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THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

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DRAMAS AND TAXIS...GETTING THE MESSAGE OUT

Thabiso, Dee, George and their friends are a cast of radio characters who are currently discussing the content of the recent State of the Nation (SoNA) by the President.

Radio dramas are one of the communication tools used by GCIS to reach communities with messaging that is relevant and accessible.

A series of five two-minute radio dramas are broadcast over a period of five weeks on the nine SABC African language stations, Radio Lotus, RSG and trufm. Listeners can tune in between 09:00 and 12:00 on Mondays, Wednesdays and Fridays to find out more about government's plans to create a better life for all.

Thousands of commuters countrywide are also reached with messaging derived from the SoNA through advertising on TV screens in taxis. Advertisements are flighted in English and one other language relevant to the area where each of the thousand taxis operates.

Communication around the SoNA will be sustained for quite some time and will be extended to print mediums that will be available in the 11 official languages.

The GCIS is responsible for annually implementing a multimedia communication campaign. The SoNA is fundamental for all South Africans as government's Programme of Action for the year is derived from it.

From a product development perspective, the GCIS particularly aims to create communication products that appeal to the broader public. The objective behind the suite of communication products generated for this campaign is primarily to profile the SoNA and to create awareness among the citizenry about the impact that it has on their lives.



For more information on government's programmes and policies, call 1020 toll-free from a landline or visit www.gov.za.

FLY THE FLAG CAMPAIGN



Day two the bus parked at the tertiary institution, whereby students could test their soccer skills in various games. DJ S'bu had specifically been chosen as the brand ambassador to encourage national pride in a manner that would appeal to the youth.

Flags and brochures were handed out at all stops.



South Africa's flag is the fifth most recognisable in the world. So, to encourage the public to fly the national flag as a symbol of South African's pride and unity, the GCIS led a campaign to mobilise the domestic market prior to the 2009 FIFA Confederations Cup and in preparation for the 2010 FIFA World Cup™.

The Fly the Flag for Football Campaign rallied unprecedented support among all South Africans for the game of football, along with unparalleled pride in the nation.

On Day Two, the bus parked at a tertiary institution, where students could test their soccer skills in various games. DJ S'bu had specifically been chosen as the brand ambassador to encourage national pride in a manner that would appeal to the youth.

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The campaign statement, "The Champions are Coming – Ke Nako – Celebrate Africa's Humanity", aimed to reveal the friendly nature of South Africa and the principle of "ubuntu" (treating other people with respect and dignity) as one of the key pillars of South Africa and upon which the culture is built.

Roadshows were held in the four host cities:

- Mangaung (Bloemfontein):
 - community bus activation, 20 May 2009
 - Central University of Technology, 21 May 2009
- Johannesburg:

To ensure participation, competitions were run with 100 FIFA Confederations Cup tickets to be won in each city. Students could test their soccer skills while the older participants were quizzed on the national anthem.

- community bus activation, 27 May 2009
- University of Johannesburg, 28 May 2009

- North West:
 - community bus activation, Rustenburg, 28 May 2009
 - North West University, Mafikeng Campus, 29 May 2009

- Tshwane (Pretoria):
 - community bus activation, 3 June 2009
 - Tshwane University of Technology, 4 June 2009.

The youth market was an integral aspect of this campaign – as noted through the incorporation of tertiary education stops.

Day One saw an open-top bus promotion branded with the South African flag touring areas of high traffic volumes such as inner cities, shopping centres, bus and taxi ranks, together with peri-urban areas and townships.

The campaign also highlighted the call for a “can do” attitude, and a willingness to demonstrate South Africa’s hospitality – from the warm welcome of the players and spectators to the provision of quality service at large.

Media and stakeholder briefings were also held in conjunction with the local host city municipalities to brief everyone on the campaign and give the necessary planning/information updates before the start of the Confederations Cup. The briefings took place on the following dates:

- Mangaung – 21 May
- Rustenburg – 29 May
- Tshwane – 4 June.



RETAINING THE CONSUMER’S ATTENTION IN AN INFORMATION RICH WORLD



Living in an information overload age, more and more consumers are tuning out the unnecessary and tuning into what's most important for them, as they choose what they give their attention to – be it a quest for information, entertainment or to derive some form of benefit.

