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THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

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YOUTH MEDIA IN SA

They may not be as edgy as their interactive digital media rivals, but traditional media still dominate South Africa's youth audiences. The South African Advertising Research Foundation's (SAARF) All Media and Products Survey (AMPS) 2008AB (Jan – Dec 2008) gives an overview of the media habits of the country's 16- to 24-year-olds.

PRINT

If the youngest adults aren't supposed to be big fans of the printed word, the message has yet to reach them. The 16 to 24 age group is the biggest consumer of magazines in the country. According to SAARF's AMPS 2008AB (Jan – Dec 2008), just over 46% of this group reads magazines, accounting for 30,4% of total magazine readership.

The Top Five magazines in the youth market are, with a substantial lead, Jet Club, read by 15,4% of young adults aged 16 to 24; with Bona (9,8%) in second place. True Love is third (8,7%), followed by Drum (8,4%) and Kickoff (8,3%). With the exception of Kickoff, these magazines' audiences are dominated by the 16 to 24 demographic.

One in four newspaper readers is aged between 16 and 24. Over 46% of all young

Just over 95% of the 16 to 24 demographic can be reached via this medium. Most listen to Ukhozi FM (19,4%), followed by Metro FM (18,3%) and Umhlobo Wenene FM (16,6%). Youth station 5FM is placed fourth (11,4%), with Lesedi FM in fifth (9,3% reach), according to AMPS 2008AB.

TV and cinema

South Africans aged 16 to 24 is the second-biggest consumer of TV, following very closely behind the 25 to 34 market. Television reaches 86,6% of the 16- to 24-year-olds, with dramas and soaps pulling the highest ratings.

Across the national TV watching audience for SABC 1, 2, 3, e.tv and M-Net, the top show for 2008 was SABC 1's drama, "Tshisa", with an audience rating (AR) of 25,8% of all 16- to 24-year-old television viewers available at that time. "Generations" pulled an AR of 24,9% for this audience, followed by the channel's doccic "Shakespeare: Death of a Queen" with an AR of 24,6%. (Source: Television Audience Measurement Survey 1 Jan 2008 to 31 Dec 2008).

TV's cousin, cinema, is a youth-dominated medium, with 48,3% of its weekly audience aged between 16 and 24.

adults (16-24) read papers, preferring the weeklies (32,9%) to the dailies (27,0%).

The top newspapers read are the Daily Sun, the top-read daily reaching 16,2%, with the Sowetan (5,5%) as the second most-read daily. The Sunday Times is the most popular weekly, read by 11,4% of the 16 to 24 age group. Sunday Sun (10,8%), Soccer Laduma (9,3%), Sunday's City Press (7,3%) and Sunday World (6%) fill positions two to five of this market's Top Five weekly papers.

RADIO

As the second-biggest consumers of radio, the young adult market (16 to 24) also relies heavily on the airwaves to keep itself up to date (the 35 to 49 age group is the top consumer of the medium, accounting for 27,0% of all listeners, just 0,3 of a percentage point ahead of the 16- to 24-year-olds).

Out of home

Outdoor on the other hand, is dominated by the 25 to 49 age group, although in the store environment, the 16 to 24s have the most exposure.

New tech

On the new technology side, young South Africans are the heaviest users of electronic devices such as iPods and playstations. Just over 43% of all time spent listening to music on these devices comes from consumers aged 16 to 24. They are not, however, the biggest users of the Internet, being third behind the 25 to 34 and 35 to 49 markets. Just over 28% of weekly Internet users are aged 16 to 24, giving this medium an 8,6% reach into the 16 to 24 age group.

CORPORATE IDENTITY FOR NEW NATIONAL DEPARTMENTS AND MINISTRIES

Following the announcement of new departments and ministries during President Jacob Zuma's statement on the appointment of the new Cabinet on 10 May 2009, Government Communications (GCIS) coordinated the design options for these ministries and departments.

The departments are allowed to distinguish themselves from one another by using colour as a primary differentiator. The four colours from which departments can choose are orange, brown, black or green. Departments also have the option to choose between a functional naming structure and an acronym naming structure. These options need to be approved by the directors-general (DGs).

Before the chosen options may be implemented, the President has to approve the proclamation changing the names of departments and establishing new

Once the legal process has been completed and approval of the new brand identities received from the DGs, the GCIS proceeds to design new stationery for the departments and ministries. The standard set of stationery consists of a letterhead, business card, complimentary slip, fax cover and a folder.

