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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

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TRANSFORMATION OF THE MARKETING, ADVERTISING AND COMMUNICATION (MAC) INDUSTRY PROGRESSES

The MAC Industry Transformation Charter was gazetted on 29 August 2008 under Section 12 of the Broad-Based Black Economic Empowerment (BBBEE) Act, 2003 (Act 53 of 2003).

The MAC Transformation Charter is henceforth binding on all signatories, including government departments. The charter was published in Gazette Vol. 518 no. 3171.

Government communicators are advised to bring this to the attention of their departmental chief financial officers and heads of communication (HoCs). The MAC Transformation Charter must henceforth be applied in the procurement of MAC services for the purpose of influencing and strengthening the country's transformation imperatives.

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MANAGING THE CORPORATE IDENTITY OF GOVERNMENT



primary descriptor

Department:
Department's full name
REPUBLIC OF SOUTH AFRICA

Government needs a distinct brand personality and values which appeal to the people. When well-managed, corporate identity can be a powerful means of integrating the many departments and programmes.

It can also provide the visual cohesion necessary to ensure that all corporate communication is coherent and results in an image consistent with the government's ethos and character.

The Department of Arts and Culture, through the Bureau of Heraldry, registers and promotes the national symbols. Part of the responsibilities is to protect the integrity of the symbols through the Heraldry Act, 1942 (Act 18 of 1942), and the general guidelines made available to the people.

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WATCHING THEM WATCHING US – SAARF TAMS® AND THE RISE OF TELEVISION

By any measure, South African marketers spend a great deal of money on advertising. According to Nielsen AdDynamix™, gross expenditure for the year ending June 2008 was R24, 1 billion, up 11,2% from R21,7 billion in the previous 12-month period. Let's put this amount in perspective: According to the South African Advertising Research Foundation's (SAARF) All Media Products Survey 2007, the average South African household has an income of R5 633,51 per month, which means that it would take 11 720 years for the average South African family to earn as much as advertisers have spent in the 12 months ending in June 2008.

The proportion of total expenditure allocated to television has been increasing steadily. In the year ending June 2008, television received 39,8% of expenditure (R9,6 billion), compared to 39,4% (R8,5 billion) during the previous year, making it the largest destination (by value) of advertising spend in South Africa.

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REACH OF CELLPHONE ADVERTISING VAST



The South African Advertising Research Foundation's (SAARF) All Media Products Survey ® 2007B released in September shows six out of 10 South African adults have access to a cellphone, either owning, renting or using one. This is a 7,5% increase over the previous survey, where 56,3% of people had access.

With the United Nations estimating that by 2010 the total world population will reach 6,9 billion, looking at relating cellphone figures paints an interesting and alluring advertising picture.

According to the Portio Research Mobile Factbook 2008, the current number of worldwide cellphone subscribers is estimated around 3,5 billion. That number is set to reach 4,5 billion subscribers by 2011 and 5,5 billion by the end of 2013 – or 77,46% of the world's population.

Companies therefore have to re-assess the way in which they reach out to their customers. The race is on to move beyond the clutter of everyday advertising. According to a recent report by BMi-TechKnowledge Group, South Africa's mobile advertising revenues are set to grow more than 10 times over the next four years, reaching a peak of as much as R2,15 billion.

Mobile advertising benefits include immediacy, personalisation, interactivity and cost-effectiveness.

With cellphone users far outweighing the number of Internet users in South Africa, this advertising platform cannot be ignored and needs to be incorporated and used alongside more traditional forms of advertising.

VUK'UZENZELE TAKES YOUR MESSAGE TO THE CORNERS OF THE COUNTRY

Vuk'uzenzele has the potential to extend the reach of departments' messaging to the poorer sections of our society, either via articles or advertising. Particular attention is paid to ensuring that advertisements are designed with the specific target audience in mind. Journalists are trained to write in a



style preferred by these readers.

The magazine provides public education around issues at the core of government communication campaigns and carries regular features on health issues, money matters, crime prevention and role models.

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BACK TO BASICS ...

Do you know your marketing and advertising ABC?

Above the line (ATL): generally regarded as a type of advertising through media such as TV, cinema, radio, print, outdoor, Internet banners, etc. to promote brands.

Below the line (BTL): below-the-line promotions include activities such as exhibitions, sponsorship activities, public relations and sales promotions that offer freebies with goods.