With consumers now also able to interact with a brand through computer games, virtual worlds or the Internet, control moves from the advertisers to the consumers, making it increasingly difficult for new brands to break into the market.

A new concept gaining ground is Hulu, an online video joint venture between NBC Universal and News Corporation, which allows users to access episodes of programmes in a "a clean, clutter-free, non-intrusive environment".

Currently only available in the United States of America, Hulu allows one marketer to pitch to users during a programme or, in some cases, only before the show starts. Viewers have further control as they can watch commercial-free movies if they pick from a selection of adverts before the show begins.

With this rapid growth of information causing scarcity of attention, capturing the interest of consumers is more important than ever before.

GCIS' media buying and strategic agency, Mercury, believes the consumer's attention is similar to a scarce commodity and is therefore known as an attention economy, as the scarcest resource isn't ideas or even talent, but attention itself.

The lack of choice in the past meant it was easy for advertisers, with little competition for attention, but with the advent of new technologies such as the PVR, content has become king.

Advertising has changed from an interruptive to an interactive model and increasingly the consumer sees brand value in the intangible, such as personalisation or authenticity by other consumers.

Giving viewers this option to watch content without interruption is and will change the advertising landscape considerably.

Mercury believes South Africa has suitable high-end spenders who would have the technology required to access sites like Hulu once/if they become available in South Africa and will put a whole new spin on how advertisers gain the interest of viewers.

- Delivering audiences to clients when these audiences can pick not only when but how and in what format they consume their media, is going to require a sound understanding of the media landscape, best done through a media agency that has the resources and knowledge.



THE POWER OF APOLOGY By Chris Moerdyk



Most companies, politicians and government communicators remain unaware of the fact that in this day and age of intuitive and cynical consumerism, there is a lot of power in a simple apology.

Politicians and corporates in the United States of America (USA) and the United Kingdom have discovered that consumers react so positively to honest straight-from-the-shoulder apologies, that some of them are even concocting mistakes just so they can earn some easy brownie points with public apologies.



Somehow, South African businesses and politicians can't seem to make the mind shift change and feel that admitting failure or wrong doing is damaging to their brands, corporate reputations or political good standing.

They don't realise that consumers have grown up and have become a lot more cynical of companies telling them "we care", and politicians trying to gain a competitive edge by largely pointing fingers at the opposition.

An excellent case history was recently sent to me by someone who travels regularly in the US on JetBlue Airlines and who received this e-mail after one of those typically bad-hair days that seem to afflict virtually every airline on earth with monotonous regularity.

Dear JetBlue Customers

We are sorry and embarrassed. But most of all, we are deeply sorry.

Last week was the worst operational week in JetBlue's seven-year history. Following the severe winter ice storm in the Northeast, we subjected our customers to unacceptable delays, flight cancellations, lost baggage, and other major inconveniences.

The storm disrupted the movement of aircraft, and, more importantly, disrupted the movement of JetBlue's pilot and in-flight crew members who were depending on those planes to get them to the airports where they were scheduled to serve you.

With the busy President's Day weekend upon us, rebooking opportunities were scarce and hold times at 1-800-JETBLUE were unacceptably long or not even available, further hindering our recovery efforts.

Words cannot express how truly sorry we are for the anxiety, frustration and inconvenience that we caused. This is especially saddening because JetBlue was founded on the promise of bringing humanity back to air travel and making the experience of flying happier and easier for everyone who chooses to fly with us. We know we failed to deliver on this promise last week.

We are committed to you, our valued customers, and are taking immediate corrective steps to regain your confidence in us. We have begun putting a comprehensive plan in place to provide better and more timely information to you, more tools and resources for our crewmembers and improved procedures for handling operational difficulties in the future. We are confident, as a result of these actions, that JetBlue will emerge as a more reliable and even more customer responsive airline than ever before.

Most importantly, we have published the JetBlue Airways Customer Bill of Rights—our official commitment to you of how we will handle operational interruptions going forward, including details of compensation. I have a video message to share with you about this industry leading action.

You deserved better — a lot better — from us last week. Nothing is more important than regaining your trust and all of us here hope you will give us the opportunity to welcome you onboard again soon and provide you the positive JetBlue Experience you have come to expect from us.

