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No matter who you are, what you wear, where you stay, work or play... women & child abuse is your problem too.

Our country's abuse statistics are nothing short of shocking! Stand up. Step out. Show your support. Start training and bring your sisters, mothers, brothers and fathers. Walk either 4km or 8km to show your support for victims of women & child abuse at the Sisters with Blisters Walk on Saturday, 24 November 2012 at Bryanston High School, Bryanston.

#### STOP ABUSE ONE STEP AT A TIME

8KM WALK: 7H30 / 4KM WALK WITH DOGS: 8H30

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THE JACARANDA FM SISTERS WITH BLISTERS WALK IN ASSOCIATION WITH 1ST FOR WOMEN.





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This month's cover was designed by Prezence Digital South Africa on the occasion of its 10th anniversary in the industry. Bring the cover to life using the using TLC's Fotoactiv app

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#### FOTACTIV APP BRINGS OUR FRONT COVERS TO LIFE!

This month's front cover heralds the start of an exciting new association between AdVantage and TLC Unlimited (a division of Primedia Unlimited) and its new Fotoactiv app. From now on by placing your Apple or Android smartphone over our front cover you'll literally bring this formally static image 'to life'.

The launch of this exciting new technology is the latest release from TLC Unlimited that has recently introduced a range of new technologies to the local market as it moves into a media space that allows its highly effective washroom frames to be taken to another level.

Created from industry-leading visual recognition technology, Fotoactiv is a free app for Android or iOS (Apple) Smartphone or Tablet devices that can be downloaded from the Google Play or iTunes app stores. It works by recognising Trigger Images — which could be images in print, logos, products and real-world objects that can be location-based as well.

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For more information, visit www.tlc-media.co.za, www.fotoactiv.co.za, https://www.facebook.com/TLC.SA or www.twitter.com/TLCinSA.

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Consumers want it quicker, better and bigger and Ambient Media gives them more writes *Allison Cooper* 

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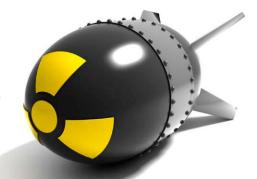
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## The end of the world?



"THE WORLD IS TOO BIG FOR US. THERE IS TOO MUCH TO DO, TOO MUCH CRIME, VIOLENCE AND EXCITEMENT. IT IS AN INCESSANT STRAIN TO KEEP PACE AND WE STILL LOSE GROUND. SCIENCE EMPTIES ITS DISCOVERIES ON YOU SO FAST THAT YOU STAGGER BENEATH THEM IN HOPELESS BEWILDERMENT, EVERYTHING IS HIGH PRESSURE, HUMAN NATURE CANNOT ENDURE MUCH MORE."

THIS MIGHT SOUND LIKE A QUOTE FROM THIS YEAR, BUT IT IS, IN FACT, A QUOTE FROM THE ATLANTIC JOURNAL IN 1837!

**THOUGHT IT** appropriate some 10 years ago when I heard it the first time and believe it still appropriate today. Ten years ago I was also working in a business-to-business media environment and it was tough. Today, it is still tough. The rate that technology develops has meant that it has become increasingly difficult to keep up, let alone stay ahead. In the media, marketing and advertising sectors, everyone is experimenting, trying new models, new ways of doing the same things...

It might even make you hope that the Mayan prophesy that the world will end on 21 December this year, will come true and just give us a break! But the Mayan Prophesy is not about the world ending literally (if there is even such a prophesy, which a new discovery in Guatemala is disputing), but about a world that is fundamentally changing - a transition of World Ages to the beginning of a New World Age. A big part of this is that the human race has to examine, if not confront. its disconnect from the planet and nature.

The Mayans, apart from being keepers of good calendars, had a strong tradition of world ages in their literature. The marketing, advertising and media sectors are in a sense the record keepers of our society. At the time of writing this I was watching Hurricane Sandy sweep across the East Coast of America. Whether a disaster, an event or election, the media keeps record of what the human race is achieving - or not achieving. Our best and worst have been first recorded in print, then on radio, then television and now online and on mobile devices.

This takes me back to our disconnect to nature. It is no secret the planet is being destroyed by the human race, whether it is pollution, or the loss of various species. In SA you hear of a rhino being killed almost on a daily basis.

So it is not enough for our industries to be the recorders of our history; it is no longer enough to stand by and

think it is not your problem. You have to be involved. This shift was clear at the recent Loerie Awards where a strong theme of sustainability and social involvement could be seen. And there are many media and advertising agencies that have wonderful initiatives in place in this regard. I believe these initiatives will grow

as we move forward into a new world. But actually we don't have that much choice in the matter. If we don't, we might as well wish that the Mayan Prophesy taken literally were true. Then again, if we don't change then we wouldn't need it to be true because we will destroy our world without the help of a giant meteor from outer space slamming into the Earth.



Twitter: @danettefroq44

#### A HUGE thank you

This year a percentage of every advertisement that was placed in the CSI feature in this issue was handed to the ABF. AdVantage would like to thank the following companies for their participation and contribution to this project: 5FM, Kaelo Engage, The Media Connection, Independent KZN, Jacaranda FM, Brand AXN, Brilliant Branding, Paarl Media, The Witness and M-Net Cares.

To all our advertisers and readers if you are going away travel safely and have a wonderful festive season. Look out for the January 2013 issue on your return for an important announcement



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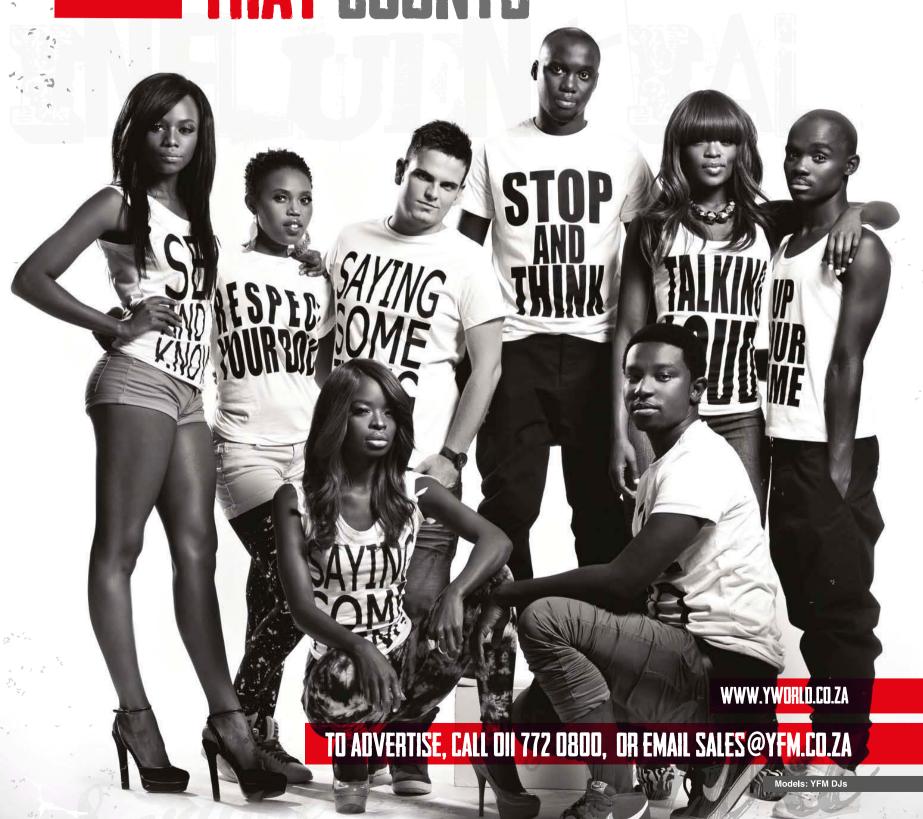
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## YOUR THAT COUNTS

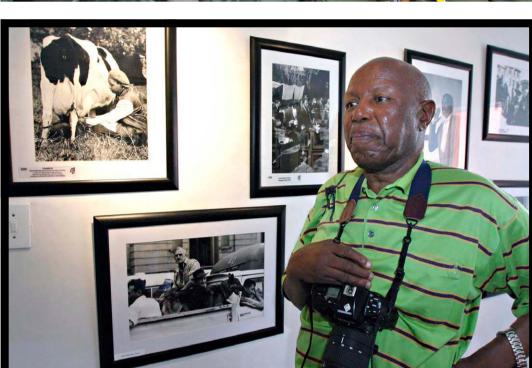


#### THEBIGPICTURE

#### **2012 THE**



←SA's 2012 Olympic team medal winners Chad le Clos, Cameron van der Burgh, Bridgitte Hartley, Caster Semenya, Matthew Brittan, Sizwe Ndlovu, John Smith and James Thompson. (Photo Duif du Toit/Gallo Images)





↑ Musician Johnny Clegg receives the silver Order of Ikhamanga from President Jacob Zuma during the national orders award ceremony in Pretoria, on April 27, 2012. The highest accolades are bestowed upon citizens and members of the international community who have made extraordinary contributions to SA and the world. (Photo by Gallo Images / City Press / Leon Sadiki)

← Renowned South African photographer Alf Khumalo passed away in October 2012 in Johannesburg. (Photo by City Press/Lucky Nxumalo)





← South African Reserve Bank Governor Gill Marcus during the launch of a national communication campaign to introduce a range of new banknotes honouring former President Nelson Mandela on September 5, 2012 in Pretoria. The new notes will show Mandela's face on the front and the Big Five on the back. (Photo by Gallo Images / Foto24 / Craig Nieuwenhuizen)

#### **YEAR THAT WAS**



President Jacob Zuma visits the Square Kilometre Array (SKA) site on October 9, 2012 in Carnaryon, President Zuma called the project an opportunity to recruit the youth to pursue careers in science and technology. (Photo by Gallo images / The Times / Halden Krog)



Outgoing Home Affairs Minister Dr Nkosazana Dlamini-Zuma during a debate in Parliament to congratulate her on being elected to the AU on September 19, 2012 in Cape Town. (Photo by Gallo Images / Foto24 /



"The Spear", an artwork depiction of President Jacob Zuma with his genitals on display, at Brett Murray's controversial exhibition at the Goodman Gallery entitled 'Hail to the Thief II ' on May 19, 2012 in Johannesburg. (Photo by Gallo Images / Sunday Times / **Kevin Sutherland**)





Lonmin mine workers gather for a report back following a meeting on their wage demands on September 14, 2012 in Rustenburg. Workers have rejected the current wage offer made by the employer. (Photo by Gallo Images / Foto24 / Felix Dlangamandla)



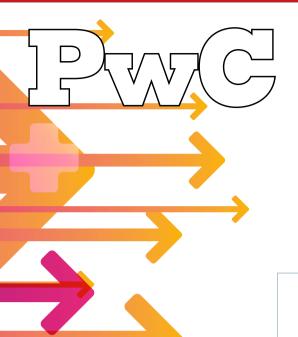
Gallo Images photographer Anesh Debiky wins SAB Sports Media Action



www.galloimages.co.za

www.gettyimages.com

#### TRENDS2013



The third annual edition of PwC's *South African Entertainment and Media Outlook 2012 – 2016 (The Outlook)* was released recently. Here are some of their predictions for 2013

THE 2011 GLOBAL pick-up hoped for around the globe did not materialise with any consistency, despite the global economy recovering in 2010. For 2012 *The Outlook* expects GDP growth to moderate to 2.8% and real GDP to expand at 3.3% compound annual rate in the next five years. Nominal GDP growth is expect to remain at single-digit levels, averaging 8.7% compounded annually through to 2016.

Advertising is more sensitive to the state of the economy than end-user spending, and *The Outlook* projects entertainment and media (E&M) spending to grow at a 10.2% compound annual rate. This growth will largely be due to the surging internet market (due to improved infrastructure and broadband penetration) and healthy growth in the paytelevision segment.

#### **DIGITAL CHANNELS**

Apart from the economy, a major trend influencing E&M is the transition from traditional channels to digital channels. It is forecast that digital spending will increase at an approximate compound annual growth rate of 21% (compared to 6.5% for non-digital components). Over the next five years, digital channels will generate 52% of the total increase in spending, so that by 2016, digital spending will comprise 32.6% of the total E&M market in SA.

In the next five years the internet will continue to be the fastest growing segment with a projected 20.3% compound annual increase. Television will be the next fastest growing segment, with a projected 10.3% compound annual increase, followed by the Out of Home (OOH) sector, with a predicted 9.3%

compounded annually, then radio and sports with compound annual increases of 6.5% and video games at 6.4%. Consumer magazines and newspapers are the only two segments projected to average around 5% growth compounded annually in the next five years. A 10.2% compound annual increase from 2011 will see a total spending in 2016 of about R141.7

In terms of advertising, globally SA is unusual in that print advertising continues to do relatively well. In 2011 the four print segments – consumer magazines, newspapers, trade magazines and directories – grew collectively by 10.1%. While it is expected that the four segments will expand at a healthy rate of 7.4%, this rate will be lower than the overall average and lower than the increase in 2011.

billion (compared to 2011: R87.4 billion).

This will be because of the shift of advertising to the internet. Digital is expected to be the fastest growing category with 36.9% compound annual increase over the next five years. This means internet advertising in SA will triple by 2016 from 2011, to 7.9% from 2.5%.

Video games will expand at double digits,

cinema at 9.4% and 00H by 9.3%.

Over the next five years *The Outlook* projects the overall advertising market to increase at an 8.6% compound annual rate at R41.2 billion from R27.2 billion in 2011.

End-user spending in the E&M sector will be the fastest in the next five years, with television second, at 19.4% and 12% respectively.

Sports, video games, business information and trade magazines will be the only other segments to average more than 5% growth during this period.

#### THE NEW NORMAL IS HERE

Digital is now becoming embedded in business as usual. As digital moves to the heart of many media companies and begins to present the greatest opportunities for growth, what previously looked like a wide gap between old media models and new ones is being bridged. The initial uncertainty triggered by digital migration is giving way to a sharper focus on identifying, choosing and executing the business models, organisational structures and skill sets that will harness new consumer behaviours to

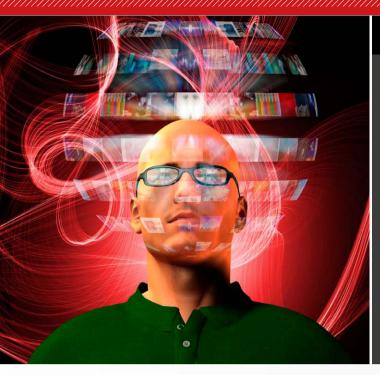
#### THE CONNECTED CONSUMER

#### What kind of experiences should brands be creating for digital and connected consumers?

- Allow consumers to watch, read or listen to what consumers want and when they want – ranging from now or in their own time
- Allow consumers access to and to consume content simultaneously via multiple devices and connections: TV, smartphone, tablet app, social media
- Allow consumers to find and engage with provocative and relevant media experience across the traditional boundaries of genre and immediacy – and ones that share, shape and control

#### **DRIVE FOR IMMERSION**

The search for immersive experiences that unite the personal with the social are characterising today's younger generation. They expect consuming media to involve multifaceted, personalised experiences that they can touch and influence, in other words they feel not just engaged but immersed. This behaviour is increasingly evident in the growth of such behaviours such as personal marathoning and social marathoning, for example consuming an entire series end-to-end



#### **TOWARD THE MEDIA HUB**

One clear trend is the continued strength of the television – or as it is known today, video. The consumption of professional video content has never been more popular. and this is a reflection of the growing ways people are accessing it. This raises questions about the value proposition and pricing of TV-only content bundles. Consumers want flexibility in the ways they access and pay for content and in what content they get. Today's consumer demands, consumes and functions in a world of globally connected social media and are increasingly adept at incorporating the various elements of content and connectivity into their media consumption mix. This points towards the multichannel, multi-content, multi-experience future. The

Outlook terms this the media hub, where a mass of content is available for an agreed price on all devices and where the live experience comes at a premium.

With social media incorporated into the media hub the next step from watching everything whenever and wherever I want, to have family and friends log in to share the experience in real time is taken. In such a world the multicontent, multidevice media hub could assume the role that television held as the nexus of the collective social experience, but the media hub will shift the centre of gravity towards a more geographically spread community of friends with shared interests and often of similar ages. The shared content experience, therefore, is the glue.

deliver rising future value in the changed environment.

Digital migration has two main implications for E&M companies; one is the need to make clear choices about the role companies should play in the digital value chain. The other is that behaviours are changing rapidly and irreversibly within organisations and their customer bases. These changes need to be understood and harnessed to grow future revenues.

The E&M sector has spent the last number of years seeking the right business models. This will continue and as the landscape becomes clearer, it is more and more evident that old and new media are not mutually exclusive. Two elements, however, will be necessary for success in the new normal. The first is data, and the killer insights are there in big data. The second is collaboration. A single provider cannot deliver the immersive experience of the future. As collaborative groupings emerge, different players will adopt different and complimentary roles in the value chain and analytics-driven data will act as the glue holding them together.

#### THE OUTLOOK IDENTIFIED A NUMBER OF TRENDS:

#### Consumer behaviour

Changing consumer behaviour is driving developments, i.e. from print to digital, from fixed to mobile-driven consumption and from west to east, north to south.

#### Looking beyond the impact of digital

Digital marketing now means marketing in a digital world, talking specifically about digital increasingly misses the point.

Digital migration is leading to a new type of enterprise; The Outlook has termed the collaborative digital enterprise.

#### Mapping out the industry's future topography

The reshaping of the industry will be influenced by the perspectives of three main groups: consumers, advertisers and value chain partners. The Outlook examines each of these in detail. It identified leadership in the E&M sector as crucial to its success through to 2016. People who understand the power and motivations behind the behavioural changes underway need clearsighted leadership. Putting behaviour at the heart of performance will help E&M leaders address the issues facing the sector. An E&M company that is led this way will be more agile, innovative and more engaged and therefore better able to line up strategy with performance and tap into the opportunities that will emerge over the next five years.

#### Audience metrics and measurements

Premium results are increasingly key to getting premium rates. Advertisers will pay a premium only for clearly demonstrated premium demographics, a proven track record of engaged consumers to solid revenues from click-throughs. In response to these shifts, audience metrics and measurements are changing rapidly. Customised metrics are valuable for retrospectively testing the impact of audience reach and engagement on the effectiveness of advertising campaigns and for allocating market spend across media.

#### Socialising of advertising

The socialising of advertising is feeding into the widely accepted concept among agencies of brought-owned and earned advertising. Managed is the fourth category and is the orchestrated use of social media such as engagement via bloggers. More and more brands are using earned or unpaid media in their mixes. The rise of unpaid media reflects an innovative new fusion of advertising, content and analytics and is helping to drive sweeping change in the roles and business models of creative and media agencies. This trend is being accelerated by the disappearance of the historical distinction between traditional and digital media. Data analytics are also increasingly central to agencies' ability to demonstrate value for their clients.

#### New roles

New roles will emerge in the E&M landscape reflecting clarity about the business models that will generate value in the new landscape. Media groups will conduct portfolio reviews to decide what they should focus on. The Outlook believes some of the roles will he-

- Acting as the online destination or physical auditorium that hosts the customer experience
- To act as the aggregator and filter for the target consumers' requirements
- Act as the provider of exclusive content

#### Models for monetising content

Models for monetising content are continuing to evolve. Consumers generally appear to be moving toward wanting to rent content rather than own it. Overall various trends highlight the need for flexibility in the way that different types of content are priced and delivered. There is also the emergence of differentiated pricing models.



## The matter of trends and intelligent brands

At the end of each year a big trend in the marketing industry is to discern the trends for the coming year. The media bulges with pundits (like me) who hang their reputation on predicting what will be big in the next 12 months and beyond

By Oresti Patricios



HERE I AM AGAIN, but this year I'd like to hop on the trends band-wagon a little bit differently and I hope a little bit smarter. I'd like to use the thinking of one Dave Duarte to discern the difference between trends, trifles and truths and to talk about why it's crucial for brands to know this. I'd go as far as saying that to be an intelligent brand you'd have to understand what differentiates a truth from a trifle or a trend.

Now Dave Duarte is what you'd call a smart, switched on human being who really gets marketing and where it is moving to. An online marketing educator and Social Media specialist, Dave works with universities around the world, but his home-base is UCT's Graduate School of Business where he runs a leadership programme and lectures on the Executive MBA. He helped Ogilvy establish the Ogilvy Digital Marketing Academy which has been an outrageous success and is helping to catapult that agency into a complex, digital, socially networked future. This while churning out bright new minds that can comfortably work in that sector and still create award-winning campaigns.

Dave gives back to the SA tech community
by serving on the boards for non-profits
Mxit Reach, and Creative Commons South
Africa and has worked with brands like
Allan Gray, Associated Magazines, Cairo
University, Castrol, Curtin Graduate School
of Business, Discovery Health, First National
Bank, Gordon Institute of Business Science,
Investec, Jupiter Drawing Room, Kagiso...
well you get the idea. The list goes on and it
is impressive.

One of the most perplexing and complex challenges for intelligent brands is to navigate social networks, and to understand how to engineer new technologies for the best benefits. Dave says that a useful entry point for doing this is to understand how to distinguish between trifles, trends and truths. Like Dave, I believe that this would

help brands more readily distinguish between what's merely fashionable from a digital perspective and what is meaningful. What needs to be heard and what is here to stay. It's a profound skill that's not only useful in navigating social networks, but once learned and practiced so that its almost an intuitive talent, it can become a way to transverse through complex and cluttered consumer and business contexts. To decide what matters, what will materially affect your brand, and what's nothing but a passing trifle.

#### THE TRIFLE

So let's first look at Dave's definition of a trifle: "Flighty and fashionable, trifles are the candyfloss of social media or technology, and have as much staying power as cotton candy left out in the rain. A great example of this was Flooz and Beenz, which was some kind of internet currency that was completely divorced from real world money. People love cold hard cash and symbolic variants of the likes of Kenya's M-Pesa which delivers convenience and easy access to banking in a country where the unbanked used to struggle to transfer funds. Unlike Beenz and Flooz, M-Pesa represents the real thing, rather than some sort of Monopoly currency. That's why even though digital 'currency' was at one time touted as the 'secret sauce' of ecommerce it bombed. It wasn't the real thing and became a trifle that had absolutely no staying power."

#### THE TRENDS

Dave says trends are very different and can quite easily be discerned. "Easily distinguished from trifles by their staying power and ability to influence commerce and culture, trends are notable for their ability to affect consumer behaviour. The sharing of photographs, stories, diaries, opinions and other personal data online is a massive trend. Millions of people across the

world are doing this on YouTube, Facebook and Twitter, and there are thousands of companies that underpin the technology

that enables this sharing. It's likely that social media is a trend that will shape the way people do business, communicate and experience life for decades to come."

#### THE TRUTH

Lastly if there's one take out here for intelligent brands, it is to know the enduring staying power of a truth. Let's see how Dave defines a truth. "All trends are underpinned by a fundamental truth or enduring reality that is sustainable. The truth about social media is that people are collaborative animals and live in a communal world where they desire to share experience and more. This isn't a truism but is a truth that has been scientifically proven and recorded in numerous anthropological, social and psychological studies. Peoples need to connect with each other is almost as high up as the survival instinct. Combine this powerful natural driver with web-based tools to enable social connection with mobile devices that connect seamlessly to the web, and you have the makings of a major behavioural shift. Business will never be the same again because technology has given birth to the tools that enable the expression of this truth."

Good luck for 2013 and may an understanding of trends, trifles and truths provide a compass to steer your brand to new victories in the coming months and years.