Circulation: the number of distributed copies of each issue of publication.

Double page spread (DPS): an advertisement across two facing pages.

Ear (-space) of a newspaper: the advertising boxes or announcements on either side of the masthead at the top of the front page of each section.

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MARKETING AND ADVERTISING AWARDS



PICA Awards

The magazine industry will gather to celebrate publishing and editorial excellence at the 2008 PICA Awards, to be held on 21 November at the Cape Town International Convention Centre.

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Assegai Awards for Direct Marketing

The 2008 DMA Assegai Awards are themed "Response-ability in Marketing". The Assegai Awards 2008 with 31 award categories bear testimony to the growing impact of direct marketing in South Africa.

This year, the first-ever international virtual judging panel will include judges from around the world, who will join via a secure Internet link-up to cast their votes for the winning entries.

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REFLECTING THE STATE OF ADVERTISING AND MARKETING



AdFocus is the Financial Mail's annual survey of the advertising and marketing industry in South Africa.

Reflecting the current state of the advertising and marketing industry, it will take place in November in Johannesburg, with the top agencies being rewarded and industry leaders given the opportunity to share what is making headlines in the world of advertising, with guests.

The top accolade being vied for is agency of the year, with judges looking for the best combination of income growth, creative performance and business development. The latter could include effectiveness awards, development programmes, management strengths, new business won, innovation and flair, public image and the quality of the client portfolio.

Other categories include branding and design agency of the year, media agency of the year, agency leader of the year, young ad operative of the year, lifetime achievement, Roger Garlick Innovation awards, Creative Circle member awards and marketer of the year award.

PREMIER TOOL FOR ADVERTISING, BRANDING AND MARKETING

For the second year, Future Publishing is producing its definitive guide to the advertising, branding and broader marketing community – The Annual 2008.

After the resoundingly successful debut edition in 2007, the follow-up edition will be bigger and even more comprehensive. In a snap post-publication poll conducted among the country's leading marketers, all said the book would now become their premier tool in assessing and analysing the industry, as well as being a valuable guide to industry trends and developments.

Under the editorship of Jeremy Maggs, it will include agency-supported profiles, a comprehensive discourse on the R20-billion South African communication industry, as well as an expanded section of "the Egos", where leading practitioners give their views on pertinent industry issues. A full breakdown of local and international agency awards are also included.

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THUMBS UP OR DOWN

Whether it is a public relations campaign or a TV commercial, a poster, viral campaign or a half-page advert for the print media – judging whether it is likely to achieve all its objectives takes both imagination and skill.

As with so many aspects of marketing

On the one hand, the ideas of the agency need to be valued by the people for whom they are created, and on the other, the advertisers need to know that engaging and memorable communication ideas will be more effective than messages that are muddled or irrelevant.

communication today, this skill is a combination of art and science, subjectivity and objectivity.

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A good relationship between the client and the agency is thus vital, as so much of this relationship depends on the shared understanding of what constitutes a "good" idea.

How to catch a guerilla

Guerrilla marketing is totally safe and does not require one to don suitable bush attire and find yourself a guerilla. Rather it is a term used to describe aggressive, unconventional marketing methods.

Below are some examples which not only stopped consumers in their tracks, they also imparted the message in a novel and fun manner.

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Coined by Jay Conrad Levinson in his popular 1984 book *Guerrilla Marketing*, it is a good way to think outside the box and engage your consumers in innovative ways.

IN BRIEF

South Africa ranked 25th

South Africa's financial system has been ranked 25th in the World Economic Forum's first Financial Development Index. The report is a comprehensive analysis of financial systems and capital markets in 52 countries, looking at key drivers of financial-system development and economic growth. The United States of America and the United Kingdom took the top two positions, with South Africa ranked ahead of competitors within the emerging market economies group, such as India (31), Russia (36), and Brazil (40) and just below China who was ranked 24th.

Viewership of Olympic Games on the increase



There was a 97% increase in the number of daily viewers of the Beijing Olympic Games, compared to Athens in 2004, with the top four disciplines watched being gymnastics, track and field, weightlifting and swimming.

An interesting statistic is that since 2004, the age profile of Olympics on DStv has become younger, with an increase in viewers in the 16- to 34-year age category and a decrease in the 50-plus category.



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