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# THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

Issue 6 - March 2009

## LIGHTS, CAMERA, ACTION

Word is already spreading about the first GCIS Mercury Incredible TV Race – an informative day packaged in a most entertaining manner – with keen interest being shown for any future races.

Designed by GCIS and their media buying agency Mercury, the race has been designed to expose government communicators to the full TV advert process from concept to planning, production and flighting.

It started as a race against traffic on Monday 23 March when participants were picked up in Pretoria on the first day and had to beat the traffic jams back to Johannesburg. Massiv TV took full use of the “captive audience” by providing a taxi and using the time to explain to participants a little about their operations – within their environment.

First stop was Brand Leadership, where participants were introduced to the elements which combine to make a good TV commercial and learnt more about conceptualising, copy writing as well as having to draft a script for a TV ad of their choice.

Urban Brew Productions was a highlight of the day with excited delegates receiving a “behind the scenes” tour of the production house, as well as being able to visit some well-known sets such as YoTV and Vodacom Yebo Millionaire.

From there it was off to Soweto for lunch and to wrap up the day at Soweto TV – to see how a working TV station operates.

Unbeknown to participants, someone will be chosen from the three days and be



*The start of the race*



*Intently listening outside Urban Brew Productions*



*Inside the Soweto TV studios*

given the chance to appear on Soweto TV – read the April Right Connection for more updates and first hand experiences of the day from participants.

## THE ROLE OF ADVERTISING AND MARKETING COMMUNICATION IN BUSINESS

*This is the second in a series of articles brought to you by Dr Ludi Koekemoer, MD and Principal of the AAA School of Advertising, who this month explores "What the Critics Say".*

### **Advertising Manipulates People and Creates Irrational Preferences**

Critics are of the opinion that advertising builds irrational preferences for brands because advertising is mainly suggestive and confined to emotional appeals. However, you cannot create demand even by using extensive advertising for a new brand of bacon in Israel, even if you use the best possible emotional strategy.

### **Advertising does not Contribute to Economic Utility**

Does advertising add value or economic utility? "No", says the sceptic. "It is a cost! It increases costs, which means we have to increase the price, or if we're in a highly competitive market and cannot increase the price, advertising simply decreases our profits. And bottom line is what it's all about."

### **We Can't Afford Advertising**

Sure, advertising is expensive, but if you can't afford advertising then you also cannot afford the capital to buy equipment to produce the product or pay for your capital needs to enter into a market. Sometimes you can't afford not to advertise!

### **Ad Agencies are Over-Remunerated for the Task that they Perform**

The most popular argument is: "They produce ads and they sit back and see the money rolling in." True, but the agency pays for a lot of development work and provides other services at no cost (e.g. strategic planning, etc). The remuneration of an agency by commission and/or fees is something to be negotiated between the advertiser and the agency. However, I could



### **I'd Rather Use the Money to do Something Else**

Very often one should not spend money on advertising but rather on public relations, a promotion or direct marketing.

### **Nobody Can Tell Me How Much I Should Advertise or When, Where and What Effect I Can Achieve**

This assertion is not necessarily true because this is where the advertising agency comes into its own. There are computer programmes available to calculate how much to spend and where to spend it. These modern tools will obviously be supplemented by experience and gut feeling.

### **There's Too Much Advertising**

We often hear that there is too much advertising and people even display bumper stickers on the back of their cars stating "I hate breaks in TV programmes". One can agree that there are irritating breaks in TV programmes and some publications allow too much advertising in their magazines and newspapers relative to editorial content. But, if advertising didn't work, why would there be such a demand for it?

### **Advertising is Often in Poor Taste**

This is a highly subjective opinion: what may be in good taste for one person may be in bad taste for another. It is reasonable to assume that advertising appeals more effectively to the emotions than to be rational. However, there is little room for

never understand why an advertiser could boast about a 100% to 200% profit on a particular product, while the agency does not make more than 16,5% on the account.