**Oresti Patricios** is the CEO of the Ornico Group. For more insight on intelligent brands go to www.ornico.co.za; check out Ornico's Facebook page or follow Patricios on Twitter at @orestaki



## Beyond the Mayan prophesy: a glimpse into 2013

2012 proved to be a significant threshold of change and with that change came conflict, uncertainty and upheaval — political change, economic uncertainty, and social upheaval. *Dion Chang* takes a look at the ripple effect as we head towards 2013

By Dion Chang, @dionchang

that the world would end in 2012 – was inaccurate, but perhaps just incorrectly interpreted (if you're reading this after the 12th December that is). The world might not be ending, but we are undoubtedly witnessing the birth of a new world order. Each year, Flux Trends compiles a trend report entitled, "The State We're In". Using the Acronym T.R.E.N.D.S, we look at trends affecting: technology, retail & marketing, economy, the natural world, diplomacy, and socio-cultural trends, ostensibly to highlight the interconnectivity of these trend pillars.

#### **OVERVIEW 2013:**

#### **TECHNOLOGY**

If the trends emerging from CES (the Consumer Electronics Show, held each year in January in Las Vegas) from the last two years are anything to go on the tablet wars will continue to rage on, not to mention the IP wars between electronics companies. Consumers will be spoilt for choice in terms of size, features, functionality, and the neverending supply of new apps on smart phones, tablets and new hybrids of the two (in 2012 no less than 80 new tablets were launched at CES). This in turn will have a significant effect on E and M commerce, and therefore on consumer lifestyle behaviour. As smart phones become more like tablets and tablets start replacing desktop or laptop computing, a new tech savvy consumer emerges, armed with geo-mapping, augmented realities and peer-to-peer curated networks. How to reach, engage and retain these slippery customers becomes a marketer's worst nightmare. If you think the industry is disrupted now, just wait until the next upgrades filter through.

#### **RETAIL & MARKETING**

This tech savvy consumer, armed not only with smart phones, but also a powerful voice will continue to change and redefine the traditional rules of retail and marketing. With e-commerce industry set to boom in SA (and quick to follow m-commerce), the seemingly schizophrenic online/offline consumer behaviour pattern finally becomes the accepted norm. Brands and retailers now realise that a tech savvy consumer gains access, and engages with a brand via multiple channels. Managing this new multi channel dimension is crucial, but near impossible when you consider factors such as; the final purchase of a product won't necessarily take place in a physical store, the fact that the customer will, in most cases, be better informed than your sales staff, and that his/ her journey started deep in cyberspace on comparative shopping sites which you have no control over. Strategic partnerships outside of your core product offering therefore become essential when trying to provide a seamless customer experience before, during and after the shopping process. This will result in increased human





resources as well as increased IT investment leading to even smaller profit margins, and passing those costs onto the customer is not a viable option because they are busy watching their disposable income evaporate even more rapidly.

#### **ECONOMY (SA CONSUMER OUTLOOK)**

The mass middle class had better tighten their already constricting belts. The global protracted downturn economy will not miraculously bounce back in 2013, or 2014. If scenario planner Clem Sunter is accurate in his assessment of the global recession, we need to tread carefully until 2017. Standard & Poor's downgrade of SA, as well as Moody's downgrade of parastatals Eskom, Telkom and 12 of our municipalities in October, means that increased borrowing costs in these sectors will eventually be passed onto consumers, but they will only start feeling that ripple effect far into 2013. Layer onto this the already dramatic rise in petrol costs, the new e-tolling costs as well as the continued domino effect of 66% increase in electricity costs in the past 18 months, and the cumulative effect on our cost of living is December

not hard to predict. With one in five South African's caught in a permanent spiral of debt, many using up to 80% of their income just to service their debt, disposable income for middle to lower LSMs becomes as rare as a municipality with a clean audit.

#### **NATURAL WORLD**

Eco concerns have become a strong component of consumer mindset, and now sway final purchase decisions, which in turn forces brands to finally find their inner green. Sustainability is no longer just the mantra for incense wielding hippies, but a core concern for all in terms of what and how we consume; from unnecessary packaging to carbon footprint guilt trips (it's now standard practice to list your carbon footprint with all airline ticket info). However, when the impact of climate change starts to hit consumers' wallets, and the link between the two is more clearly defined, eco concerns will no longer be sidelined purely a 'green movement'. Two droughts in 2012 have had a direct impact on our food bills. A severe drought in the USA caused a ripple effect on the global price of maize affecting not only the poorest of the poor (maize being the staple diet for many in Africa) but also the rich (maize is also used for livestock feed, which resulted in an increase in the price of meat). In Europe, another drought will result in a projected 10% drop in the number of pigs that will be slaughtered, sparking fears of a global bacon shortage. The Eco reality check

> is becoming more real, and will in turn force businesses to think and operate with sustainability as their new mantra.

#### **DIPLOMACY**

In 2012 twenty countries held formal elections. If you counted elective conferences, like the ANC conference in Mangaung and the Communist Party in China (which still has serious political ramifications) then the number of countries shoots up to 59. All of these elections affect one third of the planet's nations and 53% of the world's population. Of the more powerful countries to have held elections Russia,

China. France and the USA, who are all part of

the UN Security Council and collectively are responsible for 40% of the world's GDP. These are not not insignificant players nor is the domino effect of these elections, or elective conferences, unlikely to affect relations between nations. The new administrations formed by newly elected leaders will change the tone and trajectory of politics in 2013 and beyond. One positive note is hopefully the continued trend of placing technocrats within key government departments, like finance ministries, as they did in Greece [Lucas Papedemos] and Italy [Mario Monti] after outdated and corrupt political systems left their countries in debt and crisis.



Convergence will be the new buzzword. We've witnessed the birth of so many new social media platforms in the past few years that it is time for the dust to settle. There has been a slow but steady resistance movement to, yet more, new social media platforms. People simply do not have the time, or emotional capacity, to commit to more than they already have. The established platforms already offer convergence, for example using an Instagram feed, to simultaneously feed your Twitter, FaceBook and Foursquare accounts. These in turn are being converged with your sms, mms and other messaging services, into one constant (and somewhat terrifying) stream on many smart phones. The new generation smart TVs are already designed to blend your small screen entertainment with your social media channels, in real time. This marries social cyberspace with satellite entertainment, and will force people to choose between platforms and decide what channels to converge onto. There are just so many voices and conversations you

**Dion Chang** is a South African corpora

can have in your head at one time. The

backlash to hyper-connectivity is coming.





## You can curate your own way

By Daniel Scheffler @danielscheffler

ACCORDING TO THE Dutch trend forecaster and culture-subculture guru Li Edelkoort, 'the whole future now lies in the hands of consumers becoming the curators of their lives'. The whole future seem to be an awfully long time and so what is most interesting about Ms Edelkoort's statement is that it implies a change in roles, where the marketer



or the brand may have played a guardian role the consumer is now choosing to be 'more in charge' and that all forms part of a quest for the future: which of course is just simply this year's Darwinian need to adapt and outlive. Curating is possibly the most repeated, even laughably sententious, word this decade. This word curating undulates a false rhythm, even though it's still trendy as all hell to be a curator opposed to a designer or freelancer, and even more sedulous to be part of London's finest design school, Goldsmith's degree in curating. Interestingly enough the director of Marlborough Contemporary Gallery (opening

this month in the same space as the noted Marlborough Gallery) Alex Renton has just taken the prestigious role of Professor of Curating at the school. A big wig for a big job. Or is curating just another buzzword. If you look at where curating is going luckily then lets do it has long changed to an almost gong. But what is curating really. Museums do it, galleries do it, and even educated artists do it. Let's do it, let's curate - a custodian role that implies taking care of a collection of things. Curating started this last decade to be a way of presenting people with a 'meticulous preference' or 'critic's pick' as consumers were shelled with absolutely too much assortment: Design Indaba clobber, Martha Stewart, was

the beginning, and soon followed every DJ

and celebrity with a top 10 list. Then came

Anthropologie, Amazon recommendations and

life coach Oprah. Right now the New York Ace

Hotel and inside its belly the Kenzo Creative

Directors' store Opening Ceremony are the

curators of all curators.

So what does curating need from me, the man on the street? A desire to put together my life in a new way, in a selection process way that's what it calls for. Tyler Brule, editor of Monocle magazine, has built his luxury brand on exactly that, a curating of all the right stylish things that say all the right things to everyone else. What Li Edelkoort now suggests is that saying all the right things to everyone else is less important, what is now significant is saying all the right things to yourself – and more than just an 'I'm worth it' quip.

#### SELF-CURATING

In 2004, Trendwatching.com came up with the term 'curated consumption'" and now eight years later the refinement of exactly what has driven consumers towards more selfappraisal. Consumers have recognised the value in really assessing their true selves through whatever they buy, experience or partake in. People, affluent or not, are making more informed choices than ever, yes thanks to the internet and better labelling, but also thanks to the ridiculousness of most marketing campaigns.

Do you want to align yourself with a brand that you, yes you, yourself find rather pitiful or unethical, probably not. And so consumers are learning to 'self-curate' and that means the most carefully selected assortment. Am I really that Colgate toothpaste,



that Tom Ford blazer, that Wellness Warehouse pasta or that Weylandts lamp put together so perfectly in another zine's editorial? I can still freely choose that as I start assessing my material world, which in actual fact is only a way to get a closer glimpse into my soul. By being parsimonious, consumers have discovered that advertising has all been a lie, you don't need more; you just need to find yourself.

Less is less, and so luxury is also less. The luxury brand Singita's CEO and founder Luke Bailes said, "Our lodges touch guests on spiritual, emotional and physical levels and that's the essence of luxury we encourage guests to experience". So at Singita, and where ever the consumer has a moment of silence away from all the curating, a conscious choice can be made to be open to be touched on all those different levels, not just by abounding 'consumerism'. And isn't that just the essence of the 'what's to come' and 'where we are heading'.

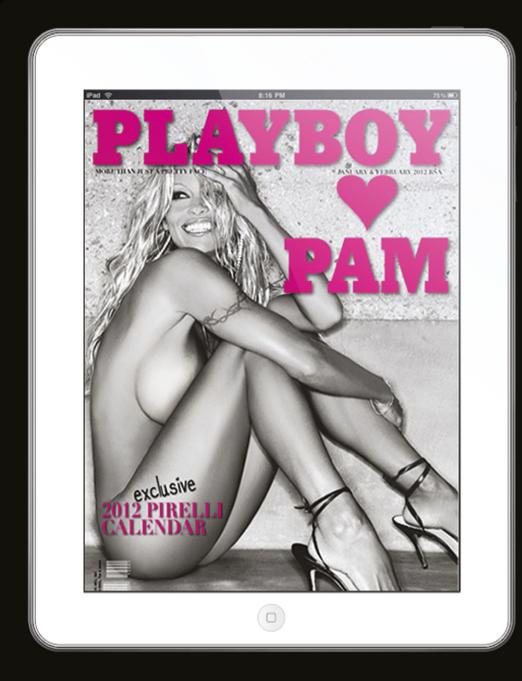
#### FROM THE INSIDE OUT

As the Design Indaba darling, Ms Edelkoort, talks about the future and it becomes clearer that saving the planet, doing an eco-deed or ten, is not enough, consumers are wanting to save their souls, save themselves from unhappiness, the world's decay and their own drainage of it. Mass consumption, and curating lives with new material goods weekly monthly yearly, previously promised happiness, but consumers have learnt that it is futile. They want to connect, with humans, with nature and ultimately with themselves. Even Facebook isn't enough (as someone who just got off the hamster's wheel, I know) we've curated ourselves too much online, far too much. Now it is time for something simpler, carefully constructed from the inside out, not the outside in.

**Daniel Scheffler** is the owner of The Idea Consultancy. He studied at VEGA, B Comm Marketing/Communication and B Honours Branding. His focus now is on management consulting, idea generation and strategic plannin



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## 2013 Trend-o-Meter

Young South Africa is savvier than ever before. If you are looking for a smart and discerning "prosumer", this group of kids, teens and young adults will give you more kicks than you bargained for. They know what they are looking for, and this makes them that much more gratifying to please. Youth specialists HDI Youth Marketeers, give a few trends to look out for in 2013

#### Social'cise

Exercise has become fun and nobody is lapping it up like the youth. The aim is no longer solely to tone up and keep fit, but it's also now a novel way of having fun with friends. Nike woke up to this phenomenon quite early, and

is reaping the benefits of this with its second Nike run which took place in

Johannesburg in October. In 2013, we'll see even more running apps popping up as more people join the movement. Apps such as Nexercise and Fitocracy take it even a step further and offer discounts to customers based on their work out records.

#### Say "i"

African market. Although still stable in terms of local sales, Apple products are now the most sought after commodities amongst the youth. Though many are still far removed from any likelihood of owning any of these products, all echelons of tech savvy youth are extremely tuned in to their capabilities and attractive product offering and with each new release desire grows: interestingly for the badge value of the bitten fruit insignia as much as anything it delivers. Many youth would trade their left arm for a bite of that Apple.

#### Photomaniah

It's all about the snaps this year. The fascination with photography seems insatiable, with close to 30-billion photos being posted to Facebook. And competing smartphone apps are helping fuel the hype. With Instagram making waves in the iPhone, and recently the Android market, BlackBerry launched PicMix. In

addition to that, for each of these popular apps, there are a number of other apps that can be downloaded to enhance their use. It's all about the pouts, and treated modelesque photography. Suddenly, everyone is a professional photographer, and you no longer have to spend thousands on a good camera. Not to mention that an edit suite is also now in the palm of your hand.

#### (Accessible) Fashion Expressionists

Although shopping is increasingly perceived as a hobby by youth rather than a necessity, fashion and dress are becoming a high intensity artform for youth, rather than just the tail end of a shopping adventure. This cross-gender. cross-race phenomenon plays into the hands of retailers like Mr. Price who have managed to level the playing field: rich or poor, it provides fun, value clothing for all. On the other hand, the advent of clothing auctions, second-hand hanger events and clothes swops gives youth the opportunity to purchase items they would otherwise not be able to afford. With the upswing in vintage, it's no longer about how much your item of clothing costs, but all about how fashionable it is, and how good it looks on you. After all, in the words of 16 year old, Kim, from Johannesburg, "Money can't buy you style."

#### My music, our music

Nigeria created a great example of an African country that shows 'love' for their local artists. Findings which came out of polling 1 000 Nigerian youths, resulted in the Coolest Musician (male or female) category, seeing seven of the top 10 artists being Nigerian, and eight out of the top 10 African. In SA a similar trend is finally growing in popularity with local artists coming into their own. This phenomenon can be traced to local stars receiving international respect – looking at the success of Die Antwoord, Tumi of the Tumi and the Volume, Thandiswa Mazwai, The Parlotones and Freshlyground to name a few. User-generated music is also on the up, especially with male under 23s who, are using technology to share their own musical creations.

#### **Eating iKasi**

Although the KFCs and Nando's' of Mzansi have a stronghold on the take-away food market, we are going to see the increase of availability in so-called 'Kasi' foods. The number of Chisa nyama's is speedily on the rise, and even KFC has jumped onto the bandwagon, (albeit slowly) with its offering of pap as an alternative to chips.

#### Real reality

Reality TV was introduced to South African silver screens a number of years ago with the debut of international reality shows on the paid TV front. Following soon after that came the dawn of South African reality shows based entirely on their licensed American franchises. This year SA audiences enjoyed their eighth season of Idols South Africa, second season of Come Dine with Me, and the very first of Masterchef South Africa. A trend which was locally started by Nonhle Thema, local reality shows are now a reality for all SA viewers. Where previously, this form of entertainment was only available on paid for TV stations, e.tv and SABC have followed suit with providing shows for their audiences such as Rolling with Kelly Khumalo and a show rumoured to be coming up on one of the SABC channels - Housewives of Soweto.



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Use music in new ways

#### **YOUTH PANEL**

Who and what did our youth panel regard as people and news events (international and local) of the year?

#### {Brayden Green - 9}

- The Olympics and locally the mine strikes
- Julius Malema and Dale Steyn who bowls for the Proteas



#### {Muleya Musonda - 12}

- The video music awards (VMA) and the SA music awards (SAMA)
- Barack Obama and Julius Malema



#### {Portia Shibambu - 22}

- The Olympics and the dismissal of Julius Malema, as well as the Proteas becoming the first team to be ranked number one in T20, ICC Tests and ODI
- Steve Jobs and Julius Malema

#### {William Pretorius - 19}

- When Greece pulled out of the European economic community, and the Marikana massacre
- The Dalai Lama and Julius Malema



#### {Rene Lisasi - 14}

- The BET awards and the SAMA awards
- Kanye West and Julius Malema

#### {Nkosinathi Thema - 17}

- The court battle between Samsung and Apple, as well as the *Sunday Times*' 'rich list' that showed that despite the economic downfall the rich are still getting richer
- Lady Gaga and Khanyisile Mbau

#### {Antonio Motta-Marques - 15}

- The Olympics and the dispute around the Spear painting
- Mitt Romney and Julius Malema

#### {Mohamed Sow - 17}

- The Olympics and the Marikana massacre
- PSY for his creation of the 'Gangnam' style, and Julius Malema

#### {Sisipho Mbombo - 17}

 Globally the Syrian crisis and the death toll there, the Olympics and news about the EU, as well as the Marikana crisis



#### {Luyanda Mzazi - 15}

- Beyoncé and Jay-Z who raised \$4 million for Barack Obama's presidential election campaign, and Julius Malema's warrant for arrest;
- Charlize Theron, for 'dating' Eric Stonestreet (Modern Family star) and former heavyweight boxer Corrie Sanders' killing

#### {Nikita Pimentel - 23}

- The topless pictures published of Kate Middleton as well as the brutal killing of a US ambassador in Libya. Locally it's the Lonmin massacre
- Barack Obama and Julius Malema



HDI Youth Marketeers and Advantage host a monthly panel







## **Bring in the Rainmaker**

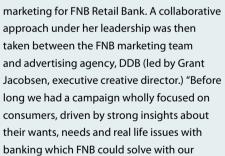
Part of FNB's overall 'Switch campaign', the 'Steve' ads on radio form one of the best known campaigns of the year. They are also the most effective. *Magdel Louw* found out more about the inner workings of this successful campaign

#### **HOW STEVE GOT THE JOB**

**The most critical** aspect before embarking on FNB's Switch campaign – aimed at getting banking consumers to switch to FNB – was to first make sure they had the right propositions as well as operational capabilities.

At the recent BDFM AdNext conference in Johannesburg, Michael Jordaan, CEO of FNB,

stressed that it's actually this substance that's more important than the campaign. "Yes you can have marketing brilliance. But it also has to be backed by substance, and my job is to ensure business basics such as price, product and place is right." For their part, the marketing team were looking for a fresh angle to make the brand more relevant through the payoff line, 'How can we help you' - this time with a closer focus on consumer needs than in previous campaigns. explains Faye Mfikwe, head of



products, solutions and services."

Consequently they found they had quite a lot to say. "We first puzzled over which benefit to hang our hat on, as we normally adhered to the principle of advertising which said you should only have one lead message in a campaign." However, as the list of benefits grew, they explored the possibility of breaking this rule of 'single mindedness,' she says.

"Once we embraced this thought that we could sell multiple benefits in one piece of communication, it opened the floodgates to other ideas. Yet even by including a range of benefits in our advertising, we still needed a number of executions to get them all across. The discussions then moved to radio as the lead medium, which just felt right."

Soon they came up with the idea of a cold caller from a competitive bank that would call FNB customers and get rebuffed. And so here we are today. If you to drive to work in the morning you'll be familiar with Steve (and Werner in Afrikaans) from 'beep' bank cold calling FNB customers to try to switch them over to his inferior offer.

"There was just something about the campaign that resonated with people. Most importantly, we kept it fresh. Executions were quick to wear out and we were just as quick to breathe new life into the campaign with fresh twists and turns."

#### THE BOSS' 'PET'

On reflection the objectives of the campaign were definitely met and results are measured on a monthly basis to ensure they are meeting the targets, remarks Mfikwe. As Jordaan said at the BDFM conference: "While marketing creates awareness and can make consumers like you, what's most important in the end is that they 'buy you.' That 'buying' is the holy grail of marketing.

"That's why Steve's not going to come work for FNB – because it'll end the campaign. He's causing a record growth in customers each month. Yes, some like him and some are annoyed by him, but fact is it's resulting in sales. Why stop using something that's still working?"

By way of quantifying this, Jordaan stated in an interview with the *Sunday Business Times* last year that they've never seen an influx of customers to FNB like they've seen then. He further highlighted a 40% uptick in sales compared to 2010, an average of 300 000 new accounts signed up each month and applications for credit cards growing from 8 000 per month pre-campaign to nearly 40 000 per month – amounting to a 500% increase.

And, according to Mfikwe the campaign still has legs to go forward. "The campaign has been successful because we had the right propositions, operational capabilities, creative and media. And a very passionate team."

## **2 GETTING NOTICED**

The campaign was developed to appeal to a broad audience and broad reach, and radio stations that would deliver this were selected.

They also created different characters in various situations that most consumers could relate to.

And by October, they had already flighted over 70 English and Afrikaans Steve/Werner ads.

Inspiration and insight for these came from all areas including real experience stories and compliments that the team received from

friends and family, she points out. "We had numerous customers writing to us via FNB's Facebook page or @Rbjacobs on twitter. Everyone had a story to tell, and with the creative team at DDB also banking with FNB, we received firsthand feedback."

And while it's unusual for a radio campaign to go viral, that's exactly what happened here. On Twitter people set up accounts under the name of 'Steve from beep bank' and there have been several thousand tweets on the subject of Steve. The PR effect was further sustained and multiplied every time they brought out a new execution – and it continues to live on at the same pace almost a year later. "Perhaps the clearest measure of whether or not a campaign has really captured popular imagination is when other brands piggyback on it. Frank.net, Ford and *The Citizen* all saw merit in spoofing the campaign to help achieve their own sales objectives."

**Fave Mfikwe** 

#### Steve says...

We got a few minutes to chat with Steve during his smoke break at Beep Bank's call centre

#### Were you surprised that you became such a national sensation?

Yes, it's not every day that a simple call centre guy suddenly shoots to fame, so my mother is very proud of me. I only know of one other and that would be Marvin from the FNB Call Centre itself.

#### Even though you don't work for FNB, you played quite a big role in the success of FNB's 'Switch campaign.' Isn't that ironic?

It was not my intention, although I am still trying to get hold of that one customer that has never heard of FNB.

Which of your clients were the hardest nuts (not) to crack so far? Mrs Dlamini, Dr Jacobsen and Little Sammy (the E'Bucks girl). And those McDonald brothers who wrote me a song – they even found our call centre number and phoned me back.

#### When people hear you speak do they recognise you as Steve?

Maybe...maybe not. I try to keep a low profile because I hear the paparazzi follow you everywhere.

#### Do you get lots of fan or hate mail?

I had a song written for me and I hear lots of people tweet about me and impersonate me. I think copying is the best flattery.

#### Are you considering changing jobs?

I wanted to join product development because I have such great ideas.



#### The bottom line

"RESULTS, NOT
CREATIVE ACCOLADES,
ARE KING. IF AN
ADVERTISING
CAMPAIGN DOESN'T
RESULT IN SALES,
SO WHAT. AN AWARD
MEANS NOTHING
FROM A BUSINESS
PERSPECTIVE. THE REAL
TEST IS NOT IF WE ARE
CREATIVE GENIUSES,
BUT IF IT'S RESULTING
IN SALES."

