication environment - to people with varying information and language needs, and varying levels of access to media.

Government's message must be seen, heard or read by South Africans who would benefit most from the message.

Erika Dykes, Director: Marketing, Advertising and Distribution for the department Government Communications explains: "Government must provide information to people that can be used to improve their socio-economic well-being so as to create a better life for all. We practise development communication which is aimed at the speedy transformation of the country and its people from poverty to a state of growth where people can fulfil their human potential".

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HOW DIGITAL IS CHANGING THE FACE OF MEDIA

Digital advertising is proving to be one of the most powerful and lucrative advertising media across the globe.

In its infancy in South Africa, till broadband becomes more accessible, the potential of

In the past decade, remarkable transformation has taken place in media consumption. While newspapers, magazines, radio and television remain, the manner in which the public access, contribute to and select their media is fast changing.

digital is just beginning to be seen, with more companies incorporating this media into their advertising campaigns.



Most of this change has been introduced through technology, from content access via the Internet to highly complex software on satellite television decoders.

The South African media industry is adopting new technologies to make content available at any time, in any place. Many magazines now have mobazines and more consumers are downloading info off the web from their cellphones. Essentially, digital is now impacting one's life on a daily basis.

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BRINGING YOU THE GOOD NEWS

Impacted on daily by the violent news we read in the press and the crime that affects our lives, South Africans are quick to point out the negative in any situation. Yet, more and more companies and individuals are taking a stand and saying let's celebrate what is good about our country.

www.sagoodnews.co.za is a website which only reports on good news and *The Right Connection* will update you on good news on a monthly basis. We encourage you to submit your own good news to us at bonnie@gcis.gov.za or log onto the website and help to grow the pool of good news stories.

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KNOWING YOUR AMPS FROM YOUR RAMS AND TAMS

SAARF is an acronym for the South African Advertising Research Foundation. It provides comprehensive, unbiased, valid, reliable and credible media audience and product-consumption measures.

Each month, *The Right Connection* will be looking at one of their products and providing you with an overview of what each survey or measure comprises.

This information is important when deciding which audience group your campaign needs to target and knowing how best to reach that sector of the population.

AMPS

This is an acronym for the All Media and Products Survey, which is a single source survey as information on media usage, product consumption and demographics are collected from the same respondent.

It is a face-to-face personal interview. An AMPS sample currently comprises about 12 500 adults (16 years and older) per year and the interviewing is conducted during the first half of the year.

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IT STARTS WITH YOU

The Movement for Good is a network of organisations that have come together to inspire and mobilise South Africans to become active citizens for good.

The movement aims to integrate organisations that are currently mobilising South Africans so that there is coherency and synergy across the various campaigns. All across this great nation, good people have been independently organising, tirelessly striving and selflessly building communities that care.

Everyone can play a part in this, no matter



Their vision is to build a country that lives its constitutional values, is safe, and has opportunity for all - so that South Africans and their children have hope in the future.

how insignificant you think you or your actions may be. Every little bit makes a difference and if we can mobilise the collective, as we believe we can, we can all contribute for good.

It's time to mobilise our nation, to bring us all together into an unstoppable force. It starts with us. It starts with you. Log onto www.itstartswithyou.co.za for more information.

IS OUTDOOR MEDIA COMPARABLE TO OTHER MAINSTREAM MEDIA?

Talking to just the right people is really what it all comes down to. If you consider there are 48 million people in South Africa, break that number down to an easily understood 100 people and some interesting facts emerge regarding media consumption:

- 82 listen to the radio on their way to work
- 46 are exposed to billboard advertising
- 47 read a newspaper
- 73 watched TV.

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LAUNCH OF eNEWS

South Africa's first 24-hour TV news service, the eNews Channel, has been launched on DSTV channel 403.

The channel will contribute to keeping society abreast of what is happening and can play a critical role in informed debate and discussion.

Editor-in-chief of eNews, Debora Patta, said the channel would offer "South African-based and interpreted independent news".

The on-air team is led by Redi Direko and Jeremy Maggs, who will also host prime time news shows on the channel.

THE RISE AND FALL AND RISE OF TV

Technology expands media, with the cellphone the perfect example. Nowadays you can use your cellphone to take pictures, as a diary, listen to music or read a mobizine.

The only activity South Africans can't do as yet is view TV on their cellphones, though this is possible - with the Asia Pacific region leading the way.

When this technology, which creates a platform to combine the popularity of TV with the reach of cellphones, does become available in South Africa, it will be interesting



to see the potential of this new media, which combines two of the most successful consumer products in history.

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DID YOU KNOW

South Africans are an innovative nation and we are world leaders in many aspects. In each edition we will feature interesting facts about the country and if you have any you would like to submit please e-mail bonnie@gcis.gov.za

- The first MBA programme outside of the United States (USA) was started by the University of Pretoria in 1949.
- South Africa is home to the world's largest individually timed cycle race (the *Cape Argus Cycle Race*), the world's largest open water swim (the Midmar Mile) and the world's largest ultra-marathon (the Comrades Marathon).
- Johannesburg ranks second among countries from Asia/Pacific, Middle East and Africa in dealing with urbanisation and environmental challenges, in the *MasterCard Insights Report on Urbanisation and Environmental Challenges*.
- Since the 1940s, South African golfers have won more golf majors than any other nation, apart from the US.
- Three South African cities were voted among the world's top 100 Most Liveable Cities in a study conducted by Mercer Human Resource Consulting: Cape Town was ranked in 85th place, Johannesburg 90th and Port Elizabeth 97th.
- Pretoria has the second largest number of embassies in the world after Washington, DC.

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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.

Vusi Mona appointed editor-in-chief

Former editor of the *City Press*, Vusi Mona, has been appointed as the editor-in-chief of Mafube Publishing.

Vodacom chooses taxi rank branding for its Yebo Millionaires Campaign



ComutaNet currently reaches over 20 million economically active South African commuters on a daily basis.

Through its wide variety of media options, this vast market can be reached in an upfront and personal manner.

It was for this reason that Vodacom chose taxi rank branding to launch its Yebo Millionaires Campaign directly to its targeted market, with little to no wastage.

New CEO of Media24's newspaper publishing division

Abraham van Zyl has been appointed the new CEO of Media24's newspaper publishing division, effective 1 July. Van Zyl, who currently heads the daily newspaper division, has recently returned from Beijing, China, where he was responsible for the establishment of Naspers' international print media interests, including those in India and Russia.



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