The GCIS will make final artwork available to individual departments. For any enquiries, please contact Ms Lynette Rippel on telephone 012 314 2231/ 071 602 6448 or e-mail lynette@gcis.gov.za

Examples of new approved brands

departments and ministries.

The legal team of the Department of Public Service and Administration is responsible for publishing the proclamations regarding the names of the new ministries and departments and their respective functions in the Government Gazette.



RADICAL CHANGES AHEAD IN TELEVISION ADVERTISING

By Chris Moerdyk

As representatives of one of South Africa's biggest advertisers, government communicators should be aware that for some time now there have been rumblings from big brand advertisers that the television commercial paradigm needs to be shifted.

The assumption that mainstream advertising on the box is going to continue in the form of regular commercial breaks during programming is becoming more and more tenuous, as viewer research increasingly shows that the majority of television viewers simply do not watch ad breaks anymore.

And even if this was not the case, the mere fact that television viewership is inexorably heading towards video on demand, it is not difficult to visualise a future in which television audiences simply eliminate commercial breaks and with it the stereotypical advertising form that has been so popular for the past half century.

Yes, even the poorest of the poor South African citizens who own a TV set will have technology built into even the cheapest sets that allow for commercial breaks to be

What has already started to replace traditional commercial breaks in South Africa is "branded content".

Branded television is a concept that uses the idea of choice at its foundation. It fits into the new "attractive" model of advertising that will come into play when people use their ability to avoid adverts that interrupt their viewing.

Branded content provides a platform for government to create advertising that has intrinsic value, so the public will actually choose to be exposed to it, making it infinitely more effective.

Examples can be found in "product placement" within local soaps and TV magazine programmes. But branded TV goes much further than this.

A good example is the new five-part TV series in the United States, "Kahlua and Conde Nast Traveler Present Bring Home the Exotic".

The coffee liqueur has created, produced and maintained full ownership of its own TV show, allowing it to control how its product

"zapped".

Although it might be hard for some to believe that the ever-present 30-second commercial – and even those one-and-a-half minute blockbusters that have been the highlight of the Cannes, London International and Loerie Awards for so long – are not only a dying breed, but on the verge of extinction.

Given the rampant media inflation and rocketing production costs of the past decade, marketing – and particularly its advertising component – has become a big item in communication budgets. And more and more governments, including our own, are calling for a far higher degree of measurement and proof of return on investment.

All of which adds impetus to the demise of big production ad campaigns aimed more at awards, peripheral PR value and the support of ministerial and corporate egos.

and brand messages are portrayed.

Not only does the title of the show mirror Kahlua's advertising slogan, "Kahlua, the Everyday Exotic," but the programme's premise of re-creating exotic travel experiences for friends and family back home is in line with Kahlua's brand messaging of creating everyday exotic experiences in in-home entertaining.

It actually costs far less to produce a 30-minute branded TV programme than to put together a 30-second commercial. So, the advertisers save money and so does the broadcaster, which does not have to pay for the content. Everybody wins. The big secret, though, is subtlety. And this will be government communicators' challenge.

In addition, technology like the Internet, video iPods, portable media players and TV-enabled mobile phones are becoming increasingly commonplace, making the idea of branded entertainment more feasible and a reality.

OH, TO BECOME A RECOGNISED MARKETING PRACTITIONER!

The professional designation for mid-level marketers, Marketing Practitioner SA, was registered by the South African Qualifications Authority in June 2008.

This designation is nationally recognised and thus allows those who achieve them to put the letters "MPSA" after their names. The designation is recognised both in South Africa and 16 countries in Europe through the European Marketing Confederation, giving you two certificates of recognition. It also acts as a stepping-stone to the ultimate marketing designation, Chartered Marketer SA.

The MPSA designation is targeted at individuals who have four to five years of hands-on, practical marketing experience at

What is the process?

There are nine steps in the process:

- Attend a full day Initial CMSA/MPSA Workshop.
- Start preparing your Portfolio of Evidence (PoE).
- Attend a half-day Evidence Review Workshop where your evidence is evaluated with peers and your Recognition of Prior Learning advisor and a plan for completion is agreed on.
- Complete and submit your PoE.
- Your PoE is assessed and, if necessary, you are contacted to remediate any areas that are not yet acceptable.
- Make a 15-minute presentation on "Why I should be Awarded the Designation

a tactical, operational level. No formal academic qualifications are required, but they are advantageous. Some experience at a supervisory level is necessary for the candidate to be able to demonstrate competence in some of the specified outcomes.