### **Advertising is Wasteful**

One can agree that some advertising can be wasteful. Many years ago, the immortal words were written: "Fifty percent of my advertising money is wasted ... but I don't know which 50". The advertiser and its advertising agency should make absolutely sure, by means of research, that their advertising will not be wasteful. Advertising can be too repetitive and some advertising can have no effect. Perhaps mass communication is too mass. Enter digital campaigns (website, MixIt, YouTube, Facebook etc.) with a focus on one, not on many.

deliberately deceptive advertising, and advertisers avoid such practices. If not, you'll have to deal with the ASA (Advertising Standards Authority). On the other hand, exaggeration or advertising puffery can be expected in a society that lives in a world of the superlative.

### **Advertising Portrays Stereotypes**

Critics are of the opinion that advertising builds irrational preferences for brands because advertising is mainly suggestive and confined to emotional appeals. However, you cannot create demand - even by using extensive advertising - for a new brand of bacon in Israel, even if you use the best possible emotional strategy.

## **BUS RAPID TRANSIT PROGRAMME**

The BRT Programme is set to revolutionise the face of public transport in South Africa's larger cities.

Part of the Public Transport Strategy that was approved by Cabinet in March 2007, BRT systems are one component of the envisaged Integrated Rapid Public Transport Network, which will also include Metrorail priority corridors and the Gautrain.

By early 2010, South Africans in targeted cities will start experiencing a radically improved public transport service that is based on an integrated, citywide network. It will be affordable, safe, secure, fast and frequent and include current operators and workers from the minibus taxi industry.

The BRT network will comprise:

- larger vehicles that transport people along dedicated lanes and only stop at special enclosed stations
- integrated feeder systems
- uniform smartcard fare systems, allowing for free transfers between routes.

The aim is to link as many parts of a city into a network and to ensure that by 2020, the majority of city residents are no more than a 500metre walk away from a BRT station.

The services on the dedicated lanes will provide a service every three to 10 minutes during peak hours and every 15 to 30 minutes in the off-peak and weekends.

The trunk corridor will be supported by smaller feeder vehicles, which will connect at integration stations and terminals.

All feeder and trunk vehicles and stations will be fully accessible to people in wheelchairs and will be user-friendly for those with special needs such as children, the elderly, the sight and hearing impaired, etc.

Benefits to users include:

- a high-quality service that runs 16 to 24 hours a day, 365 days a year
- security guards and CCTV cameras
- full access for people in wheelchairs
- well trained and courteous drivers and staff
- affordable fares
- faster journey times with dedicated lanes to bypass traffic
- high safety levels with all vehicles monitored by a control centre.



Currently, the cities of Johannesburg, Cape Town, Nelson Mandela Bay and Tshwane have advanced smoothly with the rolling out of the phase one BRT projects, as part of their overall citywide public transport networks.

Other cities will follow after 2010.

## TWITTER POWER



Twitter is not what birds do early in the morning – rather it's a free social networking and micro-blogging service that allows users to send and read other users' updates to the essential question: "what are you doing?"

These updates are known as tweets, which are text-based posts of up to 140 bytes in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them.

Users can send and receive updates via the Twitter website, SMS, RSS (receive only) or through applications such as Tweetie, Twiterrific, Twitterfon and Feedalizr. The service is free to use over the web, but using SMS may incur phone service-provider fees.



President Barack Obama even used it to great effect in the presidential race.

But like all conversations, Twitter has its own rules:

### 1. Don't spam.

Spammers don't survive long on Twitter, so don't constantly send out tweets that say things like: "I've just put up a new blog post – check it out!" or "Sign up for my RSS feed!"

### 2. Follow style rules.

Twitter isn't like SMS messaging, so the language needs to look more like real words than SMS text abbreviations.

### 3. Give credit for retweets.

If your tweets are interesting, people will share them with their followers – and those followers may come to your page to find out who you are. So, give thanks for retweets, but don't ask for retweets. It's not polite.

### 4. Stick to 140 characters.

That's all they give you, and they do it for a good reason – it sparks creativity by ensuring no "waffle".

