



### 23. MEDIA BUYING

Cabinet Memorandum No 8 of 1998 mandates the GCIS to facilitate placement of all national government campaign advertising through the media bulk-buying contract approved by National Treasury.

This authority was delegated to the GCIS, taking into account the recommendations of the Comtask Report that government was not taking advantage of the benefits of economy of scale realised through coherent and centralised government media bulk-buying. The ad hoc advertising by national government departments resulted in government resources not being utilised cost-effectively and efficiently.

The GCIS was mandated to develop guidelines on the equitable distribution of advertising expenditure for government. A document entitled, *Guidelines on Equitable Distribution of Advertising Expenditure by Government*, was developed by the GCIS and shared with all DGs early in 2005, to ensure that government departments understood the rationale behind the centralisation of media planning and buying in government.

#### 23.1 Bulk buying and outsourcing

By allowing departments to act individually as at present, the government is not currently using its substantial buying power in the marketplace to obtain favourable rates. Government departments are expected to buy media space through the Communication Service Agency (CSA).

In addition, the selection and contracting of advertising and other outsourcing agencies be brought into a system which ensures that advertising targets the real audience, and does not follow historical patterns.

Departments could continue to develop messages and work directly with advertising and marketing agents, but considerable savings would be achieved using the CSA to do the buying. This is borne out by international experience.

The CSA is responsible for the bulk buying of advertising space and selecting and contracting advertising, marketing, research and other communications services on behalf of government.