



**SASI Festive Season Savings Campaign 2010  
Public Relations – Project Report  
19 January 2011**

**EXECUTIVE SUMMARY**

<b>Client</b>	<b>South African Savings Institute (SASI)</b>
<b>For attention</b>	<b>Elizabeth Lwanga-Nanziri</b>
<b>Period under review</b>	<b>December 2010</b>
<b>Media releases issued (#)</b>	<b>2</b>
<b>Number of media hits achieved</b>	<b>122</b>
<b>Number of titles reached</b>	<b>83</b>
<b>Circulation / Viewership / Listenership</b>	<b>82 163 055</b>
<b>Straight AVE* vs. PR value**</b>	<b>R2 131 996.02 vs. R6 395 988.06</b>
<b>Return on investment (ROI)</b>	<b>47 vs. 142</b>
<b>Hours</b>	<b>52</b>

\* AVE: advertising value equivalency

\*\* The PR industry multiplies the advertising rate or AVE by anything between three to ten times (for editorial credibility). At Meropa Communications we believe a 3x factor is appropriate.

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## **Introduction**

Meropa Communications assisted the South African Savings Institute (SASI) with the annual National Festive Season Savings Campaign 2010, which launched at the IDC Campus on Tuesday, 09 November 2010.

### **The report has been broken down to the following:**

1. Media briefing
2. Media interviews
3. Media releases
4. Coverage



## **1. Media briefing**

Key media were invited to the media briefing for the launch of National Festive Season Savings Campaign 2010

### **The following spokespeople attended the media briefing:**

- Prem Govender, SASI Chairperson
- Anthony Campher, Financial Planning Institute
- Abel Tshimole, National Credit Regulator (NCR)
- Neil Lightfoot, Genesis-Analytics
- Omoneka Musa, Genesis-Analytics
- Elizabeth Lwanga-Nanziri, SASI Chief Executive Officer

### **A total of 11 media (excluding cameramen and crew) attended the media briefing:**

- Business Day
- Business Report
- Channel Africa
- Daily Sun
- I-Net Bridge
- Jacaranda FM
- Money Marketing
- Radio 702
- SAPA

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- SABC Radio
- Soweto TV

Meropa ensured that media, including walk-ins, passed through the registration area and assisted cameramen and crew through the security check point.



## 2. Media interviews

Meropa facilitated media interviews both at the media briefing and afterwards, which included telephonic and in-studio.

The following media interviews took place:

**Tuesday, 09 November 2010:**

Time	Media	Speaker	Topic
12h00 – 12h05	Heart FM	Prem Govender - Chairperson	Launch of SASI's campaign – SOUNDBITE
12h20 – 12h25	Umhlobo Wenene FM	Elizabeth Lwanga-Nanziri - CEO	Launch of SASI's campaign – SOUNDBITE
12h45 – 12h50	Lesedi FM	Elizabeth Lwanga-Nanziri - CEO	Launch of SASI's campaign – SOUNDBITE
15h50 – 15h55	Ligwalala FM	Elizabeth Lwanga-Nanziri - CEO	Launch of SASI's campaign – SOUNDBITE
Evening	SABC Polokwane	Eustace Mashimbye – Board Member	Launch of SASI's campaign – SOUNDBITE

Radio Islam, scheduled for 17h35, did not take place and the station failed to call.



**Wednesday, 10 November 2010:**

<b>Time</b>	<b>Media</b>	<b>Speaker</b>	<b>Topic</b>
<b>06h35 – 06h40</b>	SAfm	Prem Govender - Chairperson	Launch of SASI's campaign – SOUNDBITE
<b>08h15 – 08h25</b>	Summit TV	Elizabeth Lwanga-Nanziri - CEO	Launch of SASI's campaign – IN STUDIO
<b>19h15 – 19h20</b>	Radio 2000	Prem Govender - Chairperson	Launch of SASI's campaign – LIVE TELEPHONIC

