



# GCA BULLETIN 7

**2009 | THE ESSENCE OF A GOOD COMMUNICATION CAMPAIGN**

Most communicators feel intimidated to enter the Government Communicators' Awards, because they feel that their communication is on a smaller scale compared to other communicators.

It's important to understand that communication is not about how big or small your campaign is, or how often you get to appear on television, but it's about how effective your communication is to your target market.

Communication campaigns must have clear, measurable objectives, whether the campaign is designed to communicate product benefits or to support an event. To achieve these objectives, a campaign requires careful and thorough planning.

Communicators need to know that every communication driven project/campaign needs to have a detailed strategy which will ensure that there is consistent communication with the target audience. In dealing with our audience, it is important to use both conventional and unconventional methods to convey government messages that aim to improve their lives. In segmenting our audience, we should make an effort to ensure that complex messages are made clear, understandable and accessible to our communities.

As we communicate government programmes with the public, we also need to mobilize fellow public servants and unite them behind government's efforts to fight poverty and ensure a better life for all. This vision is contained in the government's five year core message – *"Working together we can do more"*. When public servants are informed of government policies, this will enable them to become ambassadors and messengers of our messages to their communities and families.

It is within this context that government decided to recognise groups and individuals who display courage, commitment, dedication and discipline in their work. These are communicators who go the extra mile to get the job done and ensure that government's voice is heard by their target audience.

The award is testimony to the hard-work and talent of the communicators who are innovative in their approach to their communication campaigns. This includes communication campaigns being undertaken throughout all three spheres of government. Government seeks to encourage communicators to work hard and continue to strive to improve the lives of the people by providing information that they can use to empower themselves.

**We would like to encourage all communicators to take advantage of this opportunity and enter the Government Communicators' Awards. We hope that your possible recognition can enhance your commitment to better communications and reinforce your established performance within this important area of our government.**



**government  
communications**

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