A professional designation is not based on passing exams, but on the evidence that you can provide, which demonstrates your practical competence against the outcomes specified in the qualification. It's what you can do rather than what you have learned.

Marketing Practitioner SA", which is followed by a half-an-hour panel interview. These are recorded and included in your PoE.

- The final assessment takes place and, in one and four cases, PoEs are moderated.
 - You are advised of the outcome.
- The graduation ceremony takes place.

The total cost of the process in 2009 is R6 000 (exl VAT). The Services Sector Education and Training Authority (Seta) offers subsidies to candidates who successfully complete the process.

A company called Recognition of Prior Learning (Pty) Ltd (RPML) has been retained by the Services Seta to handle the process as its directors were integral to the development of both the designation and the process.

For more information, e-mail RPML at rpml@seta.org.za. You can also call the Services Seta Customer Care hotline on 0861 10 11 48.

2010 NATIONAL COMMUNICATION PARTNERSHIP CONFERENCE (NCP) TO DELIVER CONCRETE, INCLUSIVE CAMPAIGNS

Igniting Africa's Passion. FIFA 2010 World Cup™. Mobilising Africa's Voice.

The annual 2010 NCP Conference, hosted in partnership with Brand South Africa, will take place on Monday 17 August 2009 in Johannesburg, South Africa. Through the forum, hosts aim to generate up to three inclusive communication campaigns within which 2010 stakeholders, including sponsors and host cities, as well as government can easily participate.

"The event also marks the celebratory milestone of 300 days to the kick-off of the FIFA 2010 World Cup™, proudly being hosted on African soil for the first time", says NCP Chairperson, Nkwenkwe Nkomo. "Now on the home stretch to this prestigious global event, Africa's time has truly come."

Planning-driven panel discussions are also scheduled, with participation from leadership representatives from FIFA and the 2010 Organising Committee, South African Tourism, the departments of transport and police, the Government Communication and Information System and the media.

The one-day event will take place at the Sandton Convention Centre in Maude Street, Sandton (GPS coordinates, S26° 06.394'; E028° 03.221').

"We strive to deliver powerful 2010 communication for all South African and African stakeholders", concludes Nkomo. "By speaking in a united voice, we can collectively shape a milestone 'defining

The programme provides delegates and hosts with a robust debate and dialogue platform. It includes analysis and perceptual reporting and hands-on group breakaway cluster-centric sessions that will tackle topics of domestic and continental mobilisation, communication, as well as tourism and hospitality.

moment', both for South Africa and the African continent."

INSTALMENT 5 SOCIAL MEDIA! WHAT'S THAT ALL ABOUT?

Hi everyone. In the last segment, we discussed the creation of a SMAERTO (Search Monitor Analyse Engage and Report Tactical Operator) who would be tasked with the online activity for your department. Having said that, this person or persons should be from a public relations and marketing background as opposed to a technical one.

Now let's talk a bit about what we propose to cover using this person and the online and social media environment in which they are going to perform. We see the effort bearing fruit in more than just proactive social networking to enhance brand awareness, but also market research, database generation, e-mail marketing campaigns, customer-relationship management, brand-reputation management (BRM) and product and service awareness drives to mention a few.



To this end, we need to ensure too that the information we are getting back from the various initiatives is being transferred back into the business with proper accountability to improve service and product delivery. So, looking at the quick list of responsibilities and potential, we'd hopefully agree that the SMAERTO is a very important entity in the organisation and as online activity increases with cheaper and improved connectivity and evolved hardware and software, including not only PCs and laptops, but also mobile phones, we will see the effects of any online activity returning greater reward in the future.

Ah, not so fast, and with that good potential, comes bad in equal amounts. So, we need to iron out the bugs and do all the learning we can offline before venturing online where hopefully there is still some consumer tolerance.

So yes, we're up against it and this online environment is evolving at a rate of knots. So let's get going. In next month's insert we will begin to unpack the possibilities in more detail and should probably start with BRM.