**Thursday, 11 November 2010:**

<b>Time</b>	<b>Media</b>	<b>Speaker</b>	<b>Topic</b>
<b>08h00-09h00</b>	RSG	Sandra van Rensburg	Launch of SASI's campaign – IN STUDIO (Afrikaans)
<b>08h15 – 08h20</b>	Voice of the Cape	Elizabeth Lwanga-Nanziri - CEO	Launch of SASI's campaign – PRE-RECORDED, TELEPHONIC
<b>13h00- 13h05</b>	SABC	Elizabeth Lwanga-Nanziri - CEO	Launch of SASI's campaign – PRE-RECORDED, TELEPHONIC
<b>17h30</b>	Valley FM	Elizabeth Lwanga-Nanziri - CEO	Launch of SASI's campaign – PRE-RECORDED, TELEPHONIC



**Wednesday, 24 November 2010:**

<b>Time</b>	<b>Media</b>	<b>Speaker</b>	<b>Topic</b>
<b>09h00 – 09h10</b>	eTV	Elizabeth Lwanga-Nanziri – CEO	Launch of SASI’s campaign – IN STUDIO

Additional mentions of SASI and the campaign featured throughout the month of December 2010 due to the media awareness created by the media briefing and interviews above.



### **3. Media releases**

Meropa drafted the following two media releases:

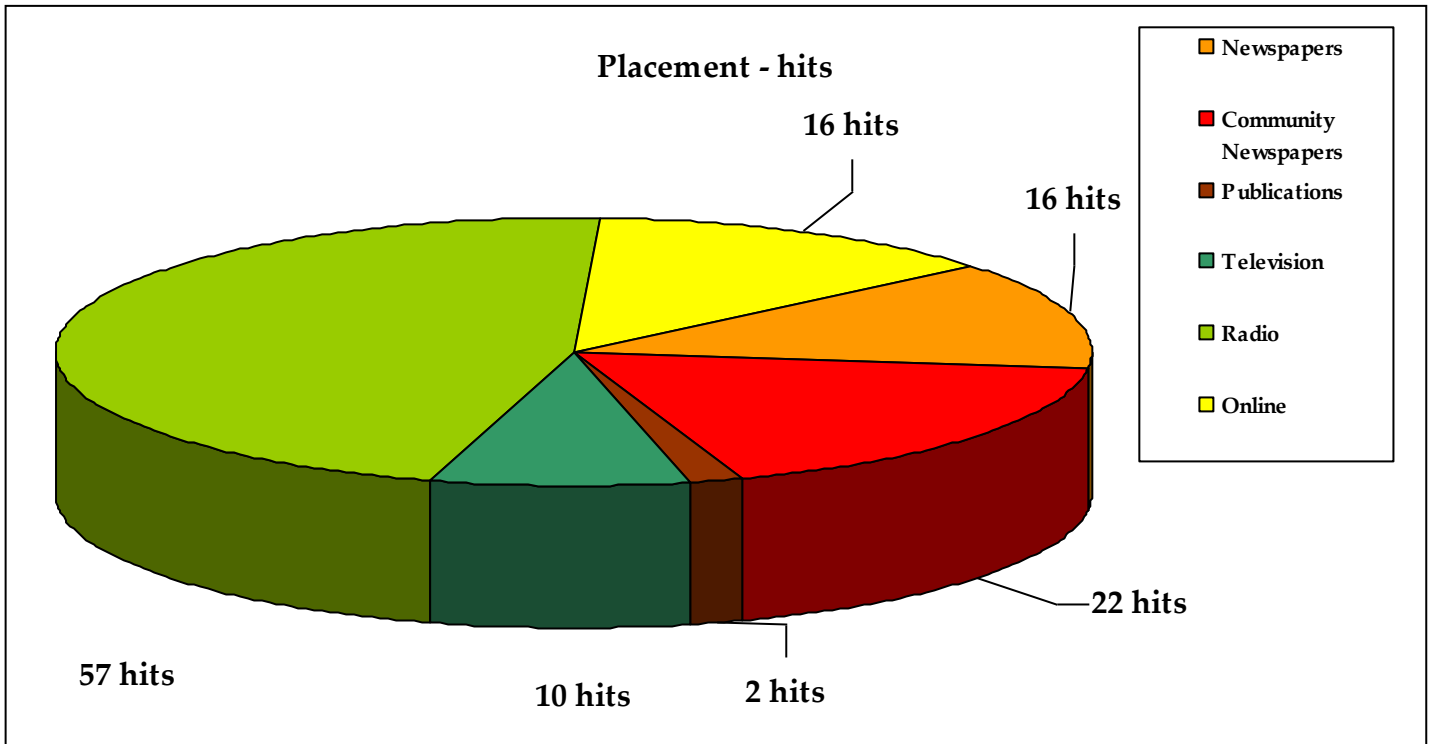
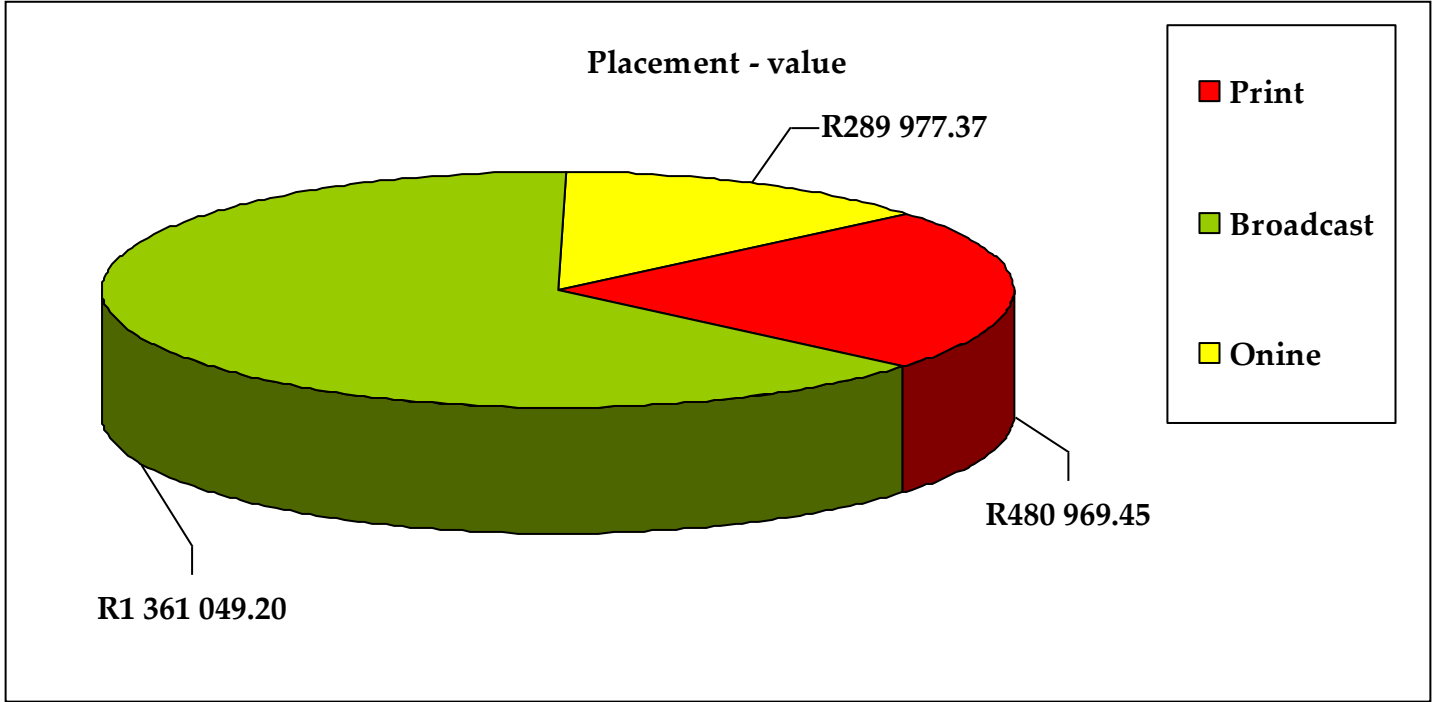
- South Africans urged to spend wisely during the festive season  
(Tuesday, 09 November 2010)
- How to strategise your 2011 savings plans  
(Monday, 29 November 2010)

In addition, media alerts went out to various community newspapers informing them of the mall activations happening in their regional areas.