- MICHAEL JORDAAN (BDFM, AdNext Conference, JHB, October 2012)



#### SOME ACCOLADES RECEIVED FOR THE CAMPAIGN

- **1.** SA's strongest brand Brand Finance
- 2. South Africa's coolest bank brand Generation Next Sunday Times youth brand survey
- **3.** Winner of *M&G* Top Companies Reputation Index Awards 2012 (Banks)
- **4.** Winner of *M&G* Top Companies Reputation Index Awards 2012 (Financial Companies)
- **5.** Winner Adfocus Big Idea for Steve
- **6.** Apex Bronze winner for Steve
- 7. Most recently: named the Most Innovative Bank of the Year in the BAI-Finacle Global Banking Innovations competition



■ how can we help you? ■



EAME regional director of Social@Ogilvy, Kaitlyn Wilkins visited SA recently. Specialising in helping iconic brands socialise their business, Wilkins has been in social media since 2005 when, as she puts it, "message boards were king, blogs were new and everyone was on Friendster."

Danette Breitenbach spoke to her

WHILE DIGITAL and social is still a fraction of overall marketing spend in SA, this will change and soon, says Wilkins. With it will come a change in how agencies and brands operate.

In this social world the role of agencies will continue be what it will always be: to grow great brands. But, she warns, what it takes to build a great brand will change and therefore so will the agency. "The agency will need to be an innovator, or help the client innovate so that the client is always relevant."

This means the complexion of agencies will change, as well as its role. "The agency's role will be to keep the client on the bleeding edge of media integration. Enabling and facilitating brands in that space will mean that agencies will have to be content experts and storytellers," she says.

Agencies will be briefed differently in the future. How it works now is the agency has the big idea and then everyone is brought in to sit around the table. She explains that in the new world everyone will be invited to sit around the table and submit an idea and the best idea wins. "So earned media or PR could be the lead agency. And this is how the traditional model is being turned on its head."

#### **INTEGRATED CAMPAIGNS**

Many global brands are going this route.

"For example Ford, which is one of the top social brands currently, IBM, Nestle and Coke, to name but a few. These brands have a top down understanding of integrated campaigns."

It requires transforming company culture. "If you do not change your culture, e.g. the way you brief to agencies, then you will not achieve long term change in your company."



Following this a consistent brand content message is imperative. "To achieve this content and narrative are developed first and then only the briefing for the television commercial. All marketing is linked to the brand message and narrative, not the television spot. Storytelling content is the tactical media manifesto of the media message," she explains.

A great example in SA of a company that has achieved this is FNB, with the rest of its category racing to catch up.

"It is no longer a question of are you, but rather how are you preparing your organisation for this change? By ignoring the indicators, and banking on SA being the only developed country in the world to halt social media in its tracks? Or by getting ready to ride the biggest wave of marketing innovation since the television?"

**25** 

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**BO**%

of the country is on mobile

**50%** 

of the population will be smart phones in the next five years

20%

of the entire population is on MXit

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social web activities of all web activity online for Sub-Saharan Africans

**58%** 

of Sub-Saharan Africans list social web activities as their top pick, compared to just 26% globally

15 to 20%

of total marketing spend will be dedicated to social and digital in the next four years, according to multinationals from automotive to FMCG

(Fuqua School of Business & AMA 2011)

## Doctor Khumalo, I presume?

As Africa's importance increases in the world, so does the need to reach its young, dynamic population. Tim Culley, MD, and Damian Bonse, ECD, TBWA\Cape Town call it the new trek

**FOR A LONG TIME,** marketers have been paying lip service to the markets north of our borders, but what they haven't been paying is dedicated attention to the potential of the pan-African pie.

This doesn't mean that they haven't been selling their products or offering their services there for a number of years, but what we are seeing is a renewed commitment to brand presence, like never before.

With this turn-around comes a different perspective on allocating budgets – bigger than before – to branding, and that can only be a good thing. Not just for the agency, but for clients too.

At TBWA\Cape Town, we're starting lose count of the number of clients who are gearing up for their debuts 'over the border'. This is, by far, one of the biggest and most welcome changes of the last few quarters.

#### IN OUR EXPERIENCE

TBWA\Cape Town acts as a gateway into what we call 'A NOT B': Africa North Of The Border.

The agency has a relationship with TBWA-affiliated agencies in 30 cities across 18 countries in Africa. We work with local, South African-based clients to help them win market share across the continent. Some of these relationships are long-standing, while others are relatively new.

We also work with TBWA-aligned clients in

Europe, North America and Asia in the realm
of research and product development.

Situated in Cape Town, we're well placed to
test the waters on behalf of big, global brands
looking to enter what they see as a somewhat
unfamiliar neck of the woods. Unfamiliar to
them, perhaps, but not to us. Thanks to our
experience on Ericsson, VISA, Nissan, Standard
Bank and Diageo, there aren't too many
places in Africa we haven't been.



#### A changing agency for a changing market

As the times are changing, so is TBWA/Cape Town. *AdVantage* asked Tim Culley, MD, of the agency, exactly what these changes entail

#### Q: What has been the focus of the agency recently?

**A:** The focus has been on attracting new, young talent to reinvigorate the Cape Town agency. I am 33, and our ECD Damian Bonse is 37, but both come with impressive CV's and are go-getters, doggedly to achieve their ambitious business and creative goals.

#### Q: What is differentiating it from other agencies?

**A:** We have a very clear mantra to deliver small agency service with big agency capabilities. I don't believe any other big agency can match our turnaround times and dedication to deadlines, and no small agency can call on the national, regional, and global trends and expertise that we can. It is a perfect mix for any client. The challenge is to maintain both these attributes going forward.

#### Q: Are you actively recruiting great talent into the agency?

**A:** Absolutely. We acquired Damian Bonse as our new ECD from King James who is a phenomenal talent with a wonderful show reel including Allan Gray, Bells, Kulula and Santam. His impact has been immediate and is attracting the best young talent into the creative area. On the client service side we have developed a team packed with the most efficient and

client-focused people in the industry.

#### Q: John Hunt was awarded the lifetime achiever award at the Loeries. How does this inspire the agency?

**A:** We were all there and led the standing ovation. We had dinner with John the night before and he is an immensely inspirational guy, informally, formally, professionally or socially. We are immensely proud to have him as our mentor and leader and it only takes a phone call, a dinner, and e-mail or a speech to energise us to try and achieve a fraction of what he has, do work as iconic as his, and make him proud to have us carrying his name.

#### Q: What is your vision for the agency for the future?

**A:** I have three clear goals over the next two years:

- To continue to up skill and hire specialist talent in all areas to make sure we are truly integrated, and not just paying it lip service
- Help more and more clients to successfully expand into the rest of the continent by being the best lead agency into Africa
- Be the No.1 agency in the Western Cape, creatively, and in turnover. After that the sky is literally the limit



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## **WATCHING 2013**

Three trends from a very dubious source

by Rob Van Royen



'm not a big fan of trend watchers or soothsavers (woven from the same evil cloth). Because most of the time, what they call trends, are actually observations with little to no backing or research. So you can imagine my dilemma when I was asked to write an article on 'the big trends for 2013'. Eeeeek. There are some very reliable sources out there (note: Trendwatching 2013 Report is out on the 20th of November 2012 - well worth buying), and I did find myself considering 'copying and pasting' a few trends, but what would be the fun in that? So I've decided to write about three big trends that started to emerge in SA in 2010 and are now gaining real momentum and will most DEFINITELY be a driving force in most business in 2013.

#### From Manufacture to Enabler

It has been a long time coming but finally businesses are starting to realise the importance of owning the channel and not just the delivery point e.g. you don't sell books, you make it easy for consumers to find the book they are looking for and get it to them within 24hrs. In fact, the path to purchase has become even more important than the product itself, and in some cases, the perceived value now sits outside the manufacturer's control. Just consider things like Hippo and how it has redefined the insurance industry, or how bond originators like BetterBond have redefined how we go about getting a bond. People believe that they will get more value out of the channel, because they offer better levels of service from a 'profit neutral' position which leads to higher levels of believability (remember perception is reality) e.g. 'get 9 quotes they'll find the best price for me' or 'we'll squeeze the banks for you'. And in most cases, if you can lead the horse to water, it will drink. I wrote about this trend some time ago, and in fact the Trendwatching 2013 report refers to this as 'servile brands' why for brand, serving, assisting and lubricating is the new selling. THIS IS A BIG TREND. Obviously this trend has come about because of a number of other trends: time starved consumers, want it now-on

demand purchasing, easy-peasy/make it easy for me, side by side value measures and tools, all underpinned by access to new technologies. But the fact remains that companies that don't try and own the path to purchase/the channel have very little chance of ever being the market leader. Some brands get it. Well done FNB with their iPad incentive and Discovery with HealthID and Vitality initiatives.

#### **Multiple Doors**

Using different channels through which consumers can connect with you is nothing new. What is new is not having to direct them to one point of contact, through one message. This is not just about giving them access to other points of contact e.g. phone, sms, email, web, etc, but rather finding other reasons for them to engage with you, through channels that they can choose. Yes you sell cars, but people are not just interested in cars - how do I finance it: loan verse lease: how often do I change the tyres; how much will I get back on my petrol; will it cost less to insure this car versus my old one; can the car link to the web, what's the carbon footprint? Think of these 'doors' as conversation starters not directly related to the 'sell' but which have a fundamental impact on the consumer decision. A good example of this is SEO (search engine optimisation) - owning all the words/ topics involved in the purchase process and letting the consumer decide the conversation. More importantly in a format they can choose, for example GroupM's 'Virtual Circle' Research in February 2011 indicated that 16% of all searchers happen via YouTube in the US. Why does this matter? People would rather watch a video on 'how to' than visit your website. Or they would rather interface with other users on their experience before deciding (30% of the participants would read another user's experience before visiting the corporate/ supplier's website)... another super good reason to try and work within the channel and look for opportunities to engage the consumer. Tweet Mirror in Nedap stores (Canada) allows shoppers to snap photos while shopping and share with friends on Twitter to help them decide - supported by the cheeky 'how does my ass look' campaign. Or the Diesel Cam in Diesel stores (US) with an interactive wall and built-in camera, that allows customers to link pictures to Facebook. Notice they didn't go out and sell the store or the product but rather enabled customers to engage with others and helped them answer the big question, 'does my ass look fat in these pants?' Think of the success of campaigns like: want-bigger-boobs.co.za or WomensHealth (UK) 'looking young does start with a cream'. Understand the bigger questions and use them to leverage interest in your product. Stop thinking USP (unique selling proposition) and start thinking about the conversation, or rather stop thinking 'selling' and start thinking 'engagement'. Maybe social media journalist Sheila Scarborough said it best, "Give your eager and enthusiastic customers multiple ways to find you, connect with you and talk about you".

#### **CSI Must Come Standard**

86% of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests and 62% of them prefer brands that support good causes. 8 in 10 consumers in India, China, Mexico and Brazil expect brands to donate a portion of their profits to support a good cause. 100% of Julius Malema believes all profits should be paid to him (Source : Edelman, November 2010 - not the Julius thing). The reality is that good corporate citizenship is no longer a marketing or HR exercise but a fundamental shift in the way in which we do business. Yes it is about gaining goodwill, but more importantly it is also about creating true differentiation for your brand. I'm not even going to talk about Nedbank's solar powered billboard project or KFC's 'just add hope' program, or the Mark's & Spencer Plan A (Doing the Right Thing) 2015 initiative. I'm just going to say one thing, a recent study in the United Kingdom indicated that consumers based 45% - 60% of their grocery purchase decision on the company's reputation i.e. what they are doing to give back and they were willing to pay up to 10% more for it (warning: most other studies indicate that consumers will choose the 'do-good' brand if it had approximately the same price)! But as in most cases- if you don't tell people about your initiatives, it doesn't count for anything. Think of it in terms of a sponsorship: BMI tells us that on average in SA for every Rand spent on sponsorships, 60c is being spent on leveraging the asset. The same should apply for any CSI initiative – and before the haters start, it is a necessary evil. The consumer can't make an informed decision if they don't know the facts. Obviously, you can't spend more on leveraging than you do on the initiative itself, but you get the idea. Get used to terms like 'consumer's ROI' and 'capital returned' consumers want to know what you're doing for them and want great accountability from their brands. In 2013 we are going to see more questions asked and more leveraging of corporate social investment programs. So the questions is - what is yours and what are you doing with it?

These are just trends, the real value lies in the conversation they start in your organisation and should only be used to start some innovative thinking. If nothing else, question these trends, consider them BS, go out there and disprove them, investigate, talk about them. After all, what trends do is keep us questioning what we know and inspire us to get closer to our consumers. But then again I never claimed to be a 'trendist', so you better go and check for yourselves!



**VALUE LIES IN THE** 



#### Consumers never sleep,

#### they are watching your every move

"It is critical for every brand in Africa to have a digital strategy beyond the internet. Think small screen and 900 million connected consumers and not Apple Mac says *Dawn Rowlands*, CEO Aegis Media, Sub-Saharan Africa

#### Sales people will have less opportunity to influence a purchase

Consumers want to have conversations with a brand 24/7 and this can be quite intimidating when you are a brand. Until recently advertisers could communicate with consumers at their own pace and provide a toll free call centre to 'capture' a sales prospect. Sales prospects where funnelled down a purchase journey via this call centre, which was often mechanised...'for refunds press one now', by that stage you've lost over 98% of your potential customers. Think of all the frustrated customers out there trying to have a conversation with you or even worse buy a brand.

Now you are thinking 'thank goodness I rely on my own retail space to drive sales and don't need a sales funnel like a call centre' – think again! Right now I can compare prices and review a product in SA from my phone. This means sales people have less and less opportunity to influence a purchase decision. It also means that I may never enter your retail space or give the sales person an opportunity to up sell or accessorise me.

#### Peer review or specialist recommendation will now influence buyers

How are these decisions being made? Much the same way they always have, via peer review or specialist recommendation. The only difference is that they are recorded digitally and shared faster than ever before. Brands want consumers to covert them, talk about them and ultimately think enough of them to buy them. But they now want to engage with them at many different levels.

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#### **Powerful content**

An energy drink can now engage with consumers on every subject except how you gain more energy or why you need more energy. That bit is obvious and frankly rather boring. I'd much rather find out more about the woman who skydives from the edge of space and so would my friends over drinks late at night. Brands will need to have powerful content strategy. So, where do I find myself a 'brand editor'? Add to the CV of the potential hire, that they will need to be able to manage your online reputation 24/7. And be sure to brief them well on when your traditional campaign runs, that traffic will increase and consumers will begin to search for your brand or brand category.

#### Consumers are the experts now!

Enter the consumer expert... This usually means a consumer review, which may not be favourable. The difference between today is that consumers can now spread the word overnight, as opposed to over a few months at social gatherings. Good news travels fast but bad news travels faster. How can a brand manage this – good strategic PR!

There seems to be a great deal of pressure on communication budgets these days which goes beyond media inflation. How can we manage all these consumer needs during the communication process, which will result in a sale?

#### Their time not yours!

Over the last five years many agencies, media and creative,

have created specialist agencies to ensure that consumers are communicated with at the right time in the most compelling fashion. The point is that the 'right time' is now 'all the time' and the most 'compelling fashion' is more about 'my personal preferences as opposed to a target group'.

#### Low-tech means easier reach

Let's start with what Google are doing in Africa. They are going 'low tech' on mobile and soon 98% of Africa's mobile phones will be able to get information and mail on a 'non smart phone'. The significance of this is that almost everyone in Africa will be able to communicate faster and cheaper than ever before. The future for communication agencies is for us to assist brands to use technology, communication and creativity in combination to drive sales.

#### **Media** moves

From a media perspective we are already seeing some brands rivalling traditional media owners in Africa on mobile engagement platforms. This means that in some markets brands will have a stronger and more valuable communication channels than the traditional media. More and more clients are investing in their owned media assets than in bought media. In many markets clients are investing more on Search than they do on TV.

Why would you do this in Africa if internet penetration is low? Now think about Google's move into low-tech phones and you'll start to see the value of digital media in Africa's future.

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OUTDOORMEDIA

## The truth about the PROCESS

Time to scout out the best agency for your business or should it be the best agency out there? How do you start finding agencies and getting the pitch process started?

By Kevin Lourens, chief growth officer NATIVE

IT'S TIME. You've looked at your business needs and realised that a full service digital agency is needed to pull all the digital fragments of social media, mobile, web etc. into a unified strategy and implementation process that will take your business into a successful future. These questions can be daunting for any marketing leader.

There are two distinct aspects to the pitch process, the objective aspect and the subjective or emotive aspect.

#### THE OBJECTIVE SIDE

On the objective side of the spectrum, businesses should be asking questions such as:

- Can the agency do the necessary work to meet our businesses objectives?
- How expensive are the agency's services?
- How much depth does this agency have in terms of manpower?
- How impressive is its track record? The right combination is the perfect mix of services, skills and experience
- The pitch brief should be based on these questions so the agency can demonstrate its capability within the context of the business' objectives.

#### THE SUBJECTIVE SIDE

Then there is the subjective side of the spectrum. Behind every pitch is a hidden agenda that sometimes even the business owners themselves are not cognitively aware of. Ever heard the expression, 'I just like these guys' when deciding on a service provider? Generally decision makers will go with their gut and then tick the pitch objective boxes afterwards.

Kevin Allen, founder of Kevin Allen Partners and the pitchman behind the highly successful *Priceless* MasterCard campaign, says to find the hidden agenda, you need to identify your



AN AGENCY ON PITCH DAY IS LIKE DATING FOR AN HOUR BEFORE GETTING MARRIED"

audiences' wants, needs and/or values. He adds that too many pitches are lost because the people undertaking them think — erroneously — that the business matters at hand are the only relevant issue. "Deep desires, often unspoken — like the desire to be recognised, to feel appreciated, to create something, to be admired, to lead, to feel safe and secure — are fundamental to any business decision. The business issue and the hidden agenda are intertwined," he writes

Considering this truth, business leaders should acknowledge this and look for partners that they have a good chemistry with first. The best way to do this is to get into the agency space and understand their business. Deciding on an agency on pitch day is like dating for an hour before getting married. Rather meet as many people from the agency as possible, go to their offices, visit the canteen, pay them a surprise visit. That way you'll see the essence of the agency, learn about its history, successes and failures, and develop a relationship before 'getting married'. Pitch consultancies like the Observatory favour this approach and can guide clients away from agencies that are not a good cultural fit.

This process allows you to whittle down the number of agencies presenting on pitch day and really clarify what you want from an agency before pitch day arrives. If you've done the groundwork, no more than three agencies should need to pitch on the day, which is a big time saver for you and shows a level of respect for the agencies that have invested time and resources into the creative work.

By acknowledging both the subconscious and objective elements relating to the process of finding a new agency, business leaders will be able to pick an agency by satisfying both the head and the heart!

## **Brand engagement**

The ultimate objective of most communication is to change behaviour, but change is notoriously hard to achieve

By Michelle Cavé, Y&R SA, PR director

#### **WITHIN A BUSINESS**

environment communication should work on the principle of shifting employee attitudes before behaviours or habits can be shifted. Since personal values of employees are widely considered to influence their workplace behaviour, companies' can fast-track the change in behaviour when its values are aligned to its employee values.

There are proven links between employee engagement and

business performance and although delivering through people is quite a challenge, it's incredibly rewarding and an effective way of establishing long-term customer bonds.



#### **UNFULFILLED CHANGE**

Even when the benefits are obvious, change is hard.

Having said that, people don't hate change, they hate the promise of change unfulfilled. Companies need to fortify decisions with tangible actions, because people will go to great lengths for causes they believe in.

In today's environment, people are facing unquantifiable uncertainty and an increase in the velocity of change. They are realising that their financial lives are full of hidden dangers and are becoming less trusting. Consequently, there's a need for greater efficiency, authenticity and more of a focus on relationships. Brands and companies are listening more. Trust will matter more and trust is built on experiences, and therefore experience will matter more.

Brands will consequently need to keep the promises they make, as it's an expression of what people can expect from their experience with a brand.

Too often there is a gap between reality and intent.

The old adage, 'actions speak louder than words' should become a mantra for brands and companies who want to succeed in the future. People will follow unspoken, expected patterns of behaviour rather than comply with words.

#### WORKING TO THE SAME GOAL

Long-term, sustainable competitive advantage comes from the brand and the people who work for it. This is important, because once a company has its people aligned to the brand vision they'll be able to deliver on and drive the brand promise or experience. Just like a sports team, engaged and aligned employees will subscribe to the same purpose, understand what they need to do, and work towards the same goal. Everyone will play their position to the best of their ability to deliver.

Driving continuous delivery requires a highly engaged team that consistently delivers the brand experience. The ultimate objective is to deliver a differentiated experience and a great example of this is Virgin Atlantic, which ensures its people are inspired and have a passionate belief in the brand promise.

Brand engagement does take time though, because there is a cycle behind creating real behaviour and business change. It starts with awareness of the change required, to getting individuals to understand the role they need to play to make the change, then getting their buy-in and acceptance of what needs to be done, before finally getting them to take action and commit to it.

#### AN ONGOING PROCESS

Most brand engagement programmes can take between two to three years before real results can be seen, sometimes even longer. It's an ongoing process and requires perseverance. It also entails establishing some quick wins to keep momentum going, as well as ongoing measurement to track effectiveness of various interventions. Some engagement principles to consider include forums, training, reward and recognition, and information.

If employees understand the vision and the reasons behind the changes in the business, and it resonates with their own personal value systems, they will seek to bring it to life in their own way.

#### >2013TRENDS



#### **Service by sheriff or Facebook?**

#### A RECENT AMENDMENT

to the Uniform Rules of Court has opened the doors to the service of court documents using electronic technology, including social media platforms, Rule 4A, which was inserted into the Uniform Rules in

July 2012, provides for service of process other than that initiating application proceedings, by hand delivery, registered post, facsimile and electronic email.

Traditional means of service of legal court notices received a 'facelift' when Durban High Court Judge, Esther Steyn allowed a legal court notice to be served on defendant Peter Odendaal using the social networking site Facebook in the matter of CMC Woodworking Machinery (Pty) Ltd v Peter Odendaal Kitchens (JOL 290203) (KZN), in addition to the notice being published in a local newspaper. The above amendment was put to test in the aforesaid case, the outcome of which represents a significant move towards embracing technological developments in the context of legal proceedings.

This judgement adds a new dimension to the forms of substituted service in SA and bears evidence to the fact that our legal system is evolving in

line with developments in technology and communication mediums. The Uniform Rules of Court set out the

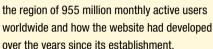
procedure to be followed in the event that service cannot be achieved in the ordinary course. Substituted service is the alternative that allows the Applicant

to seek the Court's permission to serve court notices in a different manner from the normal forms of service by means of an application to Court. In order for substituted service to be granted the Applicant must set out the following:

- · The nature and extent of the claim
- · Grounds on which the Court has jurisdiction in respect of the claim
- Method of service which the Court is asked to authorise
- · Last known location of the person to be served
- Efforts to locate the whereabouts of the person
- Any information that will assist the Court in deciding whether leave should be granted In reaching its conclusion the Judge held that changes in the technology of communication have increased exponentially and it is therefore not unreasonable to expect the law to recognise

such changes and accommodate them.