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RADIO PROMOTES 2010 FIFA WORLD CUP

MpowerFM has accepted Premier David Mabuza's challenge of "Football Fridays" to promote the 2010 FIFA World Cup in South Africa.

This campaign, initiated by Mpumalanga, is re-branding "Casual Friday", making it "Football Friday" by encouraging the South African workforce to dress up in football wear every Friday – and even dress up their offices in football fun branding.

Nelspruit Mayor, Lassy Chiwayo, said: "Fridays will from today be dedicated to soccer. Wear a Bafana Bafana jersey or any other sports jersey. We are embarking on this campaign to highlight football development in the province. Through you we can make Football Friday happen".

The campaign kicked off on 17 July 2009.

TIPS FOR MORE EFFECTIVE E-MAIL COMMUNICATION

The productivity gains we've realised from the efficiencies of e-mail communication are undeniable. It's estimated that the average office worker now gets between 60 and 200 messages a day. You want your message to be one that gets read. Here are some tips that will make your e-mail communication more effective:

1. Be clear and brief – you'll save time and your reader will appreciate it. Use bullet points to keep things clear and noticeable. Investing extra time in writing an e-mail can pay big dividends later by helping your reader to clearly understand your message. If your mail is written with the purpose to educate, inform or persuade, then making sure to get your point across is even more critical.

2. Always reread your message and double check for grammar and misspelled words. Make it standard procedure to reread your entire message before sending, especially when sending items to the media, which may just quote your error.

3. Highlight salient points when replying to an earlier message: Most people receive hundreds of e-mails every week. Combine that with face-to-face meetings and phone calls, and remember it's dangerous to assume that your recipient will remember your earlier exchange.

4. Use specific subject line descriptions. Many e-mail messages go back and forth several times over the course of many weeks and it's important to accurately describe what the reader will find inside. A subject line reading "Monday's conversation" doesn't tell the recipient much. Remember, a legitimate message with a thoughtlessly worded subject may get stopped by spam filters.

E-mail is a superb tool in an effective communications arsenal. However, once it's out there, there's no "unsaying" what you've said. Be careful, be clear, be concise.

ONLINE COMMENTS TRUSTED BY OTHERS

According to the latest Nielsen Global Online Consumer Survey of over 25 000 Internet users from 50 countries, personal recommendations and consumer opinions posted online are the most trusted forms of advertising globally.

However, brand websites score as highly as online consumer opinions: brand sponsorships have seen the greatest increase in levels of trust among Internet consumers since 2007.

The Nielsen survey, the largest of its kind, shows that nine out of every 10 Internet consumers worldwide (90%) trust recommendations from people they know, while seven in every 10 (70%) trust consumer opinions posted online.

Brand sponsorships are closely followed by ads – and before movies, which have increased from 38% to 52% (a 14 percentage point increase) – and personal recommendations, which have increased by 12% from 78% in April 2007 to 90% in April 2009.

The study shows there is still work to be done to shift advertising revenue from traditional forms of media to the Internet. The ability to turn this around rests on overhauling the way display advertising is served online so that it becomes a more effective medium for brand advertisers and a more trusted form of advertising in the mind of the consumer.

TENDERS AND PITCHES' GUIDELINES FOR THE ADVERTISING AND COMMUNICATIONS SECTORS

Following a number of issues surrounding the tenders and pitches procedures within the advertising and communications industry, the Association for Communication and Advertising (ACA) has developed a set of guidelines, which are available on the ACA website <http://www.acasa.co.za>, and will be invaluable to industry consultants, procurement departments and other interested parties in an effort to create an awareness about these mechanisms.

Guidelines for pitching for government campaigns are contained in the "Best Practice Guidelines for the Procurement of Marketing, Advertising and PR services/products". These guidelines were formulated by Government Communications (GCIS) and National Treasury in cooperation with the ACA within the framework of government's Broad-Based BEE strategy and are also aimed at promoting participation by small black-owned enterprises in government bids to accelerate indirect

ACA CEO, Odette Roper says that there are mutual benefits to be gained by all parties involved when adhering to the guidelines during tenders and pitches. The guidelines, for example, recommend the implementation of a phased process for tenders and pitches that include an initial short listing of participating agencies based on their credentials, followed by the four short listed agencies being required to pitch.

"By having a more informed industry, the playing field which is all too often biased towards the larger agencies, will be leveled when it comes to participation in tenders and pitches, as the number of participating agencies in a pitch process will be limited", says Roper.