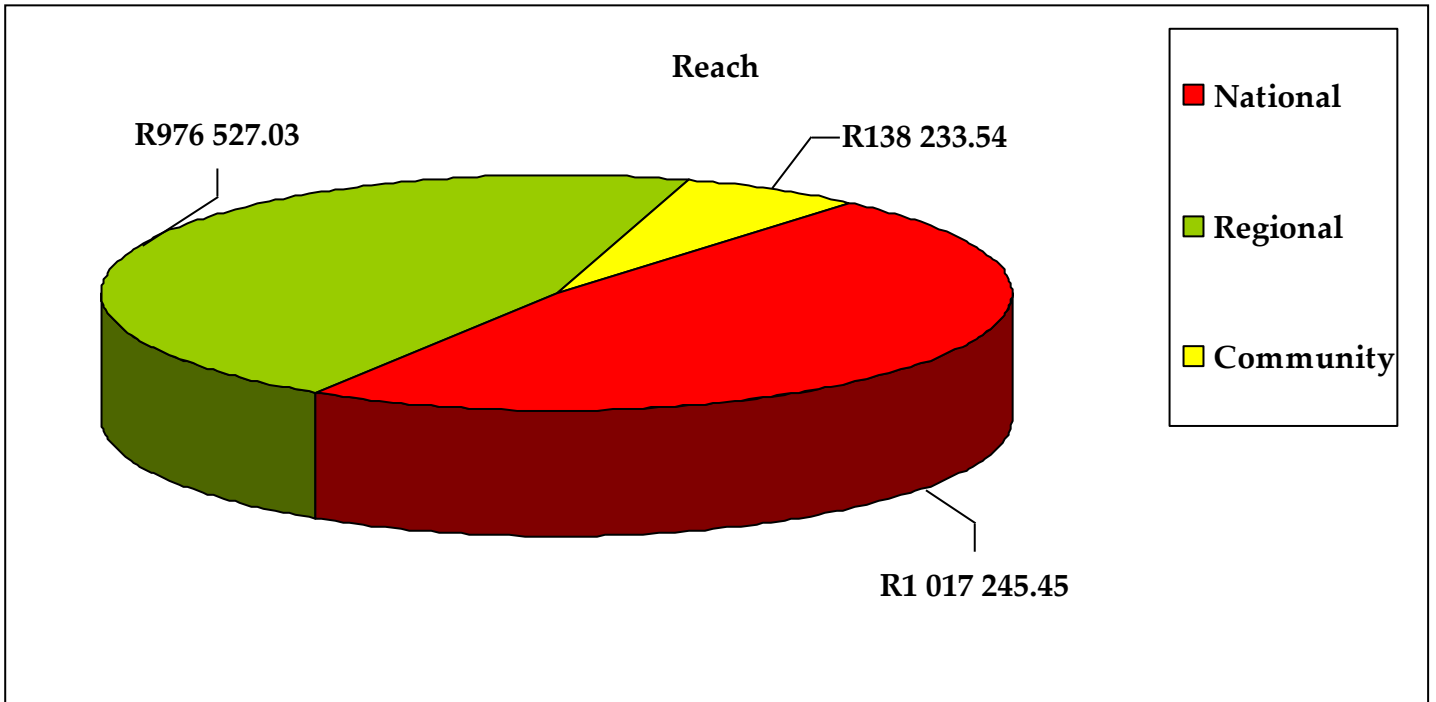
**The media alerts went out in accordance to when the mall activations were rolled out:**

- Thembisa Mall – Friday, 12 November 2010
- North West Province – Monday, 15 November 2010
- Palm Springs, Orange Farm – Monday, 22 November 2010
- Sohshanuve SC – Wednesday, 24 November 2010