Sincerely

*David Neeleman
Founder and CEO
JetBlue Airways*

What JetBlue and a lot of other US companies are very much aware of is the fact that since 9/11, the collapse of Enron and Worldcom, along with scandals in churches and Bush and Blair getting the weapons of mass destruction ploy so completely wrong, the consumer the world over is now desperate for someone to trust.

And trust does not come from corporate or political bluster and blarney, finger pointing, ducking, diving and doggedly refusing to admit failure or wrongdoing. Trust is born out of honesty and honesty is based firmly on the ability to admit to it when you are wrong.

Respect comes from saying sorry and meaning it. And that's the trick. Nowadays, it is not just good enough to apologise, one has to make amends

AH MOM, JUST ONE MORE PROGRAMME!



TAMS 4+ reveals TV trends of South Africa's four- to six-year-olds

In the middle of 2008, the SAARF TAMS® universe grew by over 1,6 million viewers as four-, five- and six-year-olds were included in the television viewing universe for the first time.

Kobus van Staden, research and development manager for SABC Content Enterprises, analysed the TAMS® 4+ data from June to September 2008, comparing the TV-watching behaviour of the four- to six-year-old audience with that of seven- to 15-year-old children.

He noticed a number of trends in the viewing habits of preschool viewers, some of which are surprising for such young children:

- On average, four- to six-year-olds watch 1,5 hours of TV a day, while the older children (aged seven to 12) watch 2,3 hours a day. Compare this to adults' 3,28 hours of viewing per day.
- English and Afrikaans pre-schoolers, however, watch far more television than their Nguni and Sotho counterparts. "Where the Nguni/Sotho child watches 1,32 hours of TV per day, mirroring the average trend, the English/Afrikaans child watches 2,45 hours of TV per day," says van Staden.
- Older children aged seven to 12 watch 2,26 hours in Nguni/Sotho households, and 2,42 hours in English/Afrikaans households.

Watching with the family

"With just over three quarters of South African households having an average of one to two TV sets in the house, household viewing tends to be a collective affair," says Van Staden. "In particular, child-viewing patterns for four- to six-year-olds suggest that other members of the household control the remote."

- On weekdays for example, TAMS® 4+ data for the period analysed shows four- to six-year-old viewers watching Egoli on M-Net with their older brothers and sisters. On SABC 1, weekday viewership peaks sharply at 20:00 for all children, including the four to six age group, who catch the popular soapie Generations with their parents.
- Overall, the viewing patterns for the youngest TV viewers follow the same pattern as that of older children, just at lower levels.
- During the week, pre-school viewing peaks after 20:00. On Saturdays, this audience becomes available from 8:00 and stays stable and available throughout the day, dropping off from 21:00, a trend which is mirrored across SABC 1, e.tv, M-Net and DSTv. On Sundays, child audiences tune in around 9:00 and start falling slightly earlier than on other days, at 20:00.

Pre-schoolers rule

While four- to six-year-old viewing seldom exceeds the levels seen for older children, there were certain times of the day during the period under review, when preschoolers were the dominant juvenile audience:

- SABC 2 attracted more four- to six-year-olds than other age groups on weekdays, when Thabang Thabong was aired from 9:00 to 10:00, and on Saturdays from 7:00 to 8:00 when Weekend Live was aired.



PLEASE CALL ME



Mercury estimates that by the end of 2009



Very few consumers only use their cell phones to receive and send calls. Today, the consumer has an insatiable appetite for mobile applications. According to GCIS' media agency, Mercury, the cell phone is the fastest growing communication medium in Africa.

A perfect example to illustrate this is the Apple iPhone, with an estimated 30 million devices in the market. Apple has the world's best developers creating applications for the iPhone, leveraging off the latest technology.

What this means to marketers and brand architects is an emerging mix of branded mobile applications and in-application advertising, known as "app-vertising" and requiring a race to ignite imaginations to harness the "always on device" i.e. the cell phone.

there will be 12 million cell phone users in South Africa. Cell phones engage people and the old adage of "tell me I forget, show me I remember and engage me I understand" has never been truer.