### 5. Follow people who follow you.

Aim for variety through different conversations, for example @Womenkind follows all sorts of interesting women, moms who blog, journalists and marketing and media experts.

To view an easy explanation of how Twitter

works go to youtube at:

<http://www.youtube.com/>

## SOCIAL MEDIA: WHAT'S IT ALL ABOUT?

*In the following article Stuart Moerdyk explores the mechanisms and solutions for businesses to take advantage of the e-tsunami*



Wikipedia describes social media as "information content created by people using highly accessible and scalable publishing technologies that is intended to facilitate communication, influence and interaction with peers and with public audiences, typically via the Internet and mobile communications networks. The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio.

This interaction, and the manner in which information is presented, depends on the varied perspectives and building of shared meaning among communities, as people share their stories and experiences. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM)".

"Social media are distinct from industrial media, such as newspapers, television and film. While social media are relatively cheap tools that enable anyone (even private individuals) to publish or access information, industrial media generally require significant financial capital to publish information. Examples of industrial media issues include a printing press or a government-granted spectrum licence."

"Industrial media" are commonly referred to as "traditional", "broadcast" or "mass" media. That description, although relatively accurate, has probably raised more questions in your mind than answers, so let's get the cat out from among the pigeons once and for all.

Here are a few words (there are plenty

**Digg:** A website made for people to discover and share content from anywhere on the Internet, by submitting their favourites or bookmarks, links and stories and voting and commenting on other submissions.

**FriendFeed:** Same as Twitter but more complicated. It has a new people browser, which is very useful to link groups, etc.

**Facebook:** A social networking website launched in February 2004. The free-access website is privately owned and operated by Facebook and is essentially an online community of your friends, their friends and their friends' friends. Details and photos are uploaded by members to complete profiles and so create a presence for themselves for new and old friends and family to find them and maintain effective contact.

**YouTube:** A video-sharing website where users can upload, view and share video clips that they have either found or created themselves. YouTube was created in February 2005.

**SEs:** Search engines like Google, Yahoo, MSN, Ask, etc. used to enter a search on the web.

**SERP:** A search engine results page, a SERP is the webpage a search engine such as Google displays when you type in a search.

**ORM:** Online reputation management is the act of managing your reputation in cyberspace.

**BRM:** Brand reputation management (same as above really).

**SEO:** Search engine optimisation is the actions taken to make yourself as noticeable as possible to SEs so that you are visible to the greater worldwide web. Measured in page rank and SERPs.

**SMM:** Social media marketing is marketing in this medium.

**Brand protection:** Reputation management (same as BRM and ORM).

more) you have more than likely heard but are not too sure of what they mean. Each month I'll be adding to this list:

### Key words:

**SM:** Social media.

**Bloggers:** People who comment on blogs or weblogs.

**Blog:** A website where entries are made in journal style and displayed in a reverse chronological order. A blog (a contraction of the term "web log") is a website, usually maintained by an individual with regular entries of commentary and descriptions of events.

**Forum:** Or message board, is an online discussion site. It is the modern equivalent of a traditional bulletin board. It is usually associated with a specific website and/or a specific topic and can be split further into subtopics. Only users, in most cases, can post comments while guests can view comments only.

**Technorati:** SE for searching blogs.

**Google Blog:** SE for searching blogs.

**Blog-o-sphere:** The greater www of weblogs or blogs.

**Brand monitoring:** Cyber activity of your own brand and that of your competition.

**Google alerts:** Google automatically sends notification of your search criteria and keywords.

**CGM:** Consumer-generated media is content created by ordinary users.

**UGC:** User-generated content is usually used in the same context as CGM above.

**EGM:** Enterprise-generated media i.e. competitors on industry-specific or niche blogs.

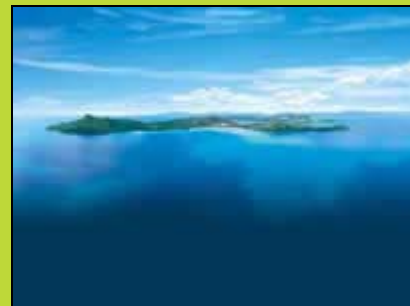
**BMA:** Brand monitoring applications like Technorati, Google Blog Search.