#### 4. Coverage



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Date	Location	Reach	Media type	Headline	Source	Message	AVE value	PR value	C/L/V
1-Oct-10	The businesswoman	National	Print	Women in finance and leadership conference - Speakers (Sheshi Kaniki)	Other	Other	R 14,930.58	R 44,791.74	26486
9-Nov-10	<a href="http://www.algoafm.co.za">www.algoafm.co.za</a>	National	Online	South Africans cautioned over festive season spending	Meropa	Launch	R 32,480.58	R 97,441.74	
9-Nov-10	<a href="http://www.citizen.co.za">www.citizen.co.za</a>	National	Online	Spend wisely in December	Meropa	Launch	R 3,232.88	R 9,698.64	
9-Nov-10	<a href="http://www.fin24.co.za">www.fin24.co.za</a>	National	Online	Count your festive season pennies	Meropa	Launch	R 13,417.80	R 40,253.40	
9-Nov-10	<a href="http://www.iafrica.com">www.iafrica.com</a>	National	Online	SA not saving a cent	Meropa	Launch	R 8,147.93	R 24,443.79	
9-Nov-10	<a href="http://www.Personalfinance.iafrica.com">www.Personalfinance.iafrica.com</a>	National	Online	SA not saving a cent	Meropa	Launch	R 6,537.86	R 19,613.58	
9-Nov-10	<a href="http://www.Personalfinance.iafrica.com">www.Personalfinance.iafrica.com</a>	National	Online	Why SA cannot save	Meropa	Launch	R 10,820.50	R 32,461.50	
9-Nov-10	<a href="http://www.iafrica.com">www.iafrica.com</a>	National	Online	Why SA cannot save	Meropa	Launch	R 13,485.25	R 40,455.75	
9-Nov-10	Y-FM - Mo Flava	Regional	Radio	08h13 - Stories making newspaper headlines	Meropa	Launch	R 38,438.67	R 115,316.01	1337000
9-Nov-10	Kaya FM	Regional	Radio	SA to spend wisely this festive - New	Meropa	Launch	R 6,771.00	R 20,313.00	1425000
9-Nov-10	OFM	Regional	Radio	SASI on festive season spending - New	Meropa	Launch	R 2,040.00	R 6,120.00	472000
9-Nov-10	Umhlobo Wenene	Community	Radio	South African Saving Institute - New	Meropa	Launch	R 22,464.00	R 67,392.00	4512000
9-Nov-10	Talk Radio 702	Regional	Radio	South African Saving Institute - New	Meropa	Launch	R 1,355.67	R 4,067.01	481000
9-Nov-10	East Coast Radio	Regional	Radio	SA Savings Institute Warns South Africans - New	Meropa	Launch	R 8,352.00	R 25,056.00	1671000
9-Nov-10	Lotus FM - News	Regional	Radio	14h00 - SA Savings Institute cautions SA	Meropa	Launch	R 1,131.00	R 3,393.00	454000
9-Nov-10	Talk Radio 702 - News Extra	Regional	Radio	14h00 - SASI encourages people to save	Meropa	Launch	R 2,905.00	R 8,715.00	481000
9-Nov-10	Jozi FM - News	Regional	Radio	14h00 - SASI encourages people to save	Meropa	Launch	R 600.16	R 1,800.48	
9-Nov-10	Lotus FM - News	Regional	Radio	15h00 - SA Savings Institute cautions SA	Meropa	Launch	R 852.00	R 2,556.00	454000
9-Nov-10	Lesedi FM - News (Sesotho)	Community	Radio	15h00 - SA to spend wisely this festive season	Meropa	Launch	R 5,529.00	R 16,587.00	3416000
9-Nov-10	Metro FM	National	Radio	The Savings Institute cautions SA - New	Meropa	Launch	R 5,400.00	R 16,200.00	4277000
9-Nov-10	5FM	National	Radio	The Savings Institute cautions SA - New	Meropa	Launch	R 4,488.00	R 13,464.00	1897000
9-Nov-10	Highveld Stereo	Regional	Radio	South African Saving Institute - New	Meropa	Launch	R 5,628.80	R 16,886.40	1531000
9-Nov-10	Heart FM	Regional	Radio	South African Saving Institute - New	Meropa	Launch	R 2,752.00	R 8,256.00	628000
9-Nov-10	Thobela FM	Community	Radio	SA savings institute highlights importance of using money wisely - New	Meropa	Launch	R 2,310.00	R 6,930.00	2803000
9-Nov-10	Good Hope FM	Regional	Radio	News @ 15h00 - Saving over festive period	Meropa	Launch	R 1,840.00	R 5,520.00	638000
9-Nov-10	Thobela FM	Community	Radio	News @ 16h00 - SA to spend wisely this festive	Meropa	Launch	R 2,508.00	R 7,524.00	2803000
9-Nov-10	SA-Fm	National	Radio	News Extra @ 21h00 - Call for South Africans to save	Meropa	Launch	R 280.00	R 840.00	571000