Court took into account the nature of the Facebook website which currently has in



Facebook as a social networking website, but noted that Facebook has evolved to the extent that is is now being used as a tool for tracing individuals and in some instances to bring

The Court held in light of the factual circumstances, a message via Facebook was an acceptable form of substituted service, but that each case must be decided on its own merits and one must take into account the type of document that is to be

This constitutes a landmark technology-related judgment for SA and has no doubt made history in the country.

Christine Kalibbala is an associate at DM Kisch Inc and specialises in trademark and copyright litigation as well as anti-counterfeiting



#### User experience is key to brand success

By utilising an experiential marketing campaign, you can create positive emotional associations between consumers and your brand. This will not only increase your chances of survival, but will increase your chances of growth in the future

By Anélia Marais, marketing manager Oasys Innovations

FACE TO FACE interaction is all the more important as customers and clients grow more aware of personalised service options as the competition grows.

Conferences and exhibitions provide an industry specific platform to engage with your target audience and have the benefit of only attracting an audience that is relevant to your company and industry. However, the competition is often stiff and creativity in your offering is required to capture and retain customer attention. Your exhibition stand space must 'speak' of the brand and its personality as well as provide a comfortable and conducive environment for conversation. Similarly, events provide a platform for faceto-face interaction with people and products. Themed events with special features and performances relevant to the activation are a popular and effective way to motivate audience engagement, yet are often very expensive.

Quality entertainment is vital to the success of such an event. Patrons must never feel that the product or offering that is being marketed is forced on them, but it should rather be freely available for them to engage with should they choose to do so. An element of surprise and/or exclusivity also adds value and makes guests feel important,

and consequently valued. With technology today, the options are endless and there are many ways to impress. Creativity is key to building excitement and to trigger word-of-mouth effects. Events in unusual places, like an airport hangar or a platform at a train station that are transformed with infrastructure and décor are examples.

A simulated experience of your offering along with personal client contact is a powerful sales and brand building exercise. By experiencing the offering first hand in an environment designed for showcase, the offering is cemented in the client's mind and associated with good emotions.

#### "THE PROFESSION HAS EVOLVED AND BECOME MORE RESILIENT. THE STANDARD OF WORK CREATED LOCALLY IS BETTER THAN EVER AND INNOVATION IS AT ITS PEAK"

INDUSTRY ISSUES By Odette van den Haar @odette\_roper

#### 2012 - The year that was...

CHALLENGING. That's what 2012 was for the advertising and communications sector in SA. The challenge of an economic recession, marketing budget cuts, fewer retainers and more project-based fees, agency restructuring and lean margins birthed a new era in the sector - one of greater accountability, more stringent discipline, ingenious creativity and a focus on return on investment.

The profession has evolved and become more resilient, the standard of work created locally is better than ever and innovation is at its peak, as agencies have had to devise the most creative solutions to complex business problems using limited resource. This is evident in SA's performance at global awards platforms such as the 2012 Cannes Festival of Creativity where a number of local agencies were recognised and awarded.

Likewise, the 2012 APEX awards received a bumper number of entries. And, considering that APEX awards campaigns' effectiveness, the volume of entries clearly demonstrated that agencies worked harder than ever before to produce work that delivered measurable results for their clients, and in so doing, demonstrated the symbiotic relationship between magic and logic, not to mention the importance of creativity in business.

The profession can also be proud of our achievement and commitment to transformation given the progress in achieving the targets of the MAC Charter. The percentage of black employees escalated from 23.3% in 1998 to 42.7% at last count. The target for black management reached 58.1% surpassing our goals. Many of the biggest agencies in the country are headed up by black executives and females and we've seen a burgeoning of local, emerging, entrepreneurial and independent agencies. We have indeed done exceptionally well to transform the sector.

That said, agencies are still urged to focus on transformation and the targets set out in the MAC Charter, as the deadline for achievement of the targets is 2016. Moreover, in order to



ensure succession planning, a profession that offers a career destination with purpose and to make even greater strides in our quest to transform, attracting, mentoring and developing talent must be made a priority. We are after all in the ideas generation business and ideas are generated by people - our greatest assets in the business. If the profession is to survive these challenge times and grow into the future, we need to place greater emphasis on human resourcing, employee wellbeing, skills development and training.

Whilst much was achieved during 2012, 2013 will no doubt be an even tougher year as an end to the economic recession seems unlikely and prospective changes in legislation to govern advertising of alcohol products, fast foods and carbonated soft drinks not to mention obesity. The ACA's sub-committee has their work cut out as ways to address restrictive marketing

Watch this space - much is planned for the year ahead. We may be experiencing challenging times, but we have entered a very exciting era. There is no better time than the present to be a member of the advertising and communications profession... and to be proud of it!

**Odette van den Haar** is the CEO of the



## The rise of AUCHAINSHO RANGULY

Augmented Reality (AR) bridges the gap between print and digital, offering advertisers and marketers a way to ensure an engaging, interactive and virtual experience for consumers

#### By Lyn Davis, marketing director, PocketMedia® Solutions

with consumers' fast-paced lifestyles, brands need to change with the times. They need to interact with their target audience to ensure the uptake of a product or message and to remain top-of-mind when consumers make their purchasing decisions.

Times have changed from static, printed brochures depicting the latest product offerings or services, to digital Quick Response (QR) codes that enable users to instantly go online to see variations of a product or service, or AR campaigns that enable engagement with a brand to such an extent that the senses are stirred. AR merges virtual components over live video streams, in real time, leaving a lasting impression.

With a varied, constantly evolving media landscape on tap consumers are savvier than ever before. Give consumers what they want. The trick though is to determine what it is that they actually do want!

#### **ENTICING**

We know that TV is far reaching and gives the impression of 'successful brands' simply because they're on the screen, and that radio is just as compelling, drawing the listener into its world. But how can you guarantee that your specific consumer is watching or listening at that very moment? You can't! This is where ambient and experiential marketing media like AR plays a key role. Once you've put an application into the consumer's hand, the technology entices them to interact with it – in their own time – and lets them have some fun in the process.

#### **ADDING VALUE**

A sure-fire solution to effectively getting your message across is to make sure that the message is contained in something that adds value to the life of the consumer. Something new and exciting that's also results driven. The bottom line is about cutting through the noise of daily messages by delivering compact, concise communication which can be frequently referred to. There's no better solution than non-intrusive media, as consumers chose to retain the information, rather than having it forced upon them.

This is where AR fills the gap, as you can add something tasty to draw them in.

The smartphone penetration rate in Africa is growing year-on-year and there has never been a more important time for marketing campaigns to capitalise on this trend.

Audiences are savvy and can interact with messages and brands. With the predicted increase in smartphone usage this



means that not only are audiences accepting this technology, but they are expecting it to be part of the marketing mix.

By finding complimentary digital offerings, traditional marketing can expect to reach a wider audience and reap the potential rewards. To get your message into the hands of an audience and ensure that the message is remembered and recalled frequently are the goals of any campaign. Making use of AR can extend a campaign past a static 'one-off' message to one that can change on a daily basis and engage the audience further.

Wikipedia defines AR as a term for a 'live, direct or indirect, view of a physical real-world environment whose elements are augmented by virtual computer-generated sensory input such as sound or graphics'. This trend has already taken shape in SA. Don't miss the boat!

#### **DIGITAL INDEX REPORT**

#### Key Report Findings for Q3 2012

- Search advertising maintained steady growth in the US, the UK and Germany, but increased traffic across mobile devices shifted search spend to tablets and smartphones, which altered CPCs especially for Google. US search spend grew by 11% Year over Year (YoY) while ROI improved by 26%. Additionally, growth rates for search spend in the UK and Germany rose 365 and 25%, respectively
- Facebook brand engagement grew by 896% YoY, resulting in continued fan growth. Mobile users account for nearly one quarter of all Facebook engagement (e.g., Likes, comments and shares)
- Google CPCs decreased by 10% YoY, which is likely attributed to an increasing share of mobile clicks, where CPCs are less expensive.
- Conversion rates by mobile operating system are becoming more important due to continued growth in mobile search traffic. Comparison of iOS versus Android device traffic reveals nearly twice the monetisation advantage for iOS. This indicates that optimising mobile search spend by device offers marketers the opportunity to drive greater ROI

#### Outlook for Q4 2012 – Q1 2013

- Search spend in the US and Europe is expected to continue rising, especially in the retail segment given robust channel growth, high ROI and the upcoming holiday season. Growth rates of 15 to 20% in both the US and Europe are projected along with increased CPCs in Q4 due to retail seasonality and Google Shopping having transitioned to a paid model
- Mobile traffic is anticipated to maintain steady growth with one in five paid search clicks originating from a tablet or smartphone. Marketers will presumably place increased emphasis on driving mobile traffic to their site by tailoring campaigns for specific mobile operating systems (iOS and Android).
- Engagement on Facebook is expected to surge as brands continue to invest in social marketing and take advantage of the latest Facebook platform changes (e.g., Timeline) to target consumers



(Adobe Digital Index report which focuses on digital advertising industry insights for Q3 2012, as well as an outlook through Q1 2013)

#### The future of PR is already in the now - why wait for 2013?

#### By Ingrid Von Stein

**CLIENTS ARE MORE** savvy than they have ever been before. They are exposed to so much more in terms of industry trends and innovations than they have ever been and you best know your game and be able to create the right conversations in the right circles for your client or you will soon be pounding the pavement trying to hustle up new business.

We are already seeing more clients investing in 'conversation capital' than we have ever seen before.

The communications person will be firmly at the table from day one and will need to truly understand your business goals before they even attempt to put finger to keyboard for that first word of positive publicity. If they do not understand what you do in the first half an hour of your conversation with them - they never will.

The days of the thick news clip file with over inflated ROIs worked on a seven to one average will not exist within

the next 18 months.

The merit of your work will be measured not by what you put in your progress report to clients, but the strategic conversations and content you have created for them in the market place.

Practitioners in this industry had best brush up on their skills - not just writing, but you had best spend time truly understanding and getting to know the media. It's called a relationship and not SEND TO ALL via email.

Do not 'blow hot air' your clients way (they already own perfectly functional hair dryers) - stick to what you know and become great at what you do - do not try be all things to all clients just to win the business.

The days of long and legally intricate retainer agreements are going to be a thing of the past - sorry the lawyers can't make money from this anymore - it will all boil down to the relationship and the trust

between practitioner and client and having a true understanding of their business goals that will keep you in demand.

Educational institutes that are training the young communications people had best up their game or they will soon find themselves without students. If you are not offering what the young person needs, then you should stay at home or go into another field. The lecturers need to ensure that they have actual business/communications experience, otherwise how can you possibly be sufficiently experienced to train the youngsters wishing to enter the industry.

Ingrid Von Stein is a communications and marketing specialist and a business entrepreneur. She created Indigo Zebra Communications and NGO Marketing.

#### Digital hasn't killed the PR star

By Lebo Madiba Lokotwayo

#### 1. Digital hasn't killed the PR star

One of the greatest mistakes brand owners can make is to believe that the online revolution has made PR

It may be cosy to believe that, since consumers are now talking directly to each other, there is no need for planned and consistent PR. Nothing could be further from the truth because, as always, the conversation is taking place anyway. Either you manage it or you don't. And if you don't, the consequences will be felt far more quickly and more widely than they would have been, even five years ago.

#### 2. Brand credibility is in the hands of the

Now more than ever, the customer is indeed king. Not in a trite way, but in a way that marketers have never had to deal with before.

Customers are now an intrinsic part of a creating and moulding a brand's identity, and are no longer just the target for communications about its features and benefits. Used properly and respectfully, this trend can be an enormously powerful tool. Used poorly or insensitively, it can have an immediate impact on the brand's credibility and, in short order, on the company's bottom line.

#### 3. The Awakening of Africa

Look up North! That is where the clients are headed. Africa is awakening to her potential and SA companies big and small are watching the developments and leaping up at the prospects that are brought about by growth on the continent. It is the perfect time for PR agencies to get excited about Africa.

It is unfamiliar territory, the media landscape is different, but offers local PR agencies the opportunity to explore and learn not only to ensure

that clients get a first rate PR consultancy to support their growth aspiration into the continent, but also gain a true partner dedicated to the success of their business and new ventures in the region.

#### 4.People are the strongest currency

Tight budgets, lean and mean teams require skilled people. Sourcing, training and maintaining talent for the future becomes paramount in the year ahead. The strength of the agency lies in its people, they are the agency's currency, so guard and protect them!

#### 5. Do not discount content

The fact that there is more and more communications content out there, and that consumers want clear, to-the-point and easilyaccessible messaging. Everyone is trying to attract the consumer's attention,

2012 is the end of the world and that you are interested in new PR trends to look out for in the post apocalypse year

If you are reading this, it means that you do not believe that

interaction, affinity and advocacy, and it's no longer the one who shouts the loudest that wins - it's the one who engages best.



#### **Lights! Camera! Oops!** Take action against risk.

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The future of advertising is 'Transmedia'. This is the linking of traditional and technological platforms to create and tell a story that actively engages its audience. In essence it is a simple concept but an exciting marketing tool

## BORD HISS STORIS

By Yoav Tchelet, executive digital director, dotJWT @yoavtchelet

#### **CONTENT IS KEY** to the success of

Transmedia as borderless story worlds arc over various platforms in innovative ways, providing consumers with multiple entry points that encourage deep engagement often through active participation. It involves narrative threads tailored for different channels (from mobile to big screens, from social to traditional

media) and audiences (gamers, readers, tweeters, etc.). While not a new concept, it's becoming more pervasive and eventually will become the norm.

The phrase Transmedia was first coined in 1991 by Professor

Marsha Kinder at the
University of Southern
California. In 2003, the
Massachusetts Institute
of Technology media
studies professor,
Henry Jenkins used
the term in his
Technology Review
article, 'Transmedia

Storytelling', where he reflected that the coordinated use of storytelling across platforms can make the characters more compelling. One of the first Transmedia campaigns, paving the way for future activations, was Audi of America's 'The Art of the Heist' in 2005. This alternate reality game involved traditional media (television spots, print ads, billboards and radio), online elements and

live events to spin an interactive fiction about a stolen Audi 2006 A3.

An estimated half a million people became involved in the search for the missing car with a third of the micro site's visitors searching for more information on the A3 (including dealer locations). At the time, 2005 was one of Audi of America's best years in terms of sales.

#### **MULTITASKING ENTERTAINMENT**

Interestingly, Distraction as Entertainment, which was one of JWT's top 10 trends for 2009 is the idea that today's media consumers like to multitask. Through understanding that people do more than one thing at a time, content creators are turning what could be construed as a negative distraction into a positive or immersive experience. So by layering a multitude of media into entertainment they are creating content designed for simultaneous consumption and engagement.

In London, during the summer of 2010, Nokia sponsored the Conspiracy for Good campaign. This London-based 'alternate reality drama' used free mobile games from Nokia's Ovi store, to join a mission to aid the socially responsible group Conspiracy for Good. (The group's fictional focus mirrored a real-life philanthropic element, which focused on literacy and involved several partner charities). The mobile games lead to websites that continued the drama. Over the course of several months, players could join four live events that incorporated actors playing game characters.

#### **MOBILE PLATFORM**

Since mobile allows creators to fuse a story into the physical world it opens up intriguing possibilities for blurring reality and fiction, a key theme in alternate reality games and Transmedia entertainment. This will entail traditional marketing models needing to shift and creative skills sets being broadened. The mobile platform has been incorporated into Transmedia efforts in interesting ways.

When Bing wanted to promote its search engine it launched the online/offline scavenger hunt for Jay-Zs Decoded, the hip hop star's 2011 memoir. The campaign involved reproductions of book pages popping up in the locales referenced in those pages (spanning five cities), either on billboards or in surprising spots, such as the lining of a jacket in a store window. At Bing.com/Jay-Z, players could use Bing's 3D-photo-based maps to help them home in on the pages – the first person to discover a page either in real life or online won a signed book.

#### PROVIDING ADDED VALUE

The challenge today lies in the fragmented media landscape and a consumer who demands that advertising entertains or provides added value.

These entertainment and engagement-seeking consumers are self-empowered and require 21st Century communication tactics across multiple touch points. While not every brand has a story that needs to, or can be, told across platforms, marketers as diverse as Shell, Old Spice, Coca-Cola, Nokia and Mattel are finding innovative ways to engage consumers in compelling Transmedia narratives or themes.

In many cases this takes marketers into new realms (e.g., alternate reality games, reality shows, real-time video responses), pushing them to find new ways to build deep engagement.

#### What 2013 holds for **PR**

With 2012 behind us, it's time to focus on the year ahead and the changing landscape of PR. Galia Kerbel, MD, Greater Than, takes a look into the future

WHILE THE CURRENT economic climate has created a tougher environment for PR practitioners



to work in, it has also presented opportunities. Clients are looking for PR solutions that deliver measurable results on a smaller budget. With this in mind, Greater Than have identified a few key trends expected to emerge in 2013.

#### SMALLER BUDGETS, BIGGER IDEAS

We have seen clients tightening their purse strings but despite the decreasing budgets, client demands continue to grow. Clients are becoming more aware of the value of PR as a serious communications tool, but with this said, they expect more for less. What this means is that PR practitioners need to think out the box and bring strategic innovation to the table in order to meet client demands. Our two PRISM Awards for PR on a Shoestring in 2008 and 2011 demonstrate that the most important thing to do when creating a small budget campaign is to identify your big idea. Smaller budgets don't equal boring campaigns get the creative juices flowing and remember that creativity is as important as strategy.

#### **GET INTEGRATED**

PR has shifted from a pure specialist industry to a key communications function in the overall marketing strategy. Practitioners need to work more closely with ATL, BTL and digital in order to help them identify PR opportunities and amplify all brand activities. Making sure you are aligned with all other campaign initiatives will create consistency across all platforms, which is vital to the success of any campaign.

#### PR VS. COMMUNICATION

With the growing popularity of social media and all things digital as well as the rise of video content, PR practitioners need to embrace new forms of communication and incorporate these platforms into their campaign strategies. The media environment is changing and we need to change with it.

#### STRATEGIC STAFFING

With the lack of available skilled PR practitioners,

we will see a rise in salary wars with skilled practitioners demanding higher pay. For PR Agency owners who are not willing or financially unable to enter into salary wars, it is important to think laterally when hiring staff. While an applicant may not have PR experience, their skill set could be valuable to your business.

#### **EMBRACE NEW TECHNOLOGY**

Gone are the days when clients hired PR Agencies based on location. Now, it's all about who you are, not where you are. What this means for PR practitioners is that they not only need to set themselves apart from their competitors in terms of what they offer but they also need to familiarise themselves with new technology in order to win international client pitches. A great example is Greater Than's recent acquisition of new client, the Entertainer. Being a Dubai based company, most of the communication during the pitch process (and still now), was done over Skype, email and telephone conversations. These modes of communication, if utilised, will allow local PR agencies to enter the international playing field.

#### **Out of Home**

- Revisiting of traditional larger agency model and formation of small networked-agency model with teams structured to client's specific needs to bringing together best-in-class per project
- Increased movement of key marketing heads into agency lead roles and visa versa
- Every campaign to have digital component if not as the lead communications platform

#### going forward

- Specialist media agencies partnering with specialist creative agencies to offer TTL integrated communications solutions
- Measurement, measurement, measurement - proving real ROI across highly integrated campaigns will be a key challenge for agencies and media owners alike
- 'Mass-customisation' will continue to grow –
- By Craig Page-Lee, MD, Posterscope really getting to know how to move brands from 'appealing to all, to making the consumer think
  - that the brand is speaking directly to them' • Consumer has even more power to influence brand success, or failure, than ever before
  - Increased 'open-source' consumer participation in shaping the make-up and behaviour of a brand, product or service



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## Will South African brands survive a digital revolution?

With the world moving towards digital tools like smartphones and tablets and its penetration in Africa shows that the mobile device is the most used communication device across the continent, it is not a matter of if brands should follow but rather embrace them to survive

#### By Zibusiso Mkhwanazi, CEO of Avatar Digital

THE MOBILE device is morphing into more than just a telephone. It is turning into a device that helps people interact with the everyday world. In reality, it is a device in which the world is being trapped in. So much so that people have less actual conversations with one another anymore. People are having conversations, chats and completing banking transactions the sky is the limit on these devices.

Consumption patterns of information are changing in the sense that we are now consuming content in byte sizes instead of paging through a magazine or newspaper. A person can simultaneously watch television, fast forward ads on PVR, work on a laptop and use an iPad or other handheld devices. Television is no longer just about watching. It is also about sharing your experience and emotions around the content the viewer is consuming and digital is now a personal space.

Taking this all into consideration the brands that are going to survive the digital revolution are those who are willing to adapt and change. Consumers have already started to adapt but the challenge is that brands are not keeping up with the page. A new IBM study features key findings on CMOs in the digital marketing era. Not surprisingly, CMOs feel unprepared to manage the impact of key changes in marketing. And they are still struggling to provide numbers to demonstrate ROI for marketing.

#### IN THE PAST

The problem is due partly to old school versus new school ways of thinking.

While in the past CMOs focused solely on market insights, they now have to focus on individual insight, driven mostly by consumer-generated content, digital reporting data, third-party reviews, blogs,

and social channels. It's a whole new way of looking at the customer.

The digital world is becoming business unusual and is an area that allows smaller companies who are willing to embrace change and innovate fast enough to play alongside the biggest brands. What an opportunity! The challenge is that marketing departments are starting to embrace digital. However, top level executives have not made it top priority.

The power of digital has brought down unsuspecting governments. The change in operating environments are threatening traditional mobile giants like Nokia. Five years ago Microsoft was the most valuable tech company in the world and its CEO was sneering at Apple. Today, through innovation and embracing consumer needs, Apple is the most valuable company in the world and Microsoft is building its own hardware, just like Apple.

The key is to understand individual consumers, their needs, their wants, how they want to be engaged from their perspective or die.

#### **KEEP AN OPEN MIND**

The challenge is that most South African brands lack in understanding the digital model, which is all about engaging with the consumer and making their lives easier. Digital should not be at a marketing strategy layer, but at the overall business strategy layer. Let's face it consumers don't see digital as a marketing tool as markets often do, but a way of life and an extension of their personality. The most successful digital brands are those that integrate into the lifestyle of the consumer and not the other way around.

So next time you embark on a campaign, keep an open mind and remember to think telephone and not megaphone in a digital consumer engagement.



## Digital view 201

By Paul Stemmet, MD and founder, MxIT

- The term advertising will change to IN-F0-TISING and this new medium will provide consumers with the information and engagement they want, on an opt-in basis. Thus making advertising much more relevant, with the lines between information and advertising completely merged
- Advertising campaigns and entertainment will blur into one and be called Adu-Tainment – advertising integrated with storylines
- Client and customer services will become more automated, allowing the 'math men" to further drill down and truly interpret the data – giving brands a much more accurate and holistic view of the consumer
- The days of 'cold-calling' and trying to sell space or advertising will soon disappear – now the consumer will come to you and tell you what they want, where, when and how, and you will be able to provide them with relevant contextualised and customised advertising
- Networking between brands and consumers will

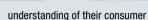
become even closer and in many cases will be driven by the consumer and not the brand.

Brands will adapt to the consumers need and not the other way around

 The term 'selling' will be replaced by the term 'engaging'. This is already

happening but as content becomes more specialised, so promotion will become more encompassing to the user or consumer

Google will continue to lead and innovate in the
marketplace and soon the current standard of cost
per thousand impressions will be a thing of the past
With their continued development of 'attention matrix'
– social media data on consumers will become far
more detailed and accurate giving brands a greater



Digital and mobile are set to boom over the next few years; with mobile now constituting 7% of all marketing spend and is set to rise to 20% by 2016 Africa, and more specifically, SA and other countries in Africa with high levels of mobile penetration, are perfectly positioned, since the reach of mobile and digital vs. traditional mediums (radio, print & TV) has become more and more fragmented making digital a strategic brand choice.



