

# Programme 6: International Marketing and Mobilisation

## Aim

International Marketing and Mobilisation aims to market South Africa internationally. It is responsible for developing a brand identity for South Africa and ensuring sound perceptions of the country as a trade partner, role-player in international affairs, and as an investment and tourist destination.

### MAIN HIGHLIGHTS FOR THE YEAR:

The framework to guide our efforts to change how the world perceives, thinks and feels about South Africa has been completed, and culminated in the development of the Desired Brand Positioning (Unilever Brand Key). This defines how we want the world to think and feel about South Africa relative to other countries within a competitive environment.

The process to translate the desired positioning into reality was set in motion. The architecture of how to translate the Desired Country Positioning into expressions for tourism and trade and industry has been completed.

Work on the tourism expression has been completed, and the process to translate the Desired Country Positioning into trade and industry expression is under way.

The Internal Mobilisation Programme has been launched.

- The Integrated Communication Plan (National Pride Campaign) was finalised and the radio campaign launched at the end of April while the TV ad started in May 2003. The radio ad is in all official languages and features success stories.
- The public relations plan was completed for implementation

around the same time, its key objective being to change behaviour and encourage South Africans to become marketers for their country. Each story is amplified on the web, in newsletters, in press releases, radio commercials and in online communication.

- The Brand Champion Conversion process, to enroll individuals and collectives/companies to help build the brand, was being finalised for implementation in the third quarter of 2003.
- Special projects such as the Heritage Day Project through which the International Marketing Council (IMC) aimed to enable people to fly the South African flag in their homes were implemented with full media support in conjunction with the relevant government departments.

The international plan to change how the world perceives, thinks and feels was being strategised for implementation in the 2003/04 fiscal year.

### Communication Resource Centre (CRC)

The CRC continued to monitor foreign media to produce a daily summary and analysis, which are circulated to a wide range of government communicators and opinion-makers. Additional monitoring is undertaken to cover breaking news and major communication events such as the Cricket World Cup, State of the Nation Address by the President, Parliamentary Media Briefing Week and the Budget speech 2003.

Weekly reports on international coverage, both general reports and special reports on economy, tourism and employment are produced, as well as monthly reports intended to assist govern-

ment Clusters and communicators in the private sector in developing and implementing communication plans.

### Country Manager Project

Support for IMC strategy for international brand roll-out in the United States (US) and United Kingdom (UK) was enhanced through the hosting of a visit to South Africa by the US IMC country manager and an information officer at the UK High Commission in London.

**Web Portal** – the Web Portal [www.saafrica.info](http://www.saafrica.info) was launched in August 2002 with over 1 300 pages of information, updated daily and focusing on positive imaging of the country. It is currently achieving 300 000 page views per month.

**Hidden Edge** – the IMC has sponsored the production of an updated version of the *Hidden Edge* publication, highlighting science and technology innovation. The revised version will include a multimedia format and exhibition content for global use.

**Information Resource Centre (IRC)** – the IRC is becoming a library for South African success stories from business, government, tourism and general society. Pre-prepared packs will be distributed to thought leaders requesting information on South African successes in business, tourism, quick facts, inhibiting issues, etc.

**Original Targets set in the Medium-Term Expenditure Estimate**

Subprogramme	Output	Service-Delivery Indicators	Status
International marketing and mobilisation	Improving perceptions about South Africa	The extent to which the international marketing strategy has been implemented	The strategy is being finalised for global usage. The IMC has hired a country manager in Washington who lobbies and reports back to the IMC, and works in consultation with the South African Embassy
	Support for international events and conferences	The number of events where the South African brand is promoted	The CRC was an integral part of the core communication team during the World Summit on Sustainable development, the African Union Summit and the Cricket World Cup
	Brand South Africa	A developed Brand South Africa for use by stakeholders	Brand SAhas been developed and is being articulated in above-the-line and below-the-line activities, as outlined above