9-Nov-10	Munghana Lonene	Community	Radio	News @ 16h00 - SASI launches Festive Season Savings Campaign	Meropa	Launch	R 945.00	R 2,835.00	1159000
9-Nov-10	Lotus FM - News	Regional	Radio	News @ 20h00 - SA Savings Institute cautions SA	Meropa	Launch	R 612.00	R 1,836.00	454000
9-Nov-10	Algoa FM	Regional	Radio	News @ 14h00 - NCR and SA Savings Institute - Spend Wisely Campaign	Meropa	Launch	R 2,198.00	R 6,594.00	933000
9-Nov-10	Munghana Lonene	Community	Radio	18h12 - SASI launches Festive Season Savings Campaign - update	Meropa	Launch	R 10,624.00	R 31,872.00	1159000
9-Nov-10	Jacaranda 94.2	Regional	Radio	News @ 18h00 - SA Savings Institute	Meropa	Launch	R 6,636.00	R 19,908.00	2283000
9-Nov-10	Ikwewezi FM	Community	Radio	News @ 14h00 - Money advise to South Africans	Meropa	Launch	R 960.00	R 2,880.00	1510000
9-Nov-10	Jacaranda 94.2	Regional	Radio	News @ 16h00 - SA Savings Institute	Meropa	Launch	R 6,330.00	R 18,990.00	2283000
9-Nov-10	Lesedi FM	Community	Radio	18h50 - Call for South Africans to save	Meropa	Launch	R 1,045.00	R 3,135.00	3416000
9-Nov-10	e News Channel - Morning News Today	National	Television	07h39 - Stories that made mentions overnight	Meropa	Launch	R 88,433.33	R 265,299.99	
9-Nov-10	SABC 3	National	Television	13h28 - SASI launches Festive Season Savings Campaign - New	Meropa	Launch	R 12,666.67	R 38,000.01	
9-Nov-10	SABC 1	National	Television	News @ 17h44 - SASI launches Festive Season Savings Campaign	Meropa	Launch	R 66,600.00	R 199,800.00	
9-Nov-10	Soweto TV	Regional	Television	News @ 18h00 - Consumers urged to spend wisely	Meropa	Launch	R 14,700.00	R 44,100.00	
9-Nov-10	Soweto TV	Regional	Television	News @ 19h00 - Consumers urged to spend wisely	Meropa	Launch	R 14,700.00	R 44,100.00	
9-Nov-10	Soweto TV	Regional	Television	News @ 20h00 - Consumers urged to spend wisely	Meropa	Launch	R 14,700.00	R 44,100.00	
10-Nov-10	<a href="http://www.weekendpost.co.za">www.weekendpost.co.za</a>	National	Online	Call to spend carefully over festive season	Meropa	Launch	R 22,624.40	R 67,873.20	
10-Nov-10	<a href="http://www.theherald.co.za">www.theherald.co.za</a>	National	Online	Call to spend carefully over festive season	Meropa	Launch	R 3,162.60	R 9,487.80	
10-Nov-10	<a href="http://www.businessreport.co.za">www.businessreport.co.za</a>	National	Online	South Africans struggle to save	Meropa	Launch	R 23,010.35	R 69,031.05	
10-Nov-10	<a href="http://www.iol.co.za">www.iol.co.za</a>	National	Online	South Africans struggle to save	Meropa	Launch	R 18,979.14	R 56,937.42	
10-Nov-10	<a href="http://www.Sowetan.co.za">www.Sowetan.co.za</a>	National	Online	Saving for next year a wise idea	Meropa	Launch	R 9,683.76	R 29,051.28	
10-Nov-10	Sake 24 (Beeld)	National	Print	SA vertrou nie spaarinstellings	Meropa	Launch	R 9,184.00	R 27,552.00	95128
10-Nov-10	Business Day	National	Print	Cash-flush students not saving	Meropa	Savings Report	R 969.00	R 2,907.00	36116