Cell phones can also be seen as a safe advertising medium because it is traceable and accountable. Invariably, the person who receives the sms is going to read it, whether they action it or not. Marketers can now learn from and about their audience through interactive campaigns.

Cell phone campaigns can also ignore the traditional – which during economic difficulties is important to consider as spending shifts from the more traditional to ways to interact with consumers at their convenience.

Consumers now have the ability to shift content from one platform to another, interact and create their own content – meaning consumers are no longer passive receivers of messages, but co-creators, editors and selectors.

Within the cell phone medium, this has been used by companies like Chanel, giving cell phone users the opportunity to engage with the brand by being able to view footage from Chanel fashion shows or find their closest store.

Mercury believes with mobile spend predicted to overtake online in 2009, this is a medium not to be ignored.



DIGITAL DOESN'T CHANGE ANYTHING

By Reinher Behrens, chairperson of the ACA and Fraser Lamb, board member of the ACA and group CEO of Y&R Brands



As much as technology changes the way in which communication is entered into, the fundamentals thereof and the preference to the human touch still remain the same and as crucial as ever. People still want human interaction, and actually prefer this option to doing business online," considers Behrens.

This will probably change in time when the younger generations, who are now brought up with technology and its developments, grow up and will tend to shy away from the human touch towards the technological route. But this is still awhile away.

There has been a steady shift towards online marketing and the digital environment, changing the way marketers and advertisers communicate with their audiences. In fact, it can be said that the agency of the future is the digital marketing agency of today.

Media consumption and the way in which consumers interact with brands have changed irrevocably since the integration of the digital sphere into the media platform. "Digital has altered and shifted the accountability and the power dramatically. Consumers have become active participants, and at times instigators, in a dialogue between themselves and their associated brands and media channels," says Behrens.

"The new breed of active consumers has influenced the shift from traditional 'buying attention' to the pioneering notion of 'earned attention'. This concept is a sure way of engaging with an audience that wants to be entertained and involved, rather than preached to," adds Lamb.

The company that can actively engage, entertain and inform their audience will ensure that these same audiences give the company's messages and offerings the time of day – when bombardment of clutter and other messages is being thrown at them. By being creative, genuine and intuitive, a brand can reach its audience through a relatively uncharted terrain.

"A media channel that has not been explored enough in South Africa is the cellphone. This underutilised medium reaches eight out of 10 urban Africans, allowing them access to the Internet," says Lamb.

This viewpoint is strengthened by Godfrey Parkin's book *Doing Business Digitally*, where it is stated that only 10% of the South African population have web access and less than 10% of these have broadband. This is a significantly low number of people who then are Internet surfers in the conventional sense.

The majority of South Africans therefore use their cellphone to compensate. This is a clear indication that the mobile reach in South Africa has a much greater footprint than computer-based Internet surfing, and little is being done to properly mine it.

Behrens notes that "the digital components allow access to a library of information and content, but if this is not dispersed with enough of a human feel, the relationship with the brand will erode".

According to Lamb, there are various principles that need to be considered when thinking digital. The first of these principles is that the most powerful tool at anyone's disposal is word of mouth, and this is easily translated into the digital sphere as Web2.0 and its social media platforms. These have become the point of contact for many to really get to know what others think, what they find important and what they are doing. Using this "we" channel available in the social networking spaces will only benefit the brand, make it more real and integrate it into a lifestyle.

Lamb adds that this fast-paced, short lifespan medium needs quick, honest and continuous responses, thereby being able to leverage off of the now. This is something that was not possible with the traditional media environment. Experience is what matters and not selling. "Keeping people waiting is a sin. Thirty percent of customers are lost if they have to wait for more than 30 seconds for a page to download," adds Lamb.

"Many see the digital playing field as a substitute to the traditional avenues, but this is not the case. It is rather an enabler that is there to enhance the current relationship between brands and their clients. Technology is termed as an added convenience but it is actually removing essentials like body language and adding more barriers to the communication process by making it more remote and allowing for less contact," adds Behrens.

Digital forms part of the future rather than being the future. What this means is that the traditional methods of communicating and informing will have to adapt but they will not disappear or lose in importance. Like tribes using beads to weave a message into a design, digital will add to the story and messages of an entire campaign. It is a really good channel on its own, but when used together with other components it is much stronger, impactful and supportive of the campaign.

