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**government  
communications**

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



# THE RIGHT CONNECTION

Official GCIS Marketing and Advertising Newsletter

Issue 8 - May 2009

## WORKING IN UNITY TO IMPROVE PEOPLE'S LIVES

### Presidential Inauguration 2009

The Presidential Inauguration of 9 May 2009 presented a platform for GCIS to provide leadership in government communication. The Government Communication team - including communicators from various departments and GCIS - did so proudly.

As the events of the day unfolded, a dedicated photography and video team documented each historical moment. Our photographers captured exclusive images of the President Elect at his residence doing final preparations for his address to the world.

They photographed heads of state and ordinary South Africans – all united to welcome President Jacob Zuma to the highest office in the land.

At the same time in Johannesburg, a GCIS and Avusa editorial team was waiting in anticipation for these exclusive pictures taken at the Union Buildings. They were tasked to compile a commemorative supplement that captured the glory of this day in history.

The commemorative publication was a first for government as well as for Avusa. It was no mean feat to produce a 12-page supplement in just three hours' time. Stories mostly sourced from government's news agency, BuaNews, were edited, pictures chosen and layouts done while printing presses in major centres of the country were standing by to meet the deadline.

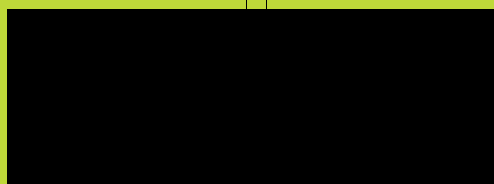
The next day, readers of the Sunday Times

The GCIS' Communication Service Agency (CSA) was responsible for crafting and implementing the marketing plan. The stately logo that was designed in-house was the golden thread that connected all the inauguration elements and reflected the official slogan "Working in Unity to Improve People's Lives".

The invitations, programmes, menus and other printed items for invited guests were designed and produced by the CSA, as was the truly South African gifts that were presented to heads of state.

The marketing plan included advertisements that were flighted on most commercial, SABC and community radio stations, banner adverts that were flighted on websites, mobilisation messages on street poles in Tshwane, and mobile messaging.

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and Sowetan Sunday World relived the inauguration through the exclusive pictorial depiction and on the Monday, the supplement reached readers of The Times, Daily Dispatch, The Herald and Sowetan. An electronic version of the supplement was posted on the website of The Times.

Even before the sun reared its head on the historic day, BuaNews' reporters, along with the world's media, took up their stations at various points around the Union Buildings, ready to give a detailed account of the proceedings and capture the pulse of the occasion.

Stories were written throughout the day and sent to media locally and abroad, where they were picked up by various websites, so that not only South Africans, but people the world over, could share in the sense of national pride that flowed through the land.

BuaNews stories added to the positive coverage that the occasion received. A photo gallery on the BuaNews website captured the events of the day in colour.

The GCIS distribution team also contributed to creating a festive atmosphere on inauguration day. Nearly 100 000 hand-held flags, foam peaks and button badges were distributed among the crowd who gathered at the Union Buildings and those who congregated at the Tshwane Show Grounds, where they boarded buses to the Union Buildings.

The day that will be remembered as an occasion when South Africans came together to celebrate our democracy, was preceded by meticulous planning on many fronts. The communication strategy for the inauguration provided for a media liaison plan as well as a marketing plan that gave effect to the objectives of the strategy.



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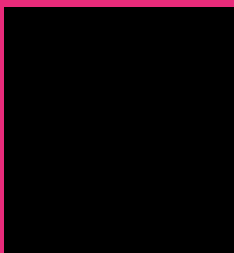
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The GCIS distribution team distributed thousands of hand-held flags, foam peaks and button badges to the crowds gathered to watch the Presidential inauguration.

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## ADVERTISING WITHOUT MARKETING IS JUST WISHFUL THINKING

By Chris Moerdyk





Getting reliable measurement from advertising depends entirely on making sure it is monitored by marketing.

It is thus no wonder that about R50 billion<sup>1</sup> is wasted on misguided marketing every year in South Africa because there is still far too much of a tendency to rush into advertising campaigns, PR, promotions and all sorts of other marketing efforts without having the proper checks and balances in place.

And checks and balances is what marketing is all about. It's as simple as that – a checklist just to make sure that when you spend big money on an advertising campaign, event or PR and promotion, it is measurable.

There are a lot of people in the advertising and media industries who say things like “advertising is not measurable” or “PR is not measurable”. These people are charlatans and don't know what they are talking about. Throw them out of your office.

Quite simply, if marketing is applied from the start, then everything is measurable. The only time one can't measure any marketing element such as advertising or an event is when checks and balances are not put in place from the start.

It's a bit like trying to work out what the fuel consumption is for your car when you come to the end of the trip and you can't remember how much petrol you put in at the start or what your mileage was.