#### SEARCH

By Peter Stewart, iProspect

**Consumers will become** more and more frustrated with brands and the marketers inability to manage their expectations in a seamless manner across multiple platforms and touch points.

If you cannot represent your brand, product points of difference from awareness through consideration to action whilst understanding that consumers have evolved, it will start impacting on your bottom line. A practical example would be that it will no longer be acceptable to flight ATL messaging without effectively taking into account the direct response layers (search, social etc.) that consumers are now levitating towards. Not

being present will result in your marketing driving consumers to your competitors if their digital marketing strategies are superior. Furthermore, your owned digital assets need to start delivering in terms of customer

expectation. Apart from a small group of agile businesses, most companies in SA are well behind the curve in this area with their digital assets performing poorly from an engagement and customer retention perspective.

#### Entertainment news readers go mobile

The face of entertainment news is changing, with consumers demanding up to date content that suits their busy lifestyles

A recent Channel24 survey\* revealed the habits of online entertainment readers

- 80% of people use their mobile phones to browse the internet
- YouTube has taken off, with Acceleration reporting over 30
  million YouTube video views a day in SA. Cisco reported in 2010
  that video traffic had finally surpassed all other internet traffic
  worldwide, and it seems like SA is closely following on this trend
- 68% of the respondents said they would click on an online advert if the product advertised was relevant to them. Many respond well to tailored messaging, with 42% clicking on ads to take advantage of special offers and 47% choosing to click on an ad to enter a competition
- **32%** said it was time with others in response to what they spend their money on
- 38% spent their money on music and movies

- 23% spent their money on home entertainment
- 13% spent their money on clubs, concerts and bars
- 53% bought shows and sports tickets online
- 51% bought travel tickets online
- 51% bought books online
- 44% bought DVDs, videos and music online
- 42% made hotel reservations online
- 28% bought software online
- 24% bought flowers and gifts online

\*(The Channel24 survey researched 2000 respondents who had specifically logged onto the website. It is worth noting that 63% of the readers were under the age of 40, while 56% were male and 44% were female)















Prezence builds the official Oasis website. At the time, it was the biggest budget Prezence had worked with: £10 000.

☐ Prezence launches the ultimate interactive SMS system - i-sms



THEATRES

multi-awarded Ster-Kinekor website

EMI

**Employees** 

#### entertainmentafrica.....

Half of all local searches are performed on a mobile device.

86%

of mobile internet users are using their devices while watching TV.

#### 2002

Prezence office opens in Cape Town at the Water Club on the 1st of August 2002 with 7 staff members.

Using expert Technologists and Creatives as the incubators of ideas and innovation, led by our Strategists and managed by our Business Delivery Team.

2004

Produces the Terminal Survivor" game show with GO TV at Rand Airport - game show featured on DSTV.

☐ Mobi Team Born

Gallo

Prezence takes one of South Africa's largest record companies, Gallo, online!



Full steam ahead in Mobi with VODAFONE LIVE

2006

Prezence takes the South African Music Awards digital with an online entry system.

3million websites at the time

46 min Average time spent a day on the internet

2002

It was used by 95% of internet users

Paid 10K a month for a 64kb leased line

PRIMEDIA

2005

Primedia aquires shares in Prezence to form part of Primedia Digital.

Prezence launches HCA (Handset Content Adaptation), the technology that automatically detects which cellphone is being used to access your mobisite, and then immediately adapts the site to suit the particular specifications of that phone.

2006

Prezence launches the 1st South African album on a memory stick for the artist J.

**2003** 

world using internet

Internet BOOM!



Users, take 12 min to download a song

3million users

Friendster was the social networking "Giant"

Apple Launches iTunes

2002



Skype Launches



Facebooks Starts

Google releases Gmail

Youtube launches & uploads first video

You

JHB is the most active city in Africa on Twitter - fact

Twitter Starts

MixIt Launches



2003

2004

FB is now worth \$59 - \$207 billion 2.7 billion likes every day:)

2005

2006

20







bid or buy.co.za

# prezencedigital

1st August 2002 – Prezence opened its doors to an emerging web industry. The growth over 10 years was staggering. Take a look!

Prezence creates the #MandelaStory video to celebrate Mandela's birthday; the video currently has over 100 000

#mandelastory

10 Teams

10 Brands

10 Grand

COMPETITION

2012

#### 2009

Tim Bishop starts writing about "Mobilising for the Masses"



4 hours

Average time spent a day on the internet

#### 2009

Prezence pushes online video technology boundaries with Savanna in the Lemon Light campaign.

Prezence SA verified as a Level 4 Contributor with Value Adding Enterprise status for B-BBEE.

#### 2010

Prezence launches the 1st online and mobi digital service to purchase airtime over web, or mobile, using the mobile currency mimoney.

Launches Computicket Mobile & collaborates with Danny K and Kabelo Mabalance to launch ShoutSA.com

#### Apps team is born



2010 Prezence takes EWN (Eyewitness News) mobile

Pinterest launched

Pinterest accounts for 3.6% of referral traffic. More than Linked in, Google \* and youtube combined



2010

Boasts the most downloaded South African App (Entertainment Africa): over 500 000 on one platform.

Wins 3 bronze and 2 silver Bookmarks Awards, Also wins the Loeries Ad of the year with BBDO for the Mercedes magazine ad featuring the use of mobile technology.

Prezence develops the Soccer

Laduma mobisite, the 3rd most

popular mobisite in South Africa.

Prezence announces Prakash Patel

Prezence dips their fingers into

fashion - collection of Prezence T-shirts

Google + launched

mobileslut

2011

### **Employees**

Prezence turns 10 years old and now has 48 staff members and an office

Prezence launches Ster-Kinekor's fisrt Nokia, Android, IOS & BB Apps.

#### Level 2 BEEE.

Prezence is shorlisted for "The Retail Banker International Award" - Best Mobile Banking strategy for Standard Bank Student Loan mobisite.

Apple is now the most valuable company in history



2012

#### 2007

Prezence wins a Loerie for "Drinc"

Prezence takes mobile site development to the next level with Ster-Kinekor's WAP site & wins a construction New Media Award for the mobisite.

#### GROUPON

Groupon launches, to become the fastest growing company of all time.

2008

07

#### Foursquare Launches



2009

2011

## 10yr journey of Control of Contro

Mandela is probably the most soughtafter enhancer of brand names globally. He represents something profound and inspiring and it's is not surprising that Prezence Digital was highly praised for #Mandelastory at the recent global Mobile Marketing Assocation's Awards in New York

PREZENCE DIGITAL won a silver in the Social Impact/Not for Profit category at the global Smarties Awards and at the recent Bookmark Awards they won a bronze award for the inspiring #MandelaStory campaign. The campaign was created to honour the global icon's 94th birthday. Prezence Digital was first established in 1998 in the UK under the stewardship of Tim Bishop. With an eye on the individual talent and

Prezence Digital expanded into SA in 2002.
Currently Bishop serves as chief innovation and technology officer at Prezence Digital, with Prakash Patel, an authority in the international and SA marketing industry, coming on board as CFO in 2011

potential which was plainly evident to Bishop,

Over the course of this decade, in line with SA and Africa developing into arguably the most dynamic digital and mobile market in the world, Prezence Digital has established itself as a major player in the online and mobile industry, partnering with clients to develop creatively compelling digital solutions, which also meet the clients' ultimate business objectives.

The agency prides itself on being both creatively led and digitally driven by bringing together technologists and creatives as the incubators of ideas and innovation. Managed by the business delivery team, through strong strategic thinking and planning Prezence Digital relies on proprietary digital and through-the-line strategic models to create brand conversations, interactions and experiences in the virtual and real world.

#### A SPECTRUM OF WORK

In addition to its international accolades, with an impressive collection of Loeries and Bookmark awards, Prezence Digital's innovative work for clients across a wide spectrum of industries, from entertainment to banking, has consistently been recognised by local peers for both its creative prowess in the marketing

industry, and technological expertise in the digital and mobile industry.

Most recently, initially envisaged as a onceoff event in celebration of its 10th birthday,
Prezence Digital held what now will be
remembered as the inaugural Prezence Digital
Student Brand Challenge. The challenge put more
than 40 budding digital marketing stars from the
Red&Yellow School of Logic + Magic and Varsity
College through a gruelling and intensive 10
days of digital campaign planning for various
non profit and charity organisations.

With Patel finding it to be one of the most memorable, proud, and inspiring days in his 23-year career in advertising in both the UK and SA, the high-calibre of presentations put on by the students led to Prezence Digital deciding to make the Brand Challenge an annual showcase of the next generation of SA's marketing and creative talent.

Being pioneers in the South African mcommerce space by developing the first South African transactional mobi-site in 2005, Prezence Digital estimates that it has earned more than R100 000 000 worth of revenue and unpaid media exposure for its client list which boasts leading brands such as, bidorbuy.co.za, SAB-Miller, Standard Bank, Ster-Kinekor, Mercedes Benz, *Destiny* magazine, Hollard Insurance, Computicket, Old Mutual, and Diners Club International

Going forward, Prezence Digital aims to continue to offer end-to-end digital partnerships to clients and, in doing so, keep them on the cutting edge of digital communication and marketing across all platforms. With strong technical skills and the full complement of agency services, there is little doubt that the agency will continue steadily on the growth path it has established over the last decade and evolve as digital evolves, whilst also leading the evolution through its innovation activities.

#### Prezence **Digital**

**BEE rating:** Level 2

Ownership: Primedia Online

**New accounts / projects:** LeisureBooks, Bidorbuy.co.za, The Markham League, Diners Club

**Accounts lost: None** 

**Clients:** Ster-Kinekor, Computicket, *Destiny* magazine, Hollard insurance, SHOUT SA, Mercedes Benz, Media24

Staff: 48

#### **CAMPAIGNS**

Client: Bidorbuy.co.za

**Campaign:** Bidorbuy Android App

Using the power of the Android platform to deliver the same simple, enjoyable and secure experience Bidorbuy.co.za users have come to expect from the desktop website, with an enhanced focus on usability and 'mobile contextual' understanding of classifieds and online auction engagements.

Client: Ster-Kinekor

Campaign: Ster-Kinekor Mobile

The solution for the new Ster-Kinekor mobi-site and suite of apps is made up of three main components: design, usability and technical innovation. Increased consumer demand to provide not just mobile applications for the smartphone audience, but feature rich and engaging apps that cater for all smartphones and tablets in the SA market, was essential. For the consumer not interested or able to download an app, the mobile-site provided the full features of the app, without the necessity to download additional software.



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# "I SEE ADVERTISING GOING BACK TO ITS GOLDEN AGE. ADVERTISING IS AN ART AND WE NEED TO SHOW THE WORLD REAL ART THROUGH ADVERTISING" - JUSTICE MUKHELI SEE ADVERTISING GOING BACK TO ITS GOLDEN AGE. ADVERTISING IS AN ART AND WE NEED TO SHOW THE WORLD REAL ART THROUGH ADVERTISING" - JUSTICE MUKHELI TO SHOW THE WORLD REAL ART THROUGH ADVERTISING TO BE ADVERTISING TO SHOW THE WORLD REAL ART THROUGH THE WORLD THROUGH THE WORLD REAL ART THROUGH THE WORLD REAL A

Take twins, add two agencies and the end result is creativity on steroids

By Danette Breitenbach

family of four children. The twins are in the middle, sandwiched between their older brother and younger sister. From an early age they knew that they loved being creative. In Grade five Innocent was already into drawing. At school the twins suffered from dyslexia but they were good at sports and participated in athletics and tennis. "We didn't like soccer," says Innocent. They also kept busy producing music on the side.

It was while in high school they became interested in design. While this interest grew when they got their first computer, it was graffiti that led them to design. "We were in a graffiti crew, called Eds. There were five of us and Innocent was good at wild style and 3D, while my specialty was characters," explains Innocent.

At this time they were also into skateboarding and skated with a good friend, Vuyo Mpantsha, who was to play a big part in their lives. "Like, he drove us to our first party," says Innocent laughing.

The two never went to art school, but are self-taught

#### FINDING DIRECTION

through curiosity and mentors. "Graffiti was the catalyst. In 2002 we were then given a magazine, Computer Art, as a gift. We began playing with Illustrator, Freehand and Photoshop using the magazine for guidance. We designed t-shirts and drew family portraits and sold them. We have always been business-orientated and wanted to make money through our arts," explains Justice. A close friend, who was a designer and graffiti artist, also encouraged the twins to go into design. "We knew nothing about advertising at the time," they explained. But Neo Mashigo, an ECD at Draftfcb, saw potential in the twins. "We were just having

fun, but Neo thought we had talent and told us to

invest more time in learning more about design.

"He said drop everything and find direction," says

Justice. "He encouraged us to get jobs and helped

us to focus and understand the business world."

Three years ago the twins were invited to Draftfcb to help out on a campaign. "Grant Jacobsen, then ECD at Draftfcb, was really amazing and made us feel comfortable. Although we are not ideas people, he could see that we could draw and he taught us the rules of layout, leading, etc." What helped them was that they knew the programmes.

Both were offered internships by Draftfcb, first Innocent and then six months later Justice ioined him.

"At home we never had money to buy art materials – we could barely afford our magazine once a month – so the agency opened up a whole new world to us where all the tools we needed were there. Our imaginations could run wild, and we were so happy and excited."

Justice left Draftfcb and now works at Ogilvy, while Innocent left Draftfcb and joined Metropolitan Republic, and then returned to Draftfcb. "I learnt a lot at Metropolitan Republic, but I love being back at Draftfcb. There are so many creative opportunities here. I don't see this as work, it's a place where I hang out and I love it."

## **CREATING STORIES**

While at Draftfcb the duo picked up a camera. "Grant encouraged me to play with photography but I wasn't into it. I could not see the art that lies behind a photo. It was only last year that I discovered the magic of photography," explains Justice. The result is a photo blog that has drawn worldwide interest. Innocent explains the concept behind the blog, which involves himself, Justice and Vuyo. "The three of us agreed that as Africans we have a story to tell about Africa. But it is not the story that people in general have in their minds about Africa. We wanted to portray where we grew up, Soweto and its surrounds, differently to the normal stereotyped versions of these places." They came upon the idea after Innocent went to Kenya to work







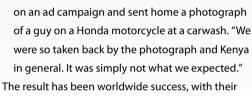












photos appearing in international publications, and the trio travelling and appearing with local and international bands.

#### LET'S CREATE

They may be art directors from nine to five, but after five they play. The two unwind after work by pursuing their interests. "We don't sit around, but want to do what we love, whether it is shooting, finding vintage clothes, reviewing restaurants, browsing markets and auctions, that's our way to relax, and have fun."

They are creators and it is all about their view on art. "Art is capturing an emotion - through songs, writing, photos, drawing - and sharing it," says Justice.

Closely linked to this is their relationship. "We are best friends, before we are brothers. Being brothers has always been secondary to our friendship," says Innocent.

And part of this is a healthy rivalry that spurs them on. "We inspire each other. I see a great drawing that Justice has done and I think I must work harder. We both want what we do to be perfect so we are always trying to do better and better,"

Innocent agrees. "What we have is special. We stand as individuals, although we are twins. Innocent's art is different to mine. It is only our photography that is the same. We each have our own art portfolio and each one is very different from the other."

They laugh when they tell that they have collaborated on work before, but it led to lots of arguments.



"Our art opinions are very different, but the mood of both is the same. The execution and the mediums we use differ. Innocent is into fine art and fuses it with design. I like drawing shoes a lot. The only common ground we share is fashion and photography," says Justice.

The two have their own individual fashion style. "We use to wear a lot of label clothing, but then we starting thinking about how are we different so now we are into fashion styling and photography, as well as documenting fashion photography and shop designing. We are currently working with a few brands," they say.

The world is just opening up and there are some many exciting opportunities out there that they want to take advantage of. "We express our art through everything we do. Next year we will be releasing a CD. Yes we have a band."

Throughout their journey one person has been most supportive. Their mother. "Our mother was unemployed and a single mom. We did not like school and wanted to pursue art instead of becoming lawyers and doctors and all she said was do what you love but promise me you will not be poor. She understands us and she is proud of us," says Innocent proudly. "And we are making living out of our talent and our art," beams Justice.

TO VIEW JUSTICE AND INNOCENT'S **PHOTOGRAPHS** 





# Ambient media gives consumers more

Consumers want more. And when you give it to them, they want it quicker, bigger or better

By Allison Cooper

"CONSUMERS ARE looking for the unexpected. They want something new, and they want it all the time," says Lyn Davis, marketing director of PocketMedia Solutions.

The result: clients want more targeted, clever, resultsdriven solutions to meet consumers' needs. This is according to Brett Tucker, MD, Unlimited's TLC, who says: "This has not only contributed to the continued growth of ambient media solutions, but has also enabled a variety of media entrepreneurs to thrive by being innovative and agile."

The continued growth of ambient media has resulted in TLC having to expand its product offering to keep up with its clients' expectations. "This has led to a major diversification of our business in the past few years, and a range of new products including more digitally-aligned options," says Tucker.

Derick Mzoneli, ComutaNet's business manager outdoor, confirms a rise in ambient media both in transit media - buses and taxis - and other formats. "This fragmentation of the media has resulted in shorter, but more tactical campaigns as advertisers want more touch points to increase their bang for their buck."

Mzoneli confirms that commuter numbers have increased from 19 559 000 to 23 639 000 (AMPS 2011) post the census. "More consumers are utilising taxis and buses, resulting in a greater number of vehicles on the road and more advertising on these media options. There is increased demand from advertisers and a larger number of players in the ambient media space overall," he says.

But John Rice, MD, Graffiti, has a different opinion.



Derick Mzoneli. ComutaNet's business manager Outdoor

He maintains that the rise and continued development of ambient media has more to do with the low barriers to entry than the fragmentation of media. "People can afford to do more within the ambient realm as there are more communication options available to them, for less, and this makes it more appealing."

He also says that ATL advertising has become too expensive for many and ambient media has provided a more affordable option. "Consumers are also spending more time out of home, so ambient media is providing a communication alternative that is better suited to their lifestyle than traditional media."

With measurability comes return on investment (ROI). "Gone are the days of spending money on advertising with no ROI. Everything is done with a specific objective in mind and thus needs to be monitored so that clients can evaluate their campaign," says Davis.

"The economy is such that there's no spare cash to simply throw at marketing, with no objective in mind. With the number of new media choices available to today's savvy consumer, budgets need to be carefully planned and monitored. After all, databases are no longer available for sale online, they have to be self created and thus nurtured," she says.



Pieter Groenewald, CEO of Unlimited's brandyourcar.com and Golf Unlimited

## "PEOPLE CAN AFFORD TO DO MORE WITHIN THE AMBIENT REALM AS THERE ARE MORE COMMUNICATION OPTIONS AVAILABLE TO THEM, FOR LESS, AND THIS MAKES IT MORE APPEALING"

#### **TECHNOLOGY IS KEY**

Craig Segal, MD of Nine Mile Media says technology is extremely important in the ambient space. "It provides a further touch point, easy accessibility to data and competition entry, and access to more information. It also provides an instantaneous element of win."

"By linking to social media platforms you are enabling consumers to take your brand home with them, long after they have experienced it out of home," says Rice.

Davis agrees. "When is ambient media no longer ambient? All media platforms have been ambient in their time, but as consumers want more, media owners have to provide it. This is especially the case now given the fast pace at which technology, like Augmented Reality (AR) and Quick Response (QR) codes, continue to progress. Media owners thus need to continuously evolve if they want to stay ahead in the ambient game," she says.

"Technology has had a huge impact, especially within ambient where you can push the boundaries a lot more and allow for a lot of flexibility," says Pieter Groenewald, CEO of Unlimited's brandyourcar.com and Golf Unlimited. "Within the brandyourcar.com business, for example, we integrated social platforms with a brand ambassador all packaged together with an OOH offering in the form of a branded car."

Tucker says that technology has made messaging far more instantaneous and measurable, allowing for a pay per click pricing model. "Digital options enable TLC and our clients to see when consumers are engaging with an advert. It's no longer just a static medium that we hope consumers take on board, it's becoming far more scientific and measurable."

Mzoneli agrees. "Ambient media can be linked to mobile websites, for example, for in-depth communication with consumers and possible database and customer relationship management."

#### **GET CREATIVE**

For Tucker, despite creative being vital in this space, the ambient media platform still receives a small percentage of media spend. "This is the challenge as often not enough creative energy is brought into the design process. It's easy to put together an A4 ad for print and then utilise the same creative for an ambient media aspect, but in

## **TOP AMBIENT TRENDS**



### **JOHN RICE**



## **CRAIG SEGAL**

- Sampling of brands to give consumers an



#### LYN DAVIS

- Engagement and solutions that



## **BRETT TUCKER**

- discovering the next best solution for a
- I don't believe we'll ever get away from

### >AMBIENTMEDIA





the long run this approach doesn't ensure optimum use of the platform. People have to understand that ambient offers the ability to create a message that is easily 'moulded' to the environment in which it's located. This means that effective triggers and the concept of each execution need to be unique and specific to the ambient media environment."

"One of the biggest sins is to utilise creative designed for other media types, without considering the execution platform, consumers' state of mind, and area of engagement," says Groenewald.

"This is rule number one! Don't just re-size artwork to fit the space. Creative is vital and should play on the space and environment, and leverage off it with visuals and copy," adds Segal.

Rice believes that creative should be bold, but clear and should have an interactive element that can link to other media platforms to further extend your messaging, whilst Davis says that it's imperative to utilise the correct product, for a specific need. "The key to success is to be kept top of mind for as long as possible. Understand what result you are looking for and then choose a product that will do the job," she says.

Mzoneli stresses the importance of consistency in communication to consumers, to maintain and appreciate the core brand essence. "Advertisers should look for accountable advertising that maximises opportunities to see or hear, like radio-frequency identification (RFID), but works synergistically with other media to ensure effective through-the-line communication."

"Standard business rules apply. Use a company that has a track record and can provide independent research or case studies. Select an operator that understands their environment integrally and who they will reach via their media type. The most important keys are to keep true to reaching and speaking to your target audience, and your brand identity and integrity," says Segal. Groenewald advises that you commit your strategy fully to the medium and utilise the dominance effect to increase vour share of voice. "Seek those unique audiences that can assist you to reach your brand objectives and exploit them to build your brand further. Don't under invest for the sake of doing 'something else' and push your partners to come up

with innovative ways of execution."

Simplicity is key say both Mzoneli and Rice. "Messages should be punchy, simple and relevant – don't over complicate it. Utilise interactivity to make your brand memorable and keep your message simple."

"Take personal emotion out of the advertising decision making process and look at the facts of what each platform can offer your target market with direct reference to your strategy because ultimately this is the only way to drive sales," Tucker advises.

#### POWER AT THE POINT OF SALE

Driving sales is exactly what every media platform should be able to do. "All brands seek to move up in stature within the evoked set of the target consumer. If ambient media is not strong at the point of sale, it will generally defeat the campaign objectives and often lead advertisers to undermine the media used as opposed to having been prudent in finding efficiencies in terms of entire value chain management, especially in terms of point of sale," says Mzoneli.

"It's all about position, position, position," says
Segal. "When buying a house or media space the
same rules apply. Be it in the retail environment,
in a restaurant or coffee shop, or at the point of
purchase where one is selecting which credit card
to use, media types that play a role at the point
of purchase play an unbelievably powerful role in
affecting a consumer decision."

