

S M T W T F S 30 Days in GOV

December 2012

Advertising & Media Buying Update

This year, we set about rebuilding our organisational architecture and strengthening our compliance framework to make it easier for communicators to work through GCIS on an agency-of-record model, attuned to the PFMA. In short, we have developed a Memorandum of Understanding for accounting officers which promotes economy, efficiency, effectiveness and transparency in the use of State resources, and, in particular, the avoidance of fruitless and wasteful expenditure in the use of public assets – as outlined in sections 38 (1) (b), and 38 (1) (c) (ii).

Our integrated Finance and Supply Chain Management model offers a compliant end-to-end solution – from campaign vendor verification to reconciliation and payment – within 30 days of receiving supplier invoices. To assist communicators in navigating the media landscape, we have rolled out a new suite of services. The weekly mediaEncounter sessions – which are in-depth knowledge sharing meetings with media owners, unpack new media innovations and research. Quarterly mediaConnect workshops are a networking get-together where we review successful Government campaigns, and share consumer insights and effectiveness benchmarks.

The 30-day payment benchmark sits at a respectable 98%. Investment in technology has resulted in over 95% network and hardware infrastructure availability, which has been critical in enabling the processing of 2 235 orders per quarter. This organisational fine tuning has made it possible for us to bill R114 million in advertising media placements with no audit come-backs for the 24 national departments, five provincial departments and nine public entities on our client roster. Together, we have delivered 134 separate campaigns to the public.

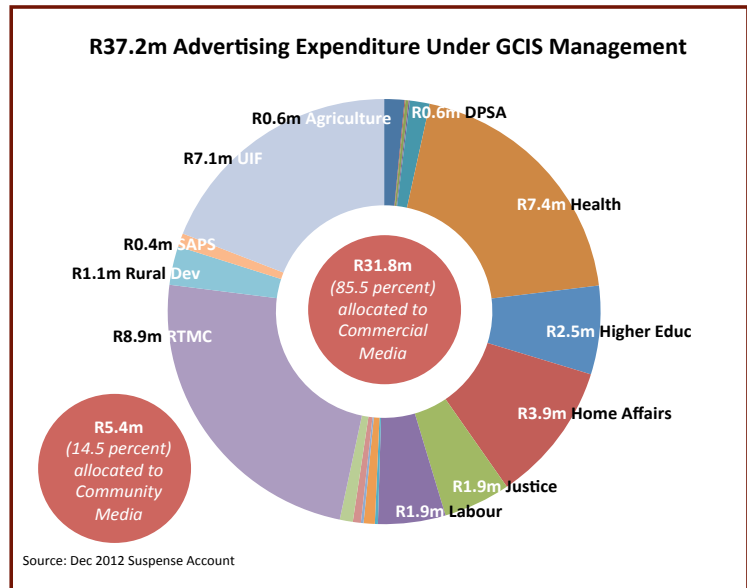
Among the capabilities that we are building and implementing with key clients is that of integrated communications planning. To deliver this promise, all GCIS integrated campaigns begin with KickStart workshops that include the client

and all the CSA areas of specialisation – media buying, radio, design, photography, video and marketing project management. All touch points are thoroughly investigated, and assessed to meet the communications objectives.

This multidisciplinary approach feeds into a monthly CSA Review forum, where all work produced is evaluated and scored against global benchmarks. Our membership of the South African Communications Industry Association (SACIA) and the Advertising and Media Association of South Africa (AMASA) has opened doors for us to collaborate with the industry on training, trends and technology. This collaborative knowledge sharing approach is bearing fruit, as witnessed in our 150-subscriber Audio Visual Forum, with active members drawn from 27 national and provincial departments.

Thank you for your support in using the advertising media production services and media buying pricing incentive frameworks.

Quick Stats



To have your say, email: 30days@gcis.gov.za, and follow us on 30DaysGovZa for Twitter updates.



government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