Marketing is all about checking the mileage and filling the tank right at the start. Far too much marketing is knee jerk stuff these days. Just about a big idea and nothing else. Just about an advertising campaign and nothing else.

The GCIS is very much aware of the importance of measurement and has a Research Unit that departments can make use of in terms of:

- Ongoing research to assess the communication environment, both in general and for specific communication campaigns/projects
- Research to assess the impact of communication efforts
- Ongoing research to ascertain communication and information needs
- Enhancing access to communication research (distribution of research results, promoting buy-in into GCIS tracking research and syndicated projects conducted by private research houses)
- Providing research advice to internal and external government clients

Marketing is the machinery that holds everything together. Without it, things such as advertising and PR just become wishful thinking and very inefficient and expensive.

<sup>1</sup> From research conducted by Chris Moerdyk – utilising Millward Brown research into advertising efficiency and added to marketing industry expenditure and extrapolations.



A sound marketing campaign is vital to position a new product or service and generate sales.

The recent Apex Awards highlighted the value of marketing and why companies need to rethink slashing the marketing budgets during uncertain economic times. The awards takes a more in-depth and academic look at marketing case studies submitted – assessing campaigns based on the hard issues, their effectiveness, the ROI (return on investment) and their direct, measurable business impact.

Held on the 21 May 2009 at Vodaworld in Midrand the winners were:

#### **Grand Prix**

Entry: Generations  
Advertiser: Pep  
Agency: Zoom Advertising

#### **Launch Category**

Gold Winner  
Entry: Shaking Up KFC  
Advertiser: KFC  
Agency: Ogilvy Johannesburg  
Bronze winner  
Entry: Inzalo  
Advertiser: Sasol Limited  
Agency: The Jupiter Drawing Room  
Johannesburg

#### **Sustain Category**

Silver winner  
Entry: George and Lucky  
Advertiser: Vodacom  
Agency: Draft FCB Johannesburg

Bronze winner  
Entry: Citi 1984-2009  
Advertiser: VWSA  
Agency: Ogilvy Cape Town

#### **Change Category**

Gold winners  
Entry: The Brrr Effect  
Advertiser: Coca-Cola SA  
Agency: Ogilvy Johannesburg

Entry: Generations  
Advertiser: Pep  
Agency: Zoom Advertising

Silver winners  
Entry: Castle Lite - Making the right choice  
Advertiser: SAB Ltd  
Agency: Brand Activation

Entry: Control Chat  
Advertiser: Cell C  
Agency: Network BBDO Johannesburg

Bronze winner  
Entry: Robertson's Spices  
Advertiser: Unilever SA  
Agency: DDB South Africa

## **The role of advertising and marketing communication in business** By Dr Ludi Koekemoer - MD & Principal, AAA School of Advertising



Arguments for advertising:

- Freedom of commercial speech

If you have the legal right to produce a legal

- Advertising reduces marketing costs

It appeals to the masses, leads to higher sales and therefore reduces marketing costs.

product, you should have the right to advertise this product. However, government or society may decide otherwise, e.g. the ban on tobacco advertising.

- People have the right to be informed

The public or target audience needs to be informed about various causes, activities or products to be able to make a good choice about what is available, where it is available and at what price. Advertising is entertaining, it leads to better products and establishes reputations. While using advertising, the advertiser is exposing themselves to the target market, and the product or service must live up to the expectations created in the advertising.

- Advertising can be responsible for adding time, place and possession utility

Advertising adds value to the product and informs consumers about where to get a product, when to get it and how to buy it.

- Advertising enhances people's standards of living

Without being informed, consumers will not know what to do, how to react and how to buy products. The more exposure they have to information and products and the more experience they encounter with these ideas, products and services, the more they can increase their standards of living.

- Advertising offers solutions to problems

Advertising provides information, gives ideas on what to do and what not. It offers solutions to many problems.

## HOW TO SUCCESSFULLY RIDE THE E-TSUNAMI By Stuart Moerdyk



The E-Tsunami, i.e. the web and the huge untapped potential it offers you, represents a tidal wave of opportunity.

Thus, a degree of restraint, transparency and careful planning is required to avoid absolute disaster.

Before delving into the countless applications, forums and blogs that you have at your disposal via the web – remember a carefully thought-out strategy is essential and my advice is that your online activity ties in firmly with your traditional marketing strategy, so that your business is organised and focused in its marketing activity and subsequent message or messages.

To this end, it would be essential to have a good idea of what it is you are trying to achieve in so far as communicating online goes, not only with regard to the message you want to put out there, but also what it is you want to gain from the activity.

Unlike traditional media, social media marketing requires all the subtlety of two friends engaging in a genuine two-way conversation. With this two-way conversation comes benefits that traditional media only dream of such as speed, focused targeting and feedback that is both unfiltered and plentiful.