He explains that in the retail environment consumers are walked through chocolate and

candy factories before they finally reach the till point. "Make no mistake, our gum and candy friends are paying top dollar for the space," he says. Billads ran a campaign for a banking client, advertising a new bankcard, and independent research found that one in four consumers interviewed had multiple bankcards in their wallets. "Just under 10% of them selected the bank card from the bank that was advertising within the Billads medium as a direct result of seeing the advert at the point of purchase. The most interesting fact is that the advert was not a 'swipe and win competition', it merely reenforced the bank's brand at the point where the consumer was making a payment," says Segal.

#### THE FUTURE OF AMBIENT MEDIA

"There is likely to be some consolidation in the field of ambient media going forward. Initially there were many players and too many options and people basically employed a shotgun approach in selecting a medium that best-suited their brand. Now people are starting to want accountability and are becoming more selective in the medium they choose," says Rice.

Ambient media has already moved from little known to a cult-like following says Segal. "This is due to many influences, but mainly changes in human behaviour that have influenced media consumption. We foresee a strong migration for ambient media to become part of the Top-5 in the marketing mix. We also foresee consolidation within the industry with media owners, which will start to offer services that dovetail with those of other media owners. This will see combined solutions being taken to client."

"The on-going issue remains that people always default back to what they know, which in our industry means so-called 'traditional media'.

Our challenge is to justify and quantify newer media types and move peoples' thinking to other platforms that do the job equally, if not better, than existing platforms," says Tucker.

"The future is great for ambient media as it is not intrusive but still manages to have high impact, especially in cases where it is moving or movable. The future is about finding ways to better segment the wide array of consumers these media types reach and to have ever impactful and measurable ways to reach them," says Mzoneli.

"The ambient media sector has grown in leaps and bounds. As consumers have less time to consume traditional media there has been a huge opportunity for ambient to grow and develop as it has the power to interact with consumers when they are relaxed, relaxing, or getting ready to relax," says Segal.





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## **CAMPAIGNS**

## **1** CANDEREL DRIVES SALES VIA BILLADS

Canderel signed up with Nine Mile Media's Billads Bill Folder advertising platform to generate awareness around Canderel Yellow and to drive coffee shops to stock it and consumers to taste it.

## 2 HDI YOUTH MARKETEERS DOESN'T 'COAST' WHEN IT COMES TO CLIENTS

Youth specialist marketing company HDI Youth Marketeers enjoys giving back to its clients and thus conceptualised an innovative ambient media campaign to celebrate Youth Day and to thank its clients at the same time. The company donated one blanket for each of its clients to Jacaranda FM's Winter Warmer campaign and then designed a cardboard coaster, complete with a fuzzy heart made of the same material as the donated blankets, to give to each client.

## TURKISH YAPI KREDI DRIVES SALES WITH A CUSTOM SHAPED Z-CARD

Yapi Kredi, one of the leading insurance companies in Turkey, was looking for an ambient media platform to introduce its house insurance product to consumers. The solution was found in a Z-CARD, produced with a die-cut, house-shaped cover by Z-CARD Turkey.

## 4 FOTOACTIV APP BRINGS BRANDS TO LIFE

Fotoactiv is the latest release from TLC, which recently introduced a range of new technologies to the local market. The Fotoactiv app can be downloaded for free from the iTunes Store or Google Play and bypasses the need for barcodes, tags or radio frequency identification (RFID) since the Fotoactiv platform is able to make its surrounding environment fully interactive, with content including videos, animations, interactions and web pages.

The use of the Fotoactiv app during the recent anti crime Shout campaign enabled consumers to enjoy enriched content by watching the music video at the heart of the campaign and downloading a ringtone.

## GLAM CAM CONNECTS CLEVER BRANDS WITH HAPPY PEOPLE

TLC - is engaged in a strategic technology drive to launch its new Glam Cam product. In a similar vein to the camera kiosk of old, each Glam Cam unit enables consumers to capture an image of themselves at a glamorous event, using a cleverly designed camera unit. But in terms of 'old', that's where any similarities end, as Glam Cam utilises a range of technologies to provide each consumer with a real-time, socially integrated experience. Users simply position themselves in front of the Glam Cam and their image is displayed on the screen. A touch of the screen sets off a three second timer and users can step back and strike a pose. The image is immediately projected onto a 3 x 4m screen or an LCD or Plasma or both and all the captured images are run as a continuous slide show. Users are also privy to unlimited on site photo printing, in colour or black and white that also features a brand logo and message.

## GRAFFITI'S AERIAL DISPLAY TAKES MTN TO NEW HEIGHTS

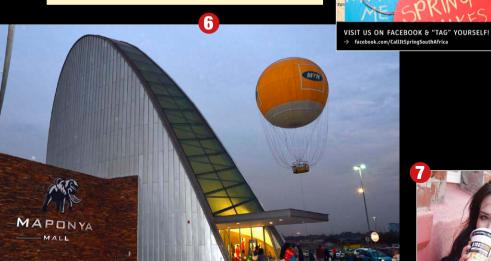
MTN ensured a firm brand presence, with no distraction, with Graffiti's branding of the giant aerial balloon at Soweto's Maponya Mall.

## A NEW CLASS OF CUPS FOR ZANDO

Pioneered by Tag 8 Media, Zando's latest campaign introduced an innovative first for coffee cups in SA. Take-away coffee cups featuring perforated vouchers, which tear out of the wall of the cup









CALL IT SPRING

Some of the most memorable ambient campaigns have endured way beyond their initial activation

# Making magic out of content

By Dave McKenzie

platform for one-to-one consumer engagement, with almost limitless creative possibilities. It's also more than capable of standing on its own two feet as a method of getting the message across. But on a few recent occasions, we've seen it making magic by allowing the story to linger on....

#### **HAVE A BEER**

Try Cerveza Andes, an Argentinian beer brand. It knows men like to drink beer. In bars. With friends. The problem? Their girlfriends don't like it when they drink beer in bars with friends. Their solution/engagement? 'The Teletransporter' – a soundproof booth, moving from bar to bar over a period of a year, with a touch-screen menu offering a range of background noises, from beeping hospital monitors to hooting traffic. If you're out on the town when your girlfriend calls, just slip into the Andes Teletransporter and choose the appropriate background noise to support your cover story.

Ethically suspect? Maybe. But a successful campaign? You bet – and not just because it was a strong mechanism for talking to the right audience in the right environment. Once the experience was filmed and circulated over the internet, multiple additional layers were added. Try over three million YouTube clips and still growing.



#### **FACE TO MUZZLE**

And how about Pedigree dog food in Australia with its 'Underdog Day', aimed at finding new homes for abandoned dogs. The objective of the campaign was to bring the shelter dogs to the people. So the dogs themselves as well as their pics and background stories were posted all along the boardwalk at pumping Bondi Beach, letting the public meet them face to muzzle. The adopt-a-dog project was a classic ambient activation. But it went stratospheric when Pedigree promised to donate 200 000 bags of dog-food, based on various online mechanisms. The results included 5.6 million Facebook likes and 2.6 million value of earned media through TV, print and the online environment. For a digital agency, the content that was created at Bondi was quality content that enabled the well-deserved subsequent online engagement.



#### A DOSE OF DRAMA

And perhaps the most fabulous of the lot, the launch of a new TV channel in Belgium. Picture a quiet market square in a quiet little town where nothing much happens. One day a big red button appears, with a sign saying 'Push to add Drama'. Eventually curiosity got the better of someone and they pushed the button. The result? An explosion of action, sirens blazing, an ambulance racing in, fists flying, a gunfight erupting, and even a half-naked female biker skidding through the square. The gobsmacked audience stood by in disbelief until a large banner unfurled with the message 'Your daily dose of drama from 10/04 on Telenet'. In this case, the actual live audience was miniscule – but the entire ambient activation was filmed, and the various layers of media that were planned and leveraged via PR and viral media were outstanding. YouTube views in the millions and still climbing.

It's one thing to craft a great ambient campaign, find the right venue, sign the right permits and make it all happen. But we also need to remember that content is king – it's the new Holy Grail, spoken about in the corridors of media companies and agencies alike. If we understand the power of content, we can use it to add whole new layers to our campaigns – and in so doing, we can make magic happen.



#### LOCAL IS LEKKA

Closer to home, a fashion show to launch a new range of lingerie to the retail clothing trade was held in downtown Jozi at the Rand Club, BOO! sent a camera crew in to film the event, which was simultaneously broadcast on massive large format projections to audiences in Cape Town and Sandton – a live show happening simultaneously at three different venues. BOO! then took the footage and created a short, punchy DVD which was streamed online to the relevant people in the industry on the same night. Commentary on YouTube went as far as Bern and Colombia.

# The fabric of society

It appears as if the principles and values of corporate social investment (CSI) have become entrenched in many brands' identities and what they stand for. How necessary is this seamless integration for a brand/company to survive successfully today? *Magdel Louw* reports on what some experts had to say

## Tracey Henry CEO of Tshikululu Social Investments

#### Managing a

company has become increasingly complex and, in our tough economic climate, generating profits and creating shareholder value has become a tall order, says Henry. However, responsible citizenry,



stakeholder engagement, and ethical leadership are just as crucial in building organisational sustainability.

This view, she points out, is widely embraced by most companies and finds expression in legislation and codes including the Companies Act, with specific reference to social and ethics committees, the B-BBEE Act and the King III Code that emphasises ethical leadership.

"The successful implementation of these Acts and the code requires the leadership of a company to embody and encourage behaviour that is ethical, responsible and aligned to the company's values and brand. It requires leaders to look beyond licence-to-operate imperatives to behaviour that resonates with employees and all other stakeholders as authentic and in the best interest of society at large."

Demonstrating a company-wide commitment to broader societal issues though initiatives such as CSI programmes is a powerful medium to strengthen the brand and values of a company. "Trite billboards or glossy reports that boast about a company's social investment spend send a very different message to stakeholders than an integrated social investment approach that reflects a company's values, including care for its communities, respect for people's hopes and aspirations, a concern for the environment, and a commitment to ensure accountability and transparency in all decision making." However this has to be done with a sense of humility.

## Stephanie Moss director of Stephanie Moss Solutions

Moss agrees that it is so that CSI is in most instances synonomous with a brand's identity. "I think this is because CSI has evolved and is now viewed as a strategic function as opposed to an HR related activity (last millenium's approach i.e. when CSI was in its infancy) and these days companies align themselves with strategic CSI projects that serve to strengthen their corporate values and business strategy."

Yet within the SA context, CSI also plays a key role in bringing about meaningful transformation to the benefit of all. "That's because the needs facing our country and the region, are substantial and it has become a moral duty/obligation for not just big business but all companies to support projects that benefit historically disadvantaged sectors of our society."

And with CSI becoming ever more strategically focused and huge amounts of money being spent on it, it makes sense for businesses to align their CSI spend with their core business objectives. "Such an approach moves CSI out of the charitable and 'hand out' arena into one in which true partnerships are able to be formed with beneficiaries and government wherein medium and long-term sustainable projects are developed that benefit communities as opposed to just giving money to charity," she says.



## Kevin Fine GM of Jacaranda Jenny Griesel marketing manager of Jacaranda

Fine goes as far as to say to his mind every company in the world has an obligation to make a social investment to its surrounds, communities and country. "This is not a brand issue any longer. The days of doing CSI for recognition are over. It's either in your DNA or it's not, and as a company that's part of Kagiso Media, our activities are firmly found in our DNA." Truthfully it should not be about 'brand' at all, but rather about investing responsibly and being an advocate. "In simple terms either you are an activist or an inactivist. The activists will be seen as genuine contributors to society — not through charity, but rather through a well thought out sustainable programme of action and societal engagement and upliftment."

Griesel adds that consumers are showing a higher sensitivity to the brands they buy into. It is no longer enough to deliver only on the brand promise. "Consumers want to know what the brand stands for, what its values are and how it invests back into its community. What is key is that CSI campaigns are credible, sincere and sustainable. Brands have an accountability to show where any funds collected by the public are invested, how those make a meaningful difference, and how the brand is invested in ensuring that those contribute to long term upliftment."

An example of how Jacaranda FM is employing this philosophy is the Good Morning Angels project, whereby the station stays in touch with beneficiaries, and provides support. Another example is the Purple Rhino project.



## Powerful pictures

A dramatic photo of a rhino suspended from a helicopter and a powerful image depicting South Africa's inequalities have won the top awards in Picture the Change, the corporate social responsibility initiative sponsored by RamsayMedia and BoE Private Clients

**THE COMPETITION** invited South Africans to draw attention to deserving causes through photos that reflect change or the need for it, in two main categories: general public and the media (including the marketing and advertising industries).

"The aim of the campaign was to get people talking and create awareness using social media platforms.

One of the best debates was around an extraordinary photo of a rhino being dehorned that went viral, reaching more than 2 500 people in a matter of days," says RamsayMedia's MD, Stuart Lowe.

The winning image in the media category was submitted by Michael Raimondo, founder and director of film production company Green Renaissance, which captured the translocation of

19 rhino to a safer locality as part of WWF's Black Rhino Range Expansion Project.

The second award went to Durban photographer Rob Greaves. Captioned 'Some sacrifices in life are hard to understand,' it depicts a nanny carrying a white child on her back, while her own toddler walks alongside her. Greaves selected Open Africa, an NGO that uses tourism as a driver to create jobs for rural Africans, as his charity of choice.

"I've no doubt this competition is going to grow significantly and develop into our most visible CSI project. By using our brands and their 360-degree platforms, we can showcase worthy causes to millions of readers and viewers every year, so it really is a win-win."





Pic: Rob Greaves

# **Empowering**change agents

Developed and run by SA small business incubator, Raizcorp, the national Pitch & Polish programme is an example of how corporate SA can generate education and business development opportunities for smaller businesses, while ensuring that sustainable social development goals are also met. Criytone Revanewako from eMalahleni, the winner of the Pitch & Polish entrepreneurial competition, tells us more

## WHAT WAS YOUR PITCH AT THE COMPETITION?

It was about creating a new industry that is based on reprocessing and recycling industrial waste generated by the mining and extractive industries.

My vision was to set up



operations that will extract residual value from the numerous man-made mountains in SA filled with hundreds of millions tons of slag.

## WHAT DOORS HAS WINNING THIS COMPETITION OPENED UP FOR YOU?

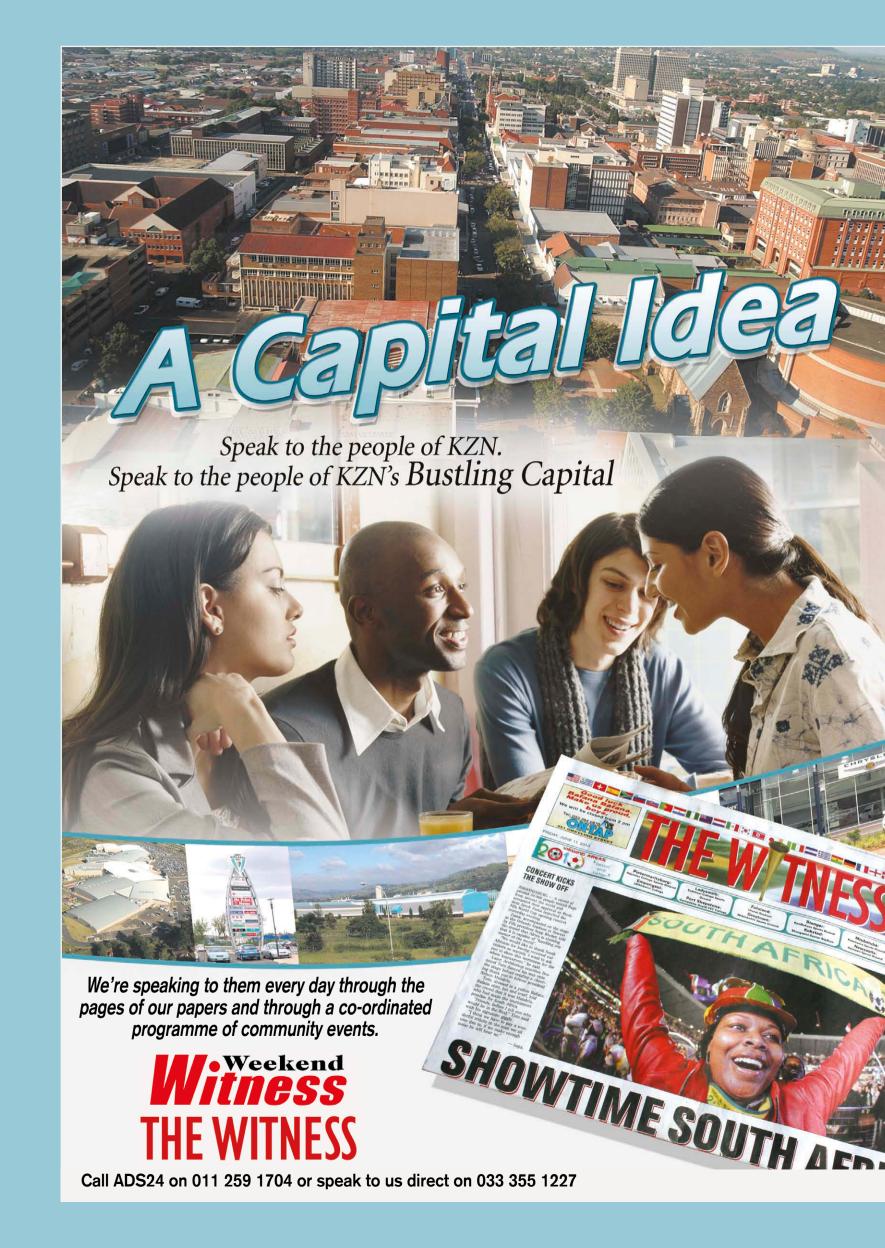
It's made potential funders sit up and take notice, and hopefully this is going to help speed up negotiations to secure the required start-up capital to get my first project up and running and operating profitably.

#### WHAT WILL YOU BE DOING NEXT?

My plans and preparation to implement the first project are at an advanced stage. I have ensured supply of all my slag waste requirements and also secured an industrial plot to set up our production facilities. My focus is now on finalising funding arrangements so that we can start production activities early January 2013.

## WHAT DO YOU DREAM OF DOING/BEING ONE DAY?

My dream is to create an industry that will consist of setting up an operation at each and every location where a waste dump exists across the country, extracting residual value and converting the rest of the waste to value-added products that will be used for reconstruction, infrastructure and economic development of the country. My desire is also to contribute to the National Development Plan (Trevor Manuel) and Growth Path (Ibrahim Patel). I hope to meet these two national ministers face to face so that I can pitch to them directly.



# A sense of Community...

# A daily newspaper that aims to be part of its readers' lives

You'd expect a newspaper that has been part of a community for 166 years, to be involved in the events and activities of its readers.

The Witness and Weekend Witness certainly are, participating in all the major sporting events, including the Comrades, the Duzi Canoe Marathon, Mountain Bike World Championships and a host of other events for which the capital of KwaZulu-Natal has become renowned.

In addition, the newspapers stage a range of other community events including the popular *Witness* Capital Climb, *The Witness* Hilton Arts Festival, the Open Gardens, the *Witness* Spar Ladies Race and an annual Schools News Quiz, to name a few.

"They're just another way in which we have always aimed to give something back to the communities we serve," says recently retired GM National Sales and Marketing, Dave Erasmus.

## The Witness Nelson Mandela School's

**Speech Competition** 

Open to English and isiZulu speakers, the competition was first staged in 2008. This year's event saw 26 Pietermaritzburg schools competing for the two coveted trophies and a R10 000 cash prize each, for the winning English and Zulu speaker.

The competition has the support of the local Msunduzi Municipality as well as the Umgungundlovu Regional Council and the organisers plan to invite schools from further afield, including Durban and inland KZN for the next event.

Seen congratulating the winners, Phumlani Mbhele (left) and Luyanda Nguse is the Mayor, Cllr Chris Ndlela.





## Bravo Hilton Arts Festival

The Witness Hilton Arts Festival is the largest festival of its kind in KwaZulu-Natal, attracting over 22 000 people and an impressive line-up of national and international artists. The Witness is proud to be a part of the festival, and is committed to continuing its partnership for the next five years and hopefully beyond the quarter-century mark.

Like artists, newspapers are involved in the business of holding up a critical mirror to society, speaking truth to power, encouraging open debate and challenging the status quo.

The newspaper's involvement in the festival does this fittingly, not only by helping to support established artists, but by nurturing and inspiring young people, in whose hands lies the fate of the arts and the quality of artistic expression over the next 20 years and beyond.

## The Weekend Witness Maritzburg Marathon

Used by a growing number of runners as their qualifier for Comrades, the *Weekend Witness* Maritzburg Marathon, which is run over an interesting route through city streets and into the suburbs of Pietermaritzburg, finishing in the city, now attracts more than 4 500 local and international runners.

The Olympic flame brought to the city this year from Athens by the organizers, was just one of a series of innovations which aim to make this event different. A sophisticated race website now provides interactive route maps for the marathon, a half-marathon and a 10 km race which is being introduced. The maps show places of interest along the routes, spectator vantage points and even bed and breakfast venues. The website also offers a runner history page where runners will be able to compare their year-on-year performances. Details can be found at www.pmb42.co.za

The *Weekend Witness* Maritzburg Marathon aims to give back to the community through proceeds to the Community Chest as well as involvement with NGOs, Pink Drive and MBTM promoting breast and prostate/testicular awareness. A unique Shoe and Shirt campaign run by the organizers collects and recycles donated used running gear to underprivileged runners. The 2013 event will take place on Sunday, February 24.



# What's the KAELO EN GAGE story with CSI?

By Sara Butchart, Director of Strategy at Kaelo Engage

## Tell the story first and remember that a great story never has an ending

For those who read this publication, and are not free to air watchers of television at 17:30 weekdays – you may not have heard of "Kaelo Stories of Hope" – the most successful communication platform for Corporate Social Investment (CSI) and social development in the country. Having a seven year history and now on e.tv - the multimedia platform continues to inspire South Africans about projects and programmes which business is supporting to make this country a better place. It's a platform which is built on the idea of 'story'.

This marketing platform has also allowed our company, Kaelo Engage, to dialogue with all roleplayers in the CSI space. CSI managers, CSI journalists, brand and non-governmental (NGO) managers face different challenges and issues which means they have a different perspective on the need to communicate their CSI story as illustrated below.

It's important to note that only the beneficiary doesn't really have an agenda here. They have no vested interest in what message should be told, only the reality of what they experience. This makes them the most credible source for the real story.

If you have been tasked as an agency or client to develop a communications plan or strategy around a company's CSI project, or as government been tasked with communicating the good work which is being done to develop communities, you'll know it's not easy. You'll be developing messaging and engaging with media with mixed success. You are probably raising your profile and awareness through some of your efforts, but are you generating real interest and engagement? Is your communication adding to the future success, sustainability and impact of the CSI project?

Our key insight here is that every campaign should first consider the story. A story is broadly defined as a narrative of events arranged in a time sequence. What makes a story compelling is making the audience want to know and care about what happens next. Herein lays perhaps our first mistake as communicators - wanting to package a clear and often single minded message rather than creating

a narrative and real interest in the content on a continual basis.

Storytelling is one of the most powerful and compelling ways to create a memorable message. While this is true worldwide, in Africa particularly we have a tradition and cultural understanding of the importance of and respect for the story. Stories are most importantly the way we pass on lessons and information. They give cues on how we should act; community values and beliefs are captured within the storyline.