There has been whisperings lately about the

term "digital agency" and that it will lose relevancy as it is no longer a specialist agency offering. Digital is a channel, not a discipline. Digital is an enabler.

RECESSION KILLING BRANDS OR AN OPPORTUNITY MOST BRANDS FAILING TO TAKE?



When an economy goes into recession why are the advertising, marketing and communication budgets the first to be cut? Marketers should be leveraging competitors who are mistakenly cutting budgets and gaining market share.

Yet well-known companies General Electric, Walt Disney, Hewlett-Packard and Microsoft all bucked the trend and started companies during precipitous downturns in the American economy:

- General Electric during the pandemonium of 1873
- Disney started during the economic collapse of 1923
- Hewlett-Packard during the Great Depression
- Bill Gates started Microsoft during the recession of 1975.

They understood consumers don't stop spending during a recession, they look for better offers and value-for-money. The companies that meet consumers' demands during turbulent economic times not only survive, they come out stronger because consumers remain loyal.

Cutting advertising budgets may leave consumers feeling insecure and abandoned, as they associate brands that cut back on advertising with a lack of staying power. This can result in the demise of a brand as customers move to more aggressive competitors.

A company that epitomises wisdom during an economic downturn is Procter & Gamble. While their competitors cut advertising budgets, they increased theirs, as they understood that despite the recession, consumers were still buying essential household products.

They introduced radio programming that didn't focus on a product and as a result, we now have what is known as the "soap opera". Launched in 1923, these first-ever radio "soapies" were sponsored by different Procter & Gamble products.

By 1939, they sponsored 21 radio programmes and sales streamed in. The company doubled their radio spend every two years during the depression and in so doing contributed to the fastest growing medium. Two industries benefited and thrived from one advertising budget.

Companies today should be working smartly, re-evaluating strategies and looking for new options that cost less but that can still deliver the desired results.

Successful investor, businessman and philanthropist Warren Buffet – consistently ranked the second richest man in the world by Forbes – said: "Be fearful when others are greedy and greedy when others are fearful."

FINDING THE RIGHT PR PERSON TO ENGAGE WITHIN THE SOCIAL MEDIA PLATFORM

By Stuart Moerdyk



A SMAERTO (search monitor analyse engage and report tactical operator) needs to fall firmly into the marketing and communication departments, to ensure online activity is accepted as part of the overall brand or service push.



Having discussed the advantages of using a website as a platform from which to engage in social media, you now need to ask yourself who is going to do this for you and engage with consumers on your behalf?

The SMAERTO will not only actively search online comment about the business or brand, but react to this comment online in forums, blogs and other platforms and be expected to engage proactively in these same platforms to stimulate conversation about issues relevant to consumers of your business and the projects you are deploying from you marketing department – both online and in traditional media campaigns.



Although it is possible to outsource this entirely, you would be doing yourselves a disservice, as there is too much to gain to leave this in the hands of outside parties. It is critical to understand the type of person you need in this position, as they will become the online voice of your organisation.

This person will not only generate interest, but also report back on issues that the business may or may not be aware of at all, issues that consumers and potential consumers deem important.

Read next month's edition to find out how to do so effectively.

A PR person with company experience would be the most effective as understanding all the software and applications used to engage in social media are simply tools to be learnt, easier to teach to a PR person than to teach a technical person PR. That said there is always an exception to the rule.

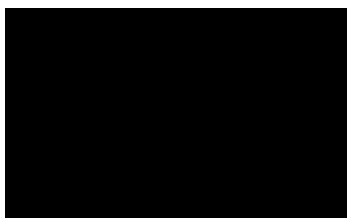
IN BRIEF



Sunday World has undergone a revamp to mark its 10th anniversary. After conducting in-depth research with its readers, it was established that extra features needed to be added to the Sunday paper.



The Arabic version of FIFA.com has officially been launched, becoming the fifth language on FIFA's official website, alongside English; French; German and Spanish.



The Public Relations Consultants Chapter (PRCC) has launched new management standards for communication consultancies. These will provide clients, making use of the services of professional practitioners, with the assurance that their appointed communication consultancies are committed to excellence in their scope of services.



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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