*Should you wish to liaise with Stuart Moerdyk please contact Bonnie Ramaila on [bonnie@gcis.gov.za](mailto:bonnie@gcis.gov.za).*

## THE BEST JOB IN THE WORLD

The power of publicity has recently been showcased with the advertisement for a caretaker for Hamilton Island, located in the pristine Great Barrier Reef of Australia.

A very clever PR stunt by Tourism Queensland, the advert made news headlines across the world as over 34 684 video applications were received, with thousands of people logging onto the website. It was a very subtle punt for Tourism Queensland.



*This is positive proof of the power and value of strategic marketing.*

## DIGITAL MARKETING COMES OF AGE

"In an industry that has its fair share of know-it-alls, marketers don't know it all when it comes to digital marketing," says Walter Pike, the marketing maven behind the recently launched AAA School of Advertising's AAA Digital Marketing Academy.

The misconception that digital marketing

"The challenge is to manage the gap between the medium and the people tasked with marketing products and services to consumers of that medium," says Pike, "and this is the reason for the establishment of the AAA Digital Marketing Academy. Companies need to have faith in the people who bill themselves as Internet and social

should be an add-on to the traditional marketing strategy is a mistake that could cost huge amounts in market share and customer numbers.

"It appears that the lack of understanding is due to the misconception that there are only a relatively small number of Internet-connected people in South Africa, when in fact some five million people have access via desktop PCs and at least the same number of people have access via their mobile phones," says Pike.

This number is set to balloon as bandwidth-bearing undersea cables come on stream in the next two years. If one considers that digital marketing is scooping much of the advertising spend with a 38% leap in digital advertising last year alone, the new capacity will have a significant impact.



media strategists, and this is where the AAA School of Advertising identified the need to be completely ready and geared to step into the breach."

"We intend to develop a corps of digital savvy strategists and marketers who don't only understand the technology but more importantly how to deploy it in integrated communication campaigns."

Initially two courses are on offer, with more to follow. The foundation course is on digital strategy. This covers the latest thinking on digital and social marketing and knowledge of the tools available. Pike says this is a practical course providing an understanding of the field. Each topic is taken and covered in more detail in a series of vertical courses. There are actionable skills, and graduates will be well equipped to implement campaigns.

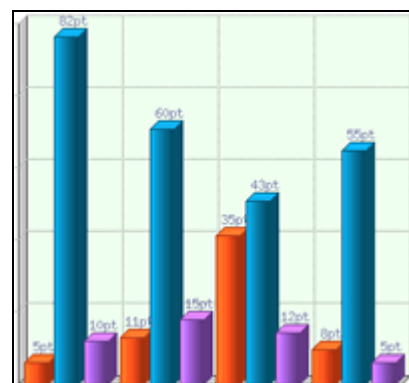
Should you want to increase your skills base, the first vertical course on offer is the Google Adwords course. Under the guidance of an industry expert who works with Adwords every day, the participant will qualify for the theoretical part of Google GAP qualification.

## SAARF UPDATES - EXTENSION OF THE LSM<sup>®</sup> GROUPINGS

The South African Advertising Research Foundation's (SAARF) Living Standards Measure (LSM<sup>®</sup>) has recently been adjusted. The variables used to segment the groups have been changed to ensure they correctly reflect a changing society.

Thus, the 10 LSM<sup>®</sup>s in use have now been segmented into subsets of the existing LSM<sup>®</sup> 7 to 10, so a low and high measure for the top groups i.e. LSM<sup>®</sup> 7 low and high, LSM<sup>®</sup> 8 low and high, and so on.

