

## Latest News

The former Minister of Home Affairs and the African Union Commission Chairperson, Dr Nkosazana Dlamini Zuma, declared the Civil Registration and Vital Statistics Conference a resounding success. The United Nations Economic Commission for Africa Director, Dimitri Sanga, concurred adding, "You have been able to set the highest standard, something which will be hard to emulate." Kudos to the CSA design, photography and marketing project management teams.



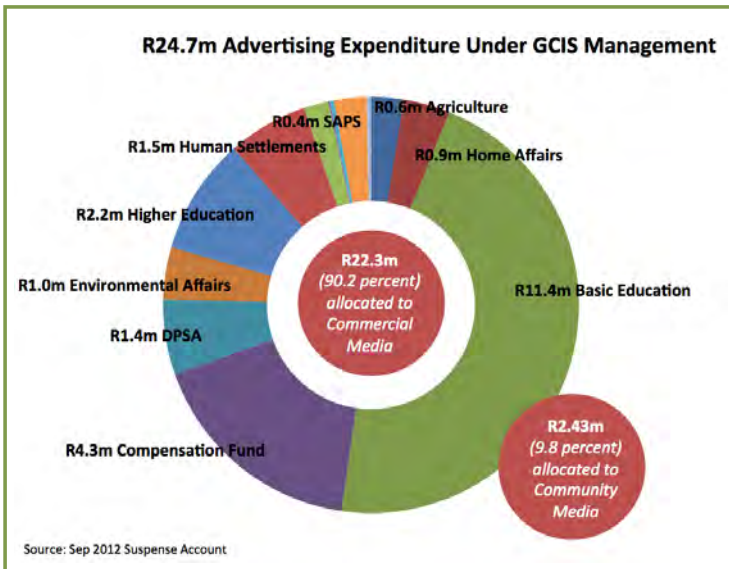
trends included **flawsome** – where brands are open about being flawed, **DIY Health** – novel apps and devices that allow consumers to manage their own health and **Bottom of the Pyramid** – driven by urbanisation, service providers develop innovations such as the South African Social Security Agency's biometric validation to reach illiterate and semilliterate populations. These teachings have been condensed to an hour-long ThoughtStarter Workshop to inform communication approaches for government's 5+2 priorities. The CSA team will present this through an interactive hands-on workshop. Download the presentation: <http://www.gcis.gov.za>

## mediaEncounter Pick

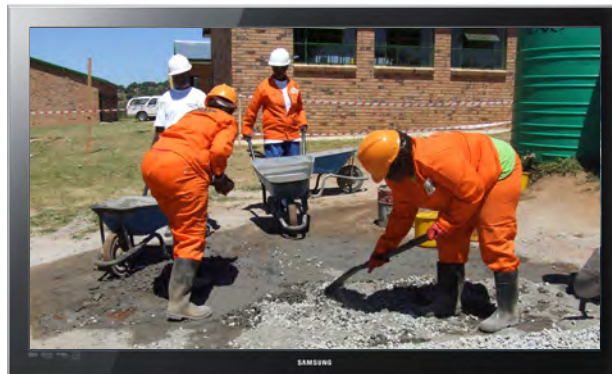


With over 100 million prepaid airtime and electricity recharge vouchers distributed nationally each month through forecourts, shops, and spaza shops – this call-to-action medium has finally come of age. The prepaid voucher is the ideal platform for cost-effective mass-mobilisation campaigns targeting LSM 1 – 6. Can you afford to ignore mobile?

## Quick Stats



## Campaign of the Month



The Kamoso Awards was launched in 2007, and this year GCIS was commissioned to travel around the country compiling testimonials from beneficiaries – the result of which was a television commercial, and an awards event video. The aim of the Awards is to reward public bodies and non-state organisations for excelling in terms of implementing the Expanded Public Works Programme. Click here to view. <http://youtu.be/wT8d-7tgA1Q>

## Industry Highlights

Each month the researchers from trendwatching.com highlight add a consumer trend that impacts businesses and lifestyles around the globe. The GCIS attended the 2012 Consumer Trend Seminar to for insight into 17 global trends and over 30 sub-trends. Key

To have your say, email: [30Days@gcis.gov.za](mailto:30Days@gcis.gov.za), and follow us on [30DaysGovZa](#) for Twitter updates.



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