Just as in traditional media and marketing in general, when engaging in online activity we

are trying to improve our bottom line earnings – or effectiveness in terms of service delivery in the case of a government department. This is done by influencing perceptions that lead to action by the target market e.g. a positive response to calls of action and or customer satisfaction.

While traditional marketing's one-sided message approach to online marketing activity will not work – you do need to create a portal into your company, department, brand, product or service to which interested parties are steered by online activities or conversations. Secondly, you need to ensure your company, department, brand and service custodians efficiently receive this communication – as this is where more traditional engaging, assisting and closing activities can be employed.

I propose that a website be the platform or portal from which all online activity stems and returns. On this point we must recognise that a website without proper structure and search engine optimisation is the same as creating an amazing billboard and putting it in your basement – to no effect at all



In terms of using social media to market any business ideology, brand, product and service, it needs to be done with a huge amount of care. Within this media sector (unlike traditional media where essentially you get a platform from which you can shout your message in a relatively predictable environment and with some control), the very liquid and ever changing social media environment essentially belongs to the consumer.

For your site to be seen online, the webmaster needs to have taken into account some basic structural design criteria that ensure that the website conforms to what the search engine indexing algorithm recognises as effective, efficient and as offering value to the search consumer.

In addition to this, we need to factor in other SEO (search engine optimisation) activity such as proper linking strategies and other off-page SEO techniques and strategies – so as to ensure that with time and effort (not necessarily money) your website ranking is improved.

Website indexing and page ranking improvements equals better SERPs (search engine results pages), which in turn equals visibility by search engines and therefore your consumers. It is critical that the foundation to your website is done right and that you continue to develop it and your SEM (search engine marketing) campaign over time – as a result of the information you get back from your activities.

In so far as what a cutting edge service-provider should look like, view [www.vanillatree.com](http://www.vanillatree.com).

Unlike most, this provider has everything under a single banner as opposed to having to procure, learn and understand a multitude of products and tools and then try to make them all work together by crunching endless data. This solution is seamless and fully integrated to allow you to focus on your business rather than on the technology – this is a very important aspect.

Your social media activity will not only influence perceptions online – but by the time consumers arrive at your website, they are informed and educated and are looking for further information on your website or through a channel that is monitoring and managing it.

Like traditional media though, you can try to impress all you want but if your offering is not up to scratch, all the effort is worth nothing. Remember, unhappy or disgruntled consumers

are far more effective at voicing their concerns than before.

I like to think of any and all reference to your product or brand online as an opportunity, even if the comment is negative.

### Key words:

**Opt in:** The authority or permission action by the consumer for you to continue to canvas the recipient online, by e-mail or other social medium. To avoid being seen as a spammer.

**Spam:** Unwanted e-mail

## 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 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 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. And if one considers that currently 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.

"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 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."

If you are looking to further your skills go to [www.digitalacademy.co.za](http://www.digitalacademy.co.za)

## NATIONAL DRUG AWARENESS WEEK

It's a fact - substance abuse (including drugs and alcohol) is rife in South Africa. The challenge is how do you encourage a populace who doesn't want to be "preached" to, as many substance abusers are young.

In the UK, MTV launched an educational advergaming to guide teens through young life's sensitive issues. Known as ME, the game forms part of MTV's integrated

So if you are looking at a campaign to target the youth, remember communication aimed at the younger generation needs to be carefully planned and thought through, to ensure you engage with them on a level they not only understand but can identify with.



campaign called Staying Alive, which educates teens on the risks of drugs and unprotected sex.

ME is set across four locations, in which the players push the story forward by solving puzzles, making decisions and participating in exchanges with other characters they meet along the way. As they progress, a virtual PDA (personal digital assistant) collects further reading for them on the subject matters they have encountered or tackled during the game, which they can print to keep and read later.

Online communication always works well with the techno savvy youth and issues such as drinking and drug abuse can be covered without being condescending or patronising, with humour and choice playing a large part, such as in this game.



In South Africa, SANCA (South African National Council on Drug Dependence and Alcohol) highlights the dangers of substance abuse during national drug awareness week which takes place from the 19 to 26 June. They have used a yellow ribbon for the representation of new life as their symbol.

For further information, go to [www.sancanational.org.za](http://www.sancanational.org.za).

## NEWS IN BRIEF

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Seasoned journalist Karlien Viljoen has joined the panel of Afrikaans TV news presenters for the evening news.



A recent Deloitte survey on "State of the Media Democracy" shows that Generation Ys spend over six hours a week on social networking and a further five-and-a-half hours on instant messaging (IM) or text messaging. This number decreases, but does not plummet, in the 43- to 61-year old age bracket, where 2,6 hours a week are spent on social networking with 1,8 hours on IM.



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