Both sets of guidelines are available from the ACA or go to <http://www.acasa.co.za> or http://www.gcis.gov.za/resource_centre/

The ACA is able to organise a personal presentation or staff training on how to get

empowerment.

the best from the tender process. Those interested or wanting more information are invited to contact Odette Roper at the ACA at ceo@aaaltd.co.za

IN BRIEF



The International Marketing Council launched its first viral marketing campaign, "Fly the Flag for Football", as part of a national campaign to build public support and excitement leading up to the 2009 FIFA Confederations Cup. The campaign will continue to generate support in the build-up to the 2010 FIFA World Cup™.



This year, the Cannes Advertising Festival attracted the best advertising had to offer from around the world. South African agencies proved themselves to be industry leaders, taking home numerous awards.



The Out of Home Media South Africa (OHMSA) Awards, now in their third year, seek to bestow upon our local creative talent an appreciation of excellence in outdoor advertising. The medium itself has grown year on year, with a plethora of creative work that is highly visible and truly deserves the recognition that an OHMSA Award provides.

Creative work that has been flighted during the period 1 October 2008 to 18 December 2009, (both dates inclusive) can be entered. The actual Awards Ceremony for this work will be held in February 2010.

Dates worth diarising:

Opening of entries: 1 July 2009

Closing of entries: 18 December 2009

Judging: 28 to 29 January 2010

2009 Awards Evening: 25 February 2010.

LOVELIFE CAMPAIGN WOOS TEENS

Two out of five South Africans aged 18 to 24 are living in poverty and two thirds of those under 35 are unemployed. For the majority, the prospect of achievement seems bleak for the foreseeable future. Often, avoiding HIV and later illness is less pressing than day-to-day survival.



loveLife partnered with Primedia Unlimited subsidiary, Wideopen Platform, to run a targeted four-week mobile projection campaign in Johannesburg, Durban and Cape Town. Called "loveLife, Make Your Move", the campaign served as a teaser to its larger strategy entitled "Make YOUR Move".

Wideopen Platform projected large-scale loveLife creatives onto tactically located buildings across the country. Using high-quality scrolling projection units installed into a custom-fitted mobile projection unit (MPU), the creative commanded widespread attention among South African youths during evening social time.



The L2M3 campaign was a first for loveLife and represented a winning formula to reignite the loveLife brand edge. The broader "Make YOUR Move" strategy is a bid to reduce HIV among South Africa's youths by going beyond promoting healthy sexuality through harnessing a day-to-day opportunity mindset.

The primary aim of the MPU was to allow advertisers to dominate large surface area spaces in the environments where the broad-based target market has extensive evening dwell time. MPUs are one of the latest innovations offering advertisers a stand-out, cost-effective and flexible big brand presence.

The campaign aims to challenge South African youths to think about their identity and self-worth. The objective was to create a powerful and strategic awareness.

The launch elements included TV, radio, outdoor, youth publications and MYMsta, loveLife's mobile social network. Mxit, mural graffiti and launch updates were incorporated in the loveLife website.

REACHING TEENS THROUGH MALL ADVERTISING

It's no coincidence that teens notice advertising in the mall environment, given the amount of time they spend at malls. A recent international study conducted in the USA shows that 95% of teens visiting a mall spend more than one hour at the mall and almost all (also 95%) noticed some form of mall advertising.



The same study reports: "Malls provide a venue to successfully reach teens with various mall media opportunities for the following reasons:

- Teens who visit a mall spend significant amounts of time and money at the mall.
- Teen mall visitors participate in a variety of activities while at the mall. The majority of teens cite shopping, eating, socialising and being entertained as top activities.
- Teen mall visitors notice and respond positively to mall advertising.
- Female teen shoppers are more likely to purchase clothing, beverages, footwear and beauty supplies, while male teen shoppers prefer to shop for CDs/DVDs and electronic games.
- Eight out of 10 teen mall shoppers agree that the mall is a pleasant place and that they enjoy shopping at the mall.

Overall, they enjoy the mall environment and respond positively to the advertising they see in the mall.

SURVEY

We would like to know what you think of the newsletter.

Please connect to the link <http://surveys.poll daddy.com/s/5BD4A6CC4EFDB688/> and complete the survey. Please note that your responses are anonymous.

We look forward to your participation.

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Official media buying agency for GCIS