To further look at the anatomy of a CSI story, we have unpacked a typical agricultural CSI project as an example of the type of narratives which could be created. (See box on the following page).

You will know which story is more compelling and gets more column centimeter space. The personal story is compelling because it includes emotion and

An insight into the different story needs from the CSI role-players:

Corporate CSI	CSI Journalists	Brand Managers	NGO Manager
"I need to show how the CSI money is being effectively invested and is contributing to improving the company reputation."	"I need compelling insights and a fresh perspective on projects. It needs to be relevant and capture readers"	"CSI provides the caring aspect of our brand positioning and needs to be integrated into our brand strategy"	"The more people hear about our work and our success, the more funding and assistance we will get."
Tell the company story	Tell the individual story in context	Tell the brand story	Tell the project story

## The CSI message (Rational left brain context)

**Corporate:** We are a large corporate company committed to helping rural communities impove their farming skills. We do this because we are in the food business, and food sustainability is a key focus of the company. We spend R2 million each year on 4 projects and have trained 30 farmers who provide 0.1% of our produce. We love farmers.

**NGO:** We are an agricultural NGO funded in part by the corporate company working with the 10% of non-commercial farmers nationally. Agriculture received just 3.3% of the CSI spend in 2010/11 (Trialogue) and is being under-supported by the corporate sector. However, as a fundamentally important sector for all business as we are working for sustainable food security and economic development in rural areas. We train and provide seed and irrigation methods and equipment to 10 identified communities across the country.

**Government:** Agriculture is one of the six job drivers identified by the government in the 2012 New Growth Path document. The objective is to create 50 000 new small-holding farmers by 2014 of which just 11 000 have been created through government programmes. Just under half of the 11 000 are involved in agri-business and less than one third who are linked to agri-markets. Developing more irrigated land is a key priority for the government. Land reform is a key barrier to success

## The CSI Story (Emotional right brain engagement)

My name is Mabena. I've lived in a rural area all my life and learnt to grow basic crops from my mother who died when I was 14. I'm now married with four children. The food we grew was for us and our neighbours and I did not know how I could make money from this.

I've lived here for 30 years and I know this land. It took our community five years to make a successful land claim and I was not interested in being told how to use it.

When the company came to my place they persuaded me to try with just one of my fields as an experiment and I was very surprised. The NGO that helped gave me knowledge and confidence. Last year the field made double the amount of food, and I sold half at the agricultural co-op in town. Next year I'm going to try two more fields.

The money I made was used to buy a new stove for my wife – she is a great cook. Come back in five years and you will see a proper house here! I have also shared the methods with my community so more people will farm correctly in future.



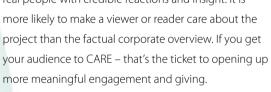












That's not to say the other information isn't important. It creates context and meaning to Mabena's story – as one of just 5 000 odd farmers who have made the change, representing just 10% of what is needed in the country. The real story is that we need 1 000 times more Mapena's to make the difference and herein lies the future interest.

This is where we stop short and limit the impact of communication. We state the facts, the reason why and tell the positive uplifting narrative up to now. What we are failing to do is create a compelling interest in what happens next.

So if you are tasked with developing a CSI campaign for 2013, remember to tell the story first and that a great story never has an ending. Consider the words of Orson Welles "If you want a happy ending that depends, of course, on where you stop your story."









# **COMMUNITY RADIO**

## pays it forward Connection



The Media Connection represents 135 community radio stations across SA and believes strongly in giving back

South Africa's community radio advertising specialist, The Media Connection, not only provides a sales and administration function for radio and TV stations that have limited experience and access to the national advertising industry in SA, but it also gets involved in the communities that it and its bouquet of stations represent.

It currently has representation agreements to procure advertising for 135 community radio stations. This is not only a large and fruitful market for advertisers, but an ideal opportunity for corporates to get involved with local communities and commit some of their corporate social investment (CSI) budget to improving the lives of all South Africans.

"We believe in supporting our smaller radio stations' drives and events to ensure their growth in their respective communities. The community is the life blood of community radio and we believe in giving back to ensure a more prosperous future for all," says Judy Milne, director, The Media Connection.

The Media Connection also supports the Deflire Home in Diepsloot with nappies, food and regular supplies for the children, and the Avril Elizabeth Home amongst others.

Many of the community radio stations represented by The Media Connection are deeply involved with their communities when it comes to CSI. Chai FM (101.9), for example, has been involved in numerous community outreach initiatives. The most successful this year was a radiothon fundraiser held for Selwyn Segal, a home for people with mental difficulties. Over R2-million was raised.

Jozi FM's (105.8 FM) outreach programmes include the Adelaide Tambo School, the Jozi FM Gospel Concert, Tshepisong Building Project, 16 Days of Activism and Jozi-Cares.

Whale Coast FM's (96.0 FM) main CSI focus is on The Hermanus Rainbow Trust. This year saw the station appealing for blankets and warm clothes during winter.

Bush Radio (89.5 FM) has undertaken a number of CSI initiatives this year. Its Children's Radio Education Workshop (CREW) runs from January to December for 40 children, aged 6 – 18, who are trained in broadcasting and multi-media skills. They then host their own age appropriate radio show weekly. The children have full decision making control over the topics, angle and content they

The station also conducted a campus road-show in February, with outside broadcasts at UWC, UCT, College of Cape Town, CPUT and Falsebay College. National Women's Day was celebrated in style with a series of Women's Health Forums in Khayelitsha, Mitchell's Plain, Langa Manenber and Lavender Hill to talk about health tests such as HIV, diabetes, hypertension, mammograms and skin cancer testing.

Bay FM has set up the Bay FM Foundation, a BEE accredited and registered public benefit organisation, and staff and volunteers get involved in its various CSI initiatives including the People Opposed to Poverty in Society Foundation Winter Drive, which saw four generous distributions handed out to people in previously disadvantaged areas, and its APD Wheelchair Wednesday, which saw it partner with the Association for Physically Challenged Persons offering in excess of R180 000 worth of airtime to the organisation.

"We have several more projects planned for the remainder of 2012 and there is always room for partners! We also have all of the value ads to make a corporate's partnership worthwhile," says Bay FM's Antonio Venturini.

The Mix Fm (93.8FM) team is a group of dedicated individuals. "That's why we are hoping to set up three to five vegetable tunnels in early 2013 to teach children how to fend for themselves for years to come. We are in the planning stages and thus looking for any corporations that would like to assist in this project," says Mix FM's Abigail Milosevich.





If you would like to assist one of these stations with their CSI initiatives, please contact Samantha Milne at The Media Connection at 011 791 3107, email samantha@themediaconnection.co.za, or visit www.themediaconnection.co.za













# Community project is a winner at Independent Newspapers

2012 saw the implementation of a new social responsibility programme at Independent Newspapers KZN

"The programme is very different from our more conventional programmes, focusing on skills development while linking back to our core business of newspapers," says marketing and community projects manager, Phillida Ellis.

"For many years schools throughout the province have visited the newspapers as part of their co-curricular syllabus. While a fun day out, walking round the building, talking to people and watching the papers being printed, there was no real substance to the programme. It did not really benefit either the pupils or the papers.

"We've now turned tours on their head and made them a valuable contributor to our CSI programme," she says.

Students training mainly as marketers or teachers who have to complete a certain number of hours of experiential learning have been brought on board to implement the programme.

At the start of the programme pupils receive a copy of *The Mercury* and *Isolezwe* and use them to learn the differences between tabloids and broadsheets, the various sections

of a paper, distribution system, circulations, pricing and so on which is assisted by a powerpoint presentation. This is followed by a video of the publishing of a newspaper. Question and answer sessions follow with 'rewards' for the bright sparks. A tour of the building to various departments, the printing of the paper and the loading into trucks and a copy of the *Daily News* 'hot off the press' ends the formal part of the morning.

Finally the school is given a reel end and challenged to 'produce a newspaper' back in the classroom. The finished product is returned to Community Projects. At the end of the year all the projects are judged and during national literacy week the best are awarded books for their libraries.

"We were uncertain how popular this was going to be," says project coordinator Vanessa Brisset, "but it has absolutely flown. The teachers love it, it really grows the presentation and teaching skills of our interns and it achieves far more than previous tours of the building."





Student presenters Molehe Molosioa and Roberta de Vries





















# KZN's most wanted!

The latest figures show that Independent Newspapers KZN is the leading newspaper group in the region. Among Durban daily readers, 86% read our titles and 67% of Durban's weekly readers choose at least one of our weeklies.



CIRCULATION: 113 786



CIRCULATION: 33 093



CIRCULATION: 31 740





CIRCULATION: 45 543



CIRCULATION: 76 127



**CIRCULATION: 78 944** 

WHOPPING 2.2 million adults read our titles each week.



CIRCULATION: 90 092

## Sisters With Blisters

## stopping abuse against women and children, one step at a time

**Jacaranda FM's Sisters With Blisters walk,** in association with 1st For Women, takes place on 24 November. The event, which attracts thousands of participants every year promises to be even bigger at its new home, Bryanston High School.

It is Gauteng's biggest walk in aid of 16 Days of Activism for no Violence against Women and Children campaign and attracts sisters and misters from all walks of life. This international campaign focuses primarily on generating an increased awareness of the negative impact of violence against women and children as well as society as a whole.

Every year much needed funds are raised for charities that protect, care for, rehabilitate and support women and children affected by abuse. This is also the reason why two beneficiaries have been selected and proceeds for 2012 will be donated to Women and Men against Child Abuse (WMACA) and the Sonke Gender Justice Network. Charities who benefited in the past include Ikhaya Lethemba, Bethany House and The Leigh Matthews Stress and Trauma Centre.

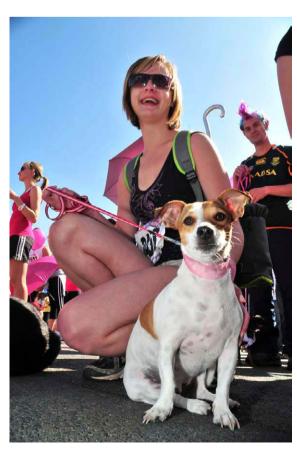
Sisters With Blisters is a powerful extension of two of Jacaranda FM's core brand pillars: caring and being the guy/girl next door. The event's impact lies in the fact that this is not just about a next door neighbour who "knows" and "cares" from a distance, but actively joins the fray to change statistics that are nothing short of shocking.

Jacaranda FM and 1st for Women aim to provide an opportunity to enjoy the freedom of the streets of Jo'burg in a fun and healthy way all for a good cause. Sisters with Blisters supports the positioning of Jacaranda FM and allows for all participants and supporters to have a "Lekker to be here" experience. The campaign is supported by a strong on-air presence, a high-impact marketing campaign, on the ground activations and the backing of numerous media and influencers who continue to add their weight to this cause. This has seen the event grow from just over 600 participants in its inaugural year to 5 000 in 2011.

"Brutality against women and children must be stopped", says Kevin Fine, Jacaranda FM's General Manager, "By taking up this challenge you do much more than just send a message, you are assisting victims of abuse to realise that there is help at hand. Join us at the walk as we take a stand and make a difference in our society."

The event has been widely supported by a passionate team of celebrities including: Its chief patron and Madiba's right hand lady, Zelda la Grange, Jacaranda FM's very own Ashley Hayden and Janina Oberholzer, Rosie Motene, Yvonne Chaka Chaka, Tumisho Masha, Jenny Gray, The Nashua Titans, Watershed, Cindy Nell, Michael Mol, Louise Carver, Kim Cloete, Terence Bridgett, Joost van der Westhuizen, Liezel van der Westhuizen, Vanessa Haywood, Nonhle Thema, Romy Titus, Amor Vittone, Jakkie Louw, Nianell, Lee-Ann Liebenberg, Melinda Ferguson, Jo-Ann Strauss, Garth Collins and Christina Storm.

Sisters With Blisters 2012 | 4km and 8km walks available with your pet | Kia Picanto EX up for grabs | Entry fee R100 includes goodie bag Details at www.sisterswithblisters.co.za







## www.brandaxn.com

### OUR SUCCESS IS DETERMINED BY MEASURABLE OUTCOMES BASED ON AGREED OBJECTIVES WITH OUR CLIENTS AND PARTNERS

We are a below the line agency specialising in CSI, Brand and retail engagements that capture consumer interest, deliver remarkable experiences, educating consumers and communities, while entertaining and bringing about behavioural change where necessary.

From conceptualisation and implementation of new campaigns or management of existing campaigns. Brand AXN's Team Innovates and Activates cross promotional Below the Line activations, promotions, events and Roadshows throughout South Africa and neighbouring countries.

## **OUR EXPERTISE**

and supplier management, from logistical management & operational infrastructure to research and reporting.

## INNOVATE



Community Safety Awareness Campaign - Western Cape

Background: Many communities depend on illegal and unsafe electrical connections that result in fatalities from electrocution, overloading and exposed wiring.

Objective: To create a wider community consciousness on the importance of life being greater than the need for unsafe electricity while also highlighting the issue of alternative energy forms particularly during winter when demand is higher & risk greater.

Strategy: Developed the Eskom Livewire campaign incorporating a number of channels including live industrial theatre and community radio shows featuring real life scenarios with a competition element

Result: Effect of the campaign was proven with positive feedback from all community leaders. Responses from the competition showed a high retention rate of the message and measurable behavioural changes.

2009 - 2011



regions in SA including Lesotho, highlighted the increase in paraffin related incidents & fatalities amongst children ingesting or using paraffin unsupervised.

Objective: Develop a National Safety awareness Roadshow and supporting campaign targeting children in primary schools across the 7 identified regions behavioural change throughout the campaign across each region.

a competitive pitch. Conceptualised and developed the safety roadshow Klevakidz in order to build pride, develop community heroes and entrench safety.

Result: Highly impactful industrial theatre performances incorporating real life scenarios delivered immediate and tangible behavioural changes as well as effective dissemination and retention of the safety messages. 89% of audience related the klevakidz story to friends and family. 74% credited the campaign as having raised overall awareness of paraffin safety across all households.

## **ACTIVATE**





Strategy: Enrolled communities, businesses, and social influencers within their peer groups, to support delivery of the message and encouraging participation.

Result: Secured the second highest growth figures in Movember's Global History, with over 500% growth in registrations, and 600% growth in donations between 2009

2010 - 2012







2001 to generate awareness and continuous education about breast cancer. Over R8.5 million raised to ensure education and awareness is carried to where it's needed most – rural South Africa.

Objective: Management of both events in 2010 with remit to increase walkers supporting Avon Justine's awareness and education programs driving home the message about early detection.

experience by bringing in more family and fun orientated activities i.e the dog walk, curves zumba girls and toddlers walk, creating a unique point of difference between other family oriented walks in SA.

Result: Increased participation across both events from 13 000 in 2009 to 28 000 in 2010. Double the Cape Town event from 6000 walkers to 12000 walkers in 2009. Significantly increased awareness of the cause and funds raised towards the



Background: Movember is the Global men's health charity that is changing the face of men's health. The movement has raised more than R2bill towards prostate

and testicular cancers since its inception

Objective: Develop & manage Movember in South Africa since 2009. Identify

awareness and participation in the MO BRO movement, initiating deeper conversations about men's health issues and generate

an appropriate beneficiary, increase





2008 - 2012



# GETTING INVOLVED WITH YOUNGBLOOD5

## Giving back, paying it forward - we all want to help out but often aren't sure how to get involved

**5FM's CSI initiative,** Youngblood5 has supported dozens of causes since launching on-air in March 2011. This 5FM feature is hosted by Kim Schulze every Wednesday during The Rob Vember Show (weekdays 12pm-3pm) and recently expanded to include the Youngblood5 Weekend Diary, Saturday mornings on the Weekend Breakfast with Thomas. "Youngblood5 is a chance for 5FM's listeners to tell us what's important to them," says Kim. "On Wednesdays we

highlight the weekly cause and on Saturday we feature CSI events you can get involved in."

Anyone can nominate a cause or charitable initiative to be featured on Youngblood5. And we don't just support causes on the airwaves: 5FM DJs are involved in YB5 events all year round, including big days like Mandela Day, World Aids Day and during 5FM's popular Takeover Weekends...

Email your cause to kim@5fm.co.za and catch Kim and Youngblood5 on The Rob Vember Show, 5FM weekdays 12pm to 3pm...















## THERE IS MORE TO PRINT THAN INK.

There is little doubt that the number of consumers making greener choices has multiplied. Consequently, there is growing pressure on companies to select environmentally responsible suppliers to produce their products. Paarl Media has taken the industry lead, proactively developing stringent environmental policies to limit the impact on our natural resources. Our commitment is reflected in an investment of more than R100 million in environmentally responsible practices to ensure the lowest possible impact on our natural resources without compromising on the quality of printing.

#### REDUCING YOUR CARBON FOOTPRINT

- National network to ensure efficient delivery.
- Digital workflow, including digital proofing.
- Start-up paper waste reduced on sheetfed and heatset web offset presses.
- A full in-house service from pre-press to finishing and despatch reduces transport requirements.
- Bulk ink storage and deliveries with pump inking systems to all presses decreases wastage, as well as reduces transport requirements and impact on landfills.
- Low energy consumption with advanced automation and high efficiency.

#### **ELIMINATING HARMFUL EMISSIONS**

- Regenerative Thermal Oxidisers on all heatset web offset presses eliminate harmful emissions in line with international standards. Energy recovered during the process is re-utilised in the drying section, thereby vastly reducing gas energy consumption.
- All web offset printing is alcohol free.
- Volatile organic compound free, vegetable-based inks used on sheetfed presses.
- The energy efficient Kongskilde and Höcker system ensures 100% dust free air is released into the environment.

#### SUSTAINABLE PAPER OPTIONS

- First African printer with FSC™ (Forest Stewardship Council™)
   CoC (Chain of Custody) certification\*, an independent
   international verification that the products printed can be
   traced back from their point of origin to responsible wellmanaged forestry, controlled and recycled sources.
- Local and international range of environmentally friendly paper stock from trusted sources.
- New sheetfed presses include technology which reduces paper usage per press by approximately 750 000 sheets per year, equivalent to the conservation of approximately 1 040 trees per year per press.

#### RECYCLING

- All waste paper recycled using sophisticated baling facilities at plants.
- Used gravure copper skins from engraved cylinders recycled.
- Web and sheetfed plates are recycled.
- The gravure ink solvent, Toluene, is recovered and sold back to ink manufacturers for re-use.

## PRINTING RESPONSIBLY WITH PAARL MEDIA



The mark of responsible forestry



The Paarl Media printing responsibly logo is a symbol of our commitment to environmentally sustainable practices. It can be applied to all products printed with the Paarl Media Group, to demonstrate to your clients that you are printing responsibly.

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\* Not currently available at Paarl Media KZN and Paarl Coldset Pietermaritzburg



## CLARKEBURY SENIOR SECONDARY SCHOOL SPORTS COURT

Sponsored by Paarl Media Proud supporter of the 94+ Projects for Madiba



## PAARL MEDIA SUPPORTS 94+ PROJECTS FOR MADIBA

Paarl Media supported the 94+ Projects for Madiba by sponsoring a multi-purpose sports court for Clarkebury Senior Secondary School. The Department of Basic Education, in partnership with the Nelson Mandela Foundation and several partners in education, launched the 94+ Schools Infrastructure Project in April 2012, as part of International Mandela Day, which was held at the Nelson Mandela Foundation offices in Houghton, Johannesburg. Following the success of Nelson Mandela's 90th birthday celebrations in London's Hyde Park in June 2008, it was decided that there could be nothing more fitting than to celebrate Mr Mandela's birthday each year with a day dedicated to his life's work and that of his charitable organisations, and to ensure his legacy continues forever. Ultimately Mandela Day seeks to empower communities everywhere. "Take Action; Inspire Change; Make Every Day a Mandela Day."

Former President Nelson Mandela's 94th birthday presented the Department of Basic Education with an opportunity to support our school infrastructure. In partnership with the Nelson Mandela Centre of Memory, the Department of Basic Education wants to pay tribute to him and what he stands for by making a visible difference to the lives of children served by at least 94 schools in South Africa. It was in 1994 that Mr Mandela became the first democratically elected President of South Africa, this year it was his 94th birthday and it is within this context that the Department has identified 94 schools that are in dire need of assistance. Hence the name of the campaign: "94 Schools Project for Madiba".

Paarl Media is proud to be able to make a contribution to the upliftment of a school of such historical significance, which produced Nelson Rolihlahla Mandela, Dr AB Xuma and other political leaders, who shaped the history of South Africa. The sports court itself will give the learners and communities around the school, an opportunity to participate in netball, futsal, basketball and tennis.

Paarl Media acknowledges the importance of providing learners with the right tools to empower them to learn, grow and excel. Through investing back into this community, we are assisting in creating a healthy school environment in which these young people can strive towards a positive future. There are many proven benefits for children's participation in sport. Therefore, this initiative aims to contribute to the building of healthy bodies and minds, and perhaps help a future sporting star on his or her way to success.

Paarl Media Director, Thobela Dikeni, attended the sod turning of the multipurpose sports court and launch event of the 94+ Project at Clarkebury on 18 July. Also present on the day was Angie Motsheka - Minister of Basic of Education, Noxolo Kiewiet - Premier of Eastern Cape, Mr Makupula - MEC for Education in Eastern Cape, Mrs Stella Ndabeni - Deputy Minister of Communication, the Executive Mayor of Engcobo Municipality, chiefs and dignitaries from the local area.

Thobela included in his speech on behalf of Paarl Media, "As a Group, our contribution is a continuation of our involvement in uplifting our communities and giving them a better life, especially in the education discipline. We have a long-standing relationship with the Department of Basic Education, part of our joint initiative of the successful printing and delivery of workbooks to 26 000 schools in South Africa. History was made today, because I never thought that a company founded in Paarl, would impact lives of children thousands of kilometres away."

#### Participation sports help provide:

- Healthier bodies
- Improved concentration in the classroom
- Stress release
- Important social skills such as cooperation, teamwork, communication and making friends
- Personal skills such as leadership, confidence, discipline and selfesteem
- Positive use of free time
- Improved gross motor skills
- Sense of achievement
- Healthy, happy fun!

Thobela Dikeni with Angie Motshekga, Minister of Education, setting the tone.







## Giving our children a sporting chance













# A-Net Cares or Us

M-Net Cares strategy is underpinned by a strong drive towards sustainable development and uplifting the lives of disadvantaged South Africans, with many of the projects benefiting young people

**M-Net invests actively** in a broad range of Corporate Social Investment (CSI) initiatives. These include education, healthcare, socio-economic development, job-creation and the promotion of South African arts and culture.

### **Instilling a love of reading**

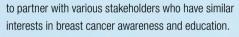
M-Net Naledi Children's Literacy Project is a 12-week reading campaign for primary school children starting in May. The Naledi Project started in 2010 with 300 children in six schools in Gauteng and Western Cape. Children (aged 7-9 years) attended English literacy workshops for the duration of six weeks and were graduated. In 2011, the project expanded to 1 000 children in four provinces (Free State, Gauteng, Western Cape, Kwa-Zulu Natal), and these workshops were also given in three additional languages (Zulu, Sotho and Xhosa).

The course focuses on the development of phonic skills in learners – developing listening skills, focusing on the sounds of the language, and associating the sounds with letters to identify words so that they can be reproduced in written form. Through this initiative, M-Net seeks to inspire a culture of reading in children from a young age. M-Net Cares has donated funds towards the literacy workshops for school children as well as books to encourage them to continue reading.