As the low and high groupings are merely splits in the LSM<sup>®</sup> 7 to 10 groups, the decision was taken by the SAARF to not extend the LSM<sup>®</sup> groups into 14 segments, which would create a new starting point for trend tracking.



## SAARF UPDATES - TEEN TRENDS FOR RADIO

Teenagers don't consume radio in the same way as adults do, thus a once-off survey was done to determine whether there is commercial value in investigating this market.

SAARF's Teen RAMS<sup>®</sup> covered the radio habits of teens aged 13 to 15 (sample of 1 209), for the July to December 2008 period and is based on large urban data only (metros, cities and large towns).

Interesting radio listening trends were revealed:

- 92% listen to the radio across the week, although in a different way to adults
- during the school week, teens' listenership is lower than adults, especially between 6:00 and 15:00
- between 15:00 and 17:00, teens listen to more radio than adult



- during the evening, their listening is lower than adults, as teens' TV viewing picks up
- teens spend 19 hours per week listening, compared to adults' 25 hours, 18 minutes
- during the day, they tune in for two hours, 43 minutes, while adults listen to three hours, 37 minutes
- teens in landlocked provinces, except Gauteng, listen to more radio
- Free State, with three hours, 42 minutes, has the highest incidence of teen listening
- listening is lower in the coastal provinces and towns
- Gauteng's fast-paced teens have the lowest incidence of listening: two hours, 24 minutes

The varsity radio network has higher reach into the teen market (reaching 3% of teens) than into the adult market (1,8% reach). Over one in 10 varsity station listeners is aged 13 to 15.

The teens' favourite radio stations were as follows (over a seven-day period and based on teen RAMS<sup>®</sup> diary keepers, national and provincial large urban data):

	National	Gauteng	KwaZulu-Natal	Western Cape
1	99.2 YFM/ Lesedi FM	99.2 YFM	East Coast Radio	94.5 Kfm
2	METRO FM	METRO FM	Gagasi 99.5 FM	Good Hope FM
3	Ukhozi FM	94.7 Highveld Stereo	Ukhozi FM	HEART 104.9 FM
4	5FM	5FM	5FM	Umhlobo Wenene FM
5	Umhlobo Wenene FM	Lesedi FM	METRO FM	5FM

## SAARF UPDATES - ATTITUDES

When your parents used to lecture you about your attitude, they may have had a point.

The SAARF has found there are meaningful associations between some of the attitudes that people hold and their behaviour when it comes to media and product usage.

Having identified a range of attitude topics and in order to have a robust measurement of each topic, related statements were assigned to four different four-point question formats measuring:

- agreement – the extent to which a person agrees with a statement



- applicability – the extent to which a person feels a statement is applicable to themselves
- similarity – the degree to which a person feels that the people described in a statement are similar to themselves
- truth – how true each statement is felt to be.

AMPS and branded RAMS respondents can now be described in terms of their attitudes to a range of topics.

## IN BRIEF

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### SABC PLANTS TREES FOR 2010



The SABC is planting 500 indigenous trees as a countdown to the 2010 Soccer World Cup, to reduce the event's carbon footprint. It has partnered with local municipalities and schools nationwide, with the first tree being planted during the SABC 500 day milestone celebrations.

### YOU, DRUM, HUISGENOOT LAUNCH BIGGEST COMIC SERIES IN SOUTH AFRICA



Media24's Family Magazine Division has again made South African history with the launch of the country's biggest comic adventure. Published weekly in You, Drum and Huisgenoot, Arcadia is set to become a household name enjoying a combined readership of over 5,1 million from the very first edition.

### GARETH CLIFF RESCUED IN DRAMATIC HIJACKING



5FM's Gareth Cliff and Jacaranda 94.2's Maurice Carpede were recently dragged out of a media briefing in Pretoria by two armed masked men and forced into a South African Police Service Cessna Sovereign Citation jet as part of a hijacking simulation. This formed part of "Exercise Shield 3", a security exercise by the National Joint Operational and Intelligence Structure in Gauteng in preparation for the 2009 Confederations Cup and the 2010 World Cup.



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