M-Net Cares has also set up Reading Corners as part of the literacy programme for the learners that are not included in the 12-week programme. The M-Net Cares Reading Corners form part of the bigger M-Net Naledi Children's Literary Programme that spans 12 weeks. To date, the programme has touched the lives of over 4 000 children from around the country.

## Combating breast cancer with mobile testing units

One in 29 South African
women will be diagnosed
with breast cancer in
their lifetime. However,
if detected early, the
disease often has an
excellent prognosis.
Unfortunately many public
hospitals and clinics
across the country do
not have the necessary
equipment to carry out
mammograms. This why
M-Net Cares decided





- Cloud9 Ambassador Golf days
- AVON Walk
- Pink Drive

### **Developing young filmmakers**

As a film industry leader, M-Net is invested in developing young filmmaking talent, particularly among historically disadvantaged South Africans. Creating a platform where young passionate and creative people can exercise their skills was important for M-Net as well as support worthy causes in the process. These aspects come together in



Well known children's author and storyteller, Gcina Mhlophe, reading to the children

the M-Net Television Awards for Good (TAG), previously known as the M-Net Vuka Awards. The competition rewards and nurtures young SA filmmaking talent while providing exposure to the work of NPOs and important causes.

Filmmakers, advertisers and film students are invited to develop pro bono public service announcements (PSA) on behalf of these causes, and the winning PSAs are broadcast on M-Net and the DStv bouquets. Two outstanding film students are also afforded the opportunity to travel to the world-renowned Cannes film festival and participate in the Cannes Young Lions workshop.

As part of TAG, M-Net awards bursaries to five promising historically disadvantaged film students at local film and advertising schools. The TAG 2010 competition attracted 174 entrants, the top 25 of which are flighted on various



# Communica

M-Net channels, providing NPOs and the causes they support with invaluable public exposure.

## **Cultivating entrepreneurship among** the youth

Mzansi Magic Market Day is a rebranding of the original KTV Market Day. It is an M-Net Cares CSI initiative aimed at fostering a spirit entrepreneurship amongst school children. The concept for Mzansi Magic Market Day is simple: Kids aged 7-15 set up a stall at venues in major shopping malls in the country and sell their wares to the public, or share their talent as performers with the public. It's all about learning how much fun the business world can be and how to turn a creative idea into a profitable venture. The objective of Mzansi Magic Market Day is to foster an entrepreneurial spirit amongst the youth of all racial groups, particularly those from previously disadvantaged communities.

On the first Saturday of September every year, youngsters aged between seven and 15 years set up stalls in retail centres around the country and sell their products to the public, or share their talent through public performances. Through this they learn important entrepreneurial skills and how to turn a creative idea into a profitable venture.

## Harnessing the collective giving of M-Net employees

M-Net Cares includes a vibrant staff volunteerism programme that harnesses employees' desire to get involved in CSI programmes and positively affect the communities that M-Net operates in.

In the past year, M-Net employees have been involved in a number of volunteer projects, namely:

#### **Home of Hope**

In celebration of Valentine's Day, a love drive staff campaign was launched where much-needed toiletries such as soap, toothpaste, face cloths, roll-on and perfumed deodorants were collected for The Home of Hope in Johannesburg. The handover took place on the 19th March 2012 at the home. The young girls from the home were given M-Net Cares school bags filled with stationery, toiletries and other goodies.

Home of Hope is an autonomous, self-started and inclusive shelter for the rehabilitation of girls that operates at a grass roots level. Exploited and abused girls from all religious or cultural backgrounds are accepted and made part of a secondary family. Home of Hope provides shelter and creates an opportunity for sustained physical,

educational and holistic wellbeing for exploited girls in Hillbrow, Berea and solace for all children in the surrounding community.



Soweto Kliptown Youth Centre (SKY) is a centre that provides services to people who are affected by poverty, abuse and abandonment. As part of the volunteer programme, M-Net staff gave SKY a much-needed facelift. M-Net staff cleaned, painted and reorganised the youth centre. On 27 March,

the new and beautiful SKY was unveiled. As part of the facelift, M-Net also unveiled a

and I SKY eiled. of lift, Iso

reading corner, which was added to the Pause Area at SKY as part of the bigger drive to establish M-Net Cares Reading Corners.

#### St Mary's Children's Home

St Mary's Children's Home, based in Rosettenville, is a registered NPO that has its roots in the Anglican Church. The home provides a safe, secure home and therapeutic environment for children from families in crisis, on a completely non-discriminatory basis. M-Net Cares, along with its partner Builders Warehouse, joined forces to transform one of the cottages at St Mary's. The newly refurbished home was unveiled on 24 April 2012.

#### **Nontsikilelo Drop-In Centre**

In honour of World Environment Day on 15 June 2012, M-Net Cares observed the day at Nontsikilelo Drop-In Centre in Benoni by funding a comprehensive permaculture pack consisting of garden tools, seeds and seedlings, herbs and trees. On-site permaculture workshops were also given to the project co-ordinators and some community members to ensure sustainability of the food garden. M-Net staff gave of their time by attending a day's workshop and working in the garden to set it up for the NPO.

## **Good Shepherd**

A group of selfless M-Net staffers gave a lot more than 67 minutes to the Good Shepherd Project, where volunteers served a hot meal plus a bag full of fruit and treats to more than 50 homeless people at the soup kitchen. M-Net Cares also donated shoes, socks, blankets, beanies and scarves to each person at the soup kitchen.







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# Light up the night

Neon lights. Full moon. Fast driving.

That's what was on the menu with the eye-catching MINI Roadster campaign

By Magdel Louw



Which is precisely how Blackriver FC, MINI's abovethe-line agency responded to the challenge when it had to come up with a nifty campaign to introduce the MINI Roadster to the SA market.

The creative brief was to differentiate the Roadster from the MINI Coupe and MINI Convertible by creating maximum awareness around the new model and most importantly, orchestrating a perception shift in order to position the MINI Roadster as masculine and 'premium,' explains Carmen Slade, marketing manager of MINI SA.

However, realising the intended buyer wasn't exactly a bundu-basher, they were faced with the problem of MINI's general payoff line: 'another day, another adventure.'

"This slogan brings to mind images of daytime extreme sports such as bungee jumping. Yet the target market for the Roadster isn't doing that. So we took the brave decision to change the payoff line for this campaign to 'another night, another adventure' – which is when the target market is at play. And then the whole campaign unfolded around that."

#### **NIGHT VISION**

The campaign was conceptualised around innovative nighttime activations, with Black River FC originating the concept of incorporating neon in all the campaign elements.

The first was a dramatic show of lights to reveal the MINI Roadster at the close of this year's Design Indaba in Cape Town. MINI went all out by inviting Team iLuminate – a group of dancers who finished third in America's Got Talent Season 6, explains, Vanessa Gibson, Blackriver FC creative director. Dressed in black the dancers performed in the dark, however audience members could clearly see them because of the dancers' suits that were covered in a



mixture of electroluminescent wire and LED's. The flashing lights that all the dancers wore were then synchronised to display various effects. A 12-metre backdrop that lit up through luminescent wiring amplified the wow factor even more.

The dazzling effect was taken further with animated neon billboards set up at O.R. Tambo International Airport and Cape Town International Airport – that only lit up at night.

The real sparkler on the cake though, was the full moon test-drives held in Cape Town, Durban and Johannesburg. "These test drives sprung forth from a real insight – that many people can't test-drive a car during the day because they're work bound," says Slade.

The first full moon in Cape Town happened to be a week after design Indaba, recalls Karen Valle, then GM of MINI SA. That night they hosted the first nighttime test drive with drivers taking the vehicle for a spin from the city centre including a scenic drive around Camps Bay. "The idea was for the event to be totally unique to MINI and stand out. It did, and it had a great attendance."

When the full moon rose again another crowd gathered at the Kyalami racetrack in Johannesburg for a similar test drive – with the difference being that the drivers could race the cars around the track.

## WE TOOK THE BRAVE DECISION TO CHANGE THE PAYOFF LINE FOR THIS CAMPAIGN"

### THE TIE THAT BINDS

A key ingredient for creating an ongoing conversation throughout the campaign was the addition of 'key influencers' who had to fit comfortably into this 'night adventure space.' They were all taken on a MINI journey to experience the brand, and later attended the full moon test-drive as well – the idea being for them to share the experience with their fans and followers. These included bloggers such as Christopher Rawlinson, Christopher Mills, Andy Hadfield, and Matt Swartz, as well as Kojo Baffoe and Sean Bacher, editors of *Destiny Man* and *Gadget* magazines respectively.

In combination with traditional elements, the campaign ran digitally through banners displayed on various websites. Furthermore a competition ran whereby a nighttime adventure with MINI could be won. Entrants had to earn 'adventure credits' by finding the unique MINI QR codes hidden at top night spots across Johannesburg, Cape Town and Durban, clicking on interactive banners on various blog sites, and 'liking' MINI on Facebook.

The result? Even though working on a small media budget of R2.5 million, their innovative, surprising thinking led to all the campaign objectives being met, says Valle. Sales targets were reached, the campaign trended on social media and MINI's social media exposure doubled. In addition, MINI SA has increased production of the Roadster already – and the dealer feedback is highly favourable.

"The fact is, it makes our job infinitely easier if I can just get you into the car. Then I know you'll buy it."

## Engage + integrate = **360**

As publisher and brand ambassador of CAR magazine, Neil Piper believes that there's more to 'multi-platform' thinking than simply using words.

THE CONCEPT of 360 media is often bandied about by publishers who are very proud of their multi-platform offering. But how integrated are their offerings - from planning through to execution? Put differently, is the generation and distribution of their content in multiple formats combined into one holistic, simultaneous process? As our media landscape has evolved, clients increasingly demand more than 'full-page, full-colour' exposure and want to interact intimately with various tribes of the global community that a brand has built across various platforms. However, 360 media should not be viewed simply as a means to land and retain clients - it's an integrated solution across several platforms that align

I believe that integration - from both an audience and content perspective - is the key to maximising audience engagement.

various forms of content with a

brand's stated objective or

strategy

The conversation with a community may start on digital or social media platforms and end months later when a feature or road test on a particular vehicle appears in print. The objective is to drive our audiences from one platform to another with specific content generated for that platform, from Twitter and YouTube to live events and the printed page. And these diverse channels ultimately converge to achieve a single, primary goal: helping the end-consumer makes an informed buying decision. For marketers and advertisers being part of this integrated brand journey is a compelling opportunity.

Recent research conducted by FIPP (Worldwide Magazine Media Association) indicates that

magazines are at their most

powerful when used in combination with other media and the best results for client campaigns are achieved through integrated campaigns across print, web and TV. So publishers who fear new platforms and stick to old world principles will simply fail. On the other hand, publishers who embrace new media, offer unique brand experiences, distribute content appropriately and continue to expand the diverse community around their brands are sure to prosper.

In the case of our CAR brand, for example, the digital and social media

platforms don't just augment the experiences of magazine readers by offering them rich, interactive digital content on the web and mobile devices - it's also a system of co-operative content generation that ensures we end up with better product: digital feeds print and vice versa. The brand is therefore stronger because of deliberate integration that maximises each platform's strength. And the ultimate benefit for readers is that they can make informed buying choices about vehicle purchases while being entertained - and engaging directly with expert motoring journalists.

It's as simple as that: embrace new technologies, integrate fully across platforms, and your community of like-minded individuals will follow. Once the community is built and buys into your value proposition, the revenue will follow.

As the growing interest in Women on Wheels (WOW) shows, the female motoring industry is not to be underestimated

## Women **love cars**

By Magdel Louw

THERE IS definite growth in the female sector of the motoring industry, states Charleen Clarke, editor of WOW. "Gone are the days when women wanted a car that came 'in a pretty colour.' Today they are extremely



discerning and well informed. Furthermore, women really do their homework before buying a car - they thoroughly investigate every option and seldom make a nurely emotive nurchase "

This trend is also reflected in the way WOW has grown in revenue each year since its inception, remarks Andreline van Tonder, group publisher, Associated Magazines. WOW is free and distributed with all the Associated Magazines titles, resulting in massive reach into the women's market (an unduplicated readership of 1.4 million). It has also become a popular choice among advertisers since the WOW Women's Car of the Year Awards are considered credible awards and have strong support from the motoring industry.

Clarke adds that WOW does not only reach women. More and more of reader feedback received throughout the year is coming from men. "Irrespective of their gender, our readers appreciate the fact that we provide useful information as opposed to paragraphs of technical information (that may or may not have relevance to a car buyer)."

Having expanded their website in order to grow WOW's online presence this year, they've seen definite results in their web traffic too.

Their page impressions went from 11 317 in June last year, to 30 272 the same time this year and from 15 282 in July 2011 to 92 958 this year. Unique users also shot up from 2 714 in July last year, to 5 404 this year, says Van Tonder.

"Plans for the next year are to continue building the WOW website as the premier online destination for motoring for women. We are also looking at launching various apps to complement the digital experience."



## Go further

Ford's new 'Go Further' is a brand promise not driven by marketing, but by product as Dean Stoneley, VP marketing, sales and service at Ford Motor Company, Southern Africa explained to *Danette Breitenbach* 

**FIVE YEARS AGO** Ford realised it was not leveraging its scale. The focus of the brand was different for each region with a multitude of prices, parts, cultures, and dealers despite the products being the same globally.

While it may sound obvious, Ford has had a long history of fiefdoms says

Stoneley. "We had to break it down and leverage out scale." What makes the Ford story quite revolutionary, especially for the brand, was that it started with the



## **Go Further**

'Go Further' product, followed by the company (staff and dealers) and the last stage of the journey was marketing. 'Go Further' is who we are. Internal launches took place and everyone believes in it. We are now rolling out the marketing of 'Go Further' to consumers. We first wanted to ensure that it was part of our culture."

#### **BEST IN CLASS**

Rolling this out worldwide, to different countries with different cultures and aspirations meant that the product had to be at the core of 'Go Further'. "Because of this, 'Go Further' is more than just owning a car. It is about attaining your aspirations."

It is not about being competitive, but being the best. Good is not enough. It has to be best in class. At the heart of this philosophy is the technology that goes into the car. "We are taking the technology we have developed through all our cars, and ensuring that the vehicle is still fun to drive. So when you buy a Fiesta you get all the technology, but at a price that you can afford. That is the ingenuity of the product. The innovation is the care we put into this."

With this philosophy there are four brand pillars: quality, green, safe and smart. "We use these four in our product design and through this are providing solutions within the four areas. It is also the template of how we go to market."

At the Johannesburg Motor Show the Ford display was divided into these four areas. The communication of each area can be different in various regions depending on their relevance.

#### FROM 24 TO SIX

The Ford Ranger is the first vehicle to be launched with the 'Go Further' philosophy.

The vehicle is available in 148 countries. The advertising campaigns were filmed in KwaZulu-Natal Lesotho and Namibia. The Ford Focus campaigns were all shot in Cape Town. "There are eight ads in total and two or three of these are being run in other countries."

Over the past 10 years the Ford Focus has had 26 different campaigns. "Agencies loved us," says Stoneley, who explains that with the new philosophy, they have reduced the 26 campaigns to five or six. "In this way we have been able to build in flexibility for local regions."

The company has also increased investment into social media. "We strongly believe that a brand cannot just advertise on Facebook. On this platform there has to be engagement with the consumer. To be part of the conversation you must bring something to the table.

## What the **Olympics** taught us

With the 2012 Olympics done and dusted, *Struan Campbell* and *Clint Paterson* of Levergy take a look at how well sports sponsorship played its part

sponsorships are a necessary part of any sport. Recently, however, sponsors have been getting mixed reactions from the public. When 81 year old grannies are threatened with legal action for selling dolls with the Olympic emblem on them, and fans are unable to use any other means of payment but Visa in Olympic stadiums, as happened with the London Olympics, you have to wonder whether marketers are forgetting the true purpose of sponsorship.

Sponsorship is not just about getting your name in a stadium, or spending millions on an advert so you can brag about your passion for a team or event - it's about building your brand's reputation through positive and relevant interactions with consumers. Todav's consumer is not a passive observer. They are more informed, and network with the world on levels never seen before. They are savvy and expect respect, interaction and meaningful experiences. More than that, they demand to have a rewarding relationship with their chosen brand. Especially when that brand is taking ownership of something they feel is a fundamental right their ability to enjoy and support the sport they're passionate about.

In spite of this, many SA sponsorship agencies and companies still have the same mind-set they had 10 years ago: they are happy to simply implement branding, hospitality and a consumer competition at the expense of truly effective programmes. Barring a handful of very good local campaigns, such as Carling Black Label's inspired 'Be the coach' and Absa's 'Team of millions' campaigns, not enough progress in line with best international practice has taken place.

#### **ALL OR NOTHING**

Fact is, in today's economic climate companies can no longer afford to provide sponsorship for the awareness alone. Marketing departments need to be able to justify why they are involved with sponsorships. Sponsorship can no longer be seen as self-serving, they need to be relevant and authentic or else the cynical consumer will not respond. Nor can it continue to work in isolation. Truly strategic approaches that are integrated into the full marketing mix and that set out plans to achieve business, marketing and communication objectives to deliver measurable results are needed if sponsorship is going to evolve to meet the challenge of a cash-conscious future. A brand needs to define what it wants to get out of a sponsorship. And that shouldn't just be about ROI, or about being a revenuegenerating tool. Successful sponsorship is essentially about ROO (return on objectives),



Struan Campbell and Clint Paterson

and clear, measurable objectives need to be developed at the outset.

The 2012 London Olympic Games saw some exceptional sponsorship campaigns that were driven by clear objectives and executed with meaningful interactions. British Airways went against the grain and tapped into the British spirit by, surprisingly, encouraging people to stay at home with their 'Don't fly, Support Team GB' sponsorship. This unselfishness and call to patriotism resonated with the public.

BT began leveraging their sponsorship of the Paralympic athletes back in 2008. When 2012 rolled around, no one thought they were just jumping on the Olympic bandwagon because they had put their sponsorship money where their mouth is by proving a long-term commitment and showing true support.

### BACK TO THE DRAWING BOARD

As the sponsorship mishaps indicate, some companies are still getting it wrong. Let's look again at the Visa example. As major sponsors, they insisted that all Olympic tickets and items within the stadium had to be bought with Visa. How much more beneficial would it have been if any card could have been used but Visa owners got a discount? That way, they would have rewarded loval customers without punishing others. Then there's McDonald's. Health bodies raised a legitimate eyebrow at the thought of a fast food company, hardly leaders in healthy living, being associated with sport. They queried the relevance and the fact that McDonald's launched educational programmes promoting healthy lifestyles merely added to the cynicism.

If this year's Olympics teaches us anything it should be that traditional, or 'old-school' sponsorship is no longer the silver bullet that marketers thought it was. Nor is it a fast-track to the consumer's heart and wallet. Sponsorship alone is not enough. When it is leveraged correctly, it is an opportunity for corporates to enter the space of people's interests, to engage with the fans and be accepted by them because they are being offered something worthwhile. When this happens there's no marketing tool that can touch it.



## Keeping score

To get an accurate picture of where SA sports sponsorship stands the numbers hold the answer

By David Sidenberg

NO AREA OF marketing and promotion has grown more robustly in SA over the last 20 years than sponsorship. Direct spend on sponsorship has grown from R63 million in 1985 to R4 304 million in 2011, representing an average annual compound growth rate of 17.4%. Growth over the past 10 years (2001 to 2011) averaged 13.1% per year, well above CPI rates. Adding activation or leverage spend this total, the sponsorship industry was estimated by BMi at just under R7 billion in 2011.

Furthermore, as sponsorships are generally long-term by nature, traditional marketing felt the crunch immediately during the global recession resulting in sponsors being locked in to longer-term contracts.

This, combined with the extraordinary sponsorship spend in SA during the World Cup, helped serve to mask the recessionary effects impacting on the industry globally. The USA experienced negative growth (-0.06%) in sponsorship spend for the first time ever in 2009, the SA sponsorship market continued to grow by more than 12%.

Growth in the SA sport sponsorship market in 2011 compared to 2010 was relatively flat. While down on the comparative 9.3% year-on-year gain witnessed the previous year, it must be noted that much of this drop off can be attributed directly to World Cup sponsorship rights, which were spread over the preceding three or four years. The net result was that the sponsorship industry kicked off 2011 with an R350 million Year on Year (yoy) deficit. To put this in a different context, if we were to isolate soccer from the YOY sponsorship spend totals, all other sponsorship spend increased by over 7% in 2011 on 2010. Furthermore.

if cricket (who lost two of

their three major sponsors

in 2011) is also excluded, then the growth in the balance was over 11% in 2011.

Paradoxically, sponsorship's long-term nature may now actually be its greatest stumbling block – with a number of major contracts coming up for renewal in 2012 – at a time when there is again still so much uncertainty about the future economic climate. Companies that have just been forced to lay off staff members are mindful of the potential public backlash that may come from the signing of a high profile sponsorship as fears grow of a double dip recession.

## LEVERAGE BUDGETS REMAIN UNDER PRESSURE

Decreased leverage budgets also

remain an area of concern. Between 2006 and 2011, despite increased sponsorship budgets in SA, the corresponding activation budgets required to drive these platforms actually fell by more than 25%, to a level currently at under 60c per Rand spent to acquire these rights. Unfortunately, without the associated leverage spend required to support them, far too many sponsorship properties were under utilised and not surprisingly underperformed against their initial objectives.

Commercially speaking, the last 18 months

has been a period of consolidation rather than success stories for the SA sponsorship industry. The approach has become far more cautious and strategic, and unless a sponsorship is core to a company's strategy, a shorter-term view utilising more traditional TV and radio advertising bursts have seemingly been easier to justify of late.

Despite this sentiment, rugby has faired extremely well

renewed or replaced all the sponsors it lost. Only the Absa Curry Cup sponsorship, which comes up for renewal at the end of this year hangs in the balance.

Cricket on the other hand is still arguably in the process of rebuilding confidence amongst sponsors after its prolonged image crisis. While Castle was the only major sponsor to stay on board during this difficult period, with the announcement of two new sponsors in September together with a number one world ranking, it appears cricket has now turned the corner.

The ultimate acid test however will be the sponsors that soccer retains and attracts in 2012 – with the league as well as every major PSL Cup Competition up for renewal. The stakes are extremely high and the outcome of these negotiations will largely determine the net growth in the sponsorship market for not only 2012, but possibly set the tone for the next year or two as well. To date the ABSA PSL and MTN8 sponsorships have already been renewed with interest – but it should be mentioned at a fee reportedly well off the initial asking price.

#### **OTHER OPPORTUNITIES**

As more and more sponsors begin to look outside the box for Value for Money opportunities, the so-called Cinderella codes are now ideally placed to provide a clutter free platform for those either just entering the market, as well as an equally soft landing for those forced to cut back on their current levels of spending in 2012.

Surely it can only be a matter of time before the Olympic codes, led by swimming, athletics and perhaps some of the other more niche medal contenders like canoeing, rowing, hockey and the like begin to attract attention from some astute

marketers looking for a value for money long-term Olympic platform.

Despite the clear benefits and until some of these codes and events are afforded regular TV coverage, their ability to attract interest and therefore sponsors

will unfortunately remain a challenge.

**David Sidenberg**, partner and head of strategic consulting, broadcast & rights structuring at BMI Sport Info and managing partner at Sponsor Value Research Services

For more on this feature go to www.advantagemagazine.co.za











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