10-Nov-10	Sake 24 (Burger Kaap)	National	Print	SA vertrou nie spaarinstellings	Meropa	Savings Report	R 6,230.56	R 18,691.68	61153
10-Nov-10	Business Day	National	Print	Students with cash failing to save	Meropa	Savings Report	R 7,170.60	R 21,511.80	36116
10-Nov-10	Sowetan	Regional	Print	Saving for next year a wise idea	Meropa	Launch	R 25,577.80	R 76,733.40	125130
10-Nov-10	Herald Business	Regional	Print	Call to spend carefully over festive season	Meropa	Launch	R 4,122.78	R 12,368.34	22745
10-Nov-10	Business Report	National	Print	South Africans struggle to save	Meropa	Launch	R 28,970.73	R 86,912.19	257735
10-Nov-10	Daily Sun	Regional	Print	Time to spend wisely	Meropa	Launch	R 12,459.10	R 37,377.30	433224
10-Nov-10	Sake 24 (Burger Oos Kaap)	National	Print	SA vertrou nie spaarinstellings	Meropa	Savings Report	R 4,045.01	R 12,135.03	12438
10-Nov-10	Sake 24 (Volksblad)	National	Print	SA vertrou nie spaarinstellings	Meropa	Savings Report	R 3,277.18	R 9,831.54	
10-Nov-10	Daily Dispatch	Regional	Print	Spend wisely in December, warns Sasi	Meropa	Launch	R 1,504.80	R 4,514.40	28676
10-Nov-10	SA-Fm	National	Radio	AM Live @ 06h19 - Consumers warned to spend wisely this festive season	Meropa	Launch	R 30,140.00	R 90,420.00	571000
10-Nov-10	Lotus FM - News	Regional	Radio	Newsbreak @ 06h37 - Spend Wisely Campaign	Meropa	Launch	R 4,449.33	R 13,347.99	454000
10-Nov-10	K-FM	Regional	Radio	News @ 07h00 - Consumer Review	Meropa	Launch	R 15,516.80	R 46,550.40	1246000
10-Nov-10	K-FM	Regional	Radio	News @ 07h30 - Consumer Review	Meropa	Launch	R 9,374.73	R 28,124.19	1246000
10-Nov-10	Ukhozi FM	Community	Radio	Current Affairs @ 05h48 - SASI launches Festive Season Savings Campaign	Meropa	Launch	R 6,160.00	R 18,480.00	5812000
10-Nov-10	Gagasi 99.5FM	Regional	Radio	News @ 11h00 - South Africans urged to spend wisely	Meropa	Launch	R 4,485.00	R 13,455.00	1817000
10-Nov-10	Heart 104.9FM	Regional	Radio	News @ 18h00 - National Credit Regulator	Meropa	Launch	R 3,588.00	R 10,764.00	628000
10-Nov-10	Capricorn FM	Regional	Radio	19h41 - South African Savings Institute - New	Meropa	Launch	R 10,511.67	R 31,535.01	1300000
10-Nov-10	Capricorn FM	Regional	Radio	19h48 - South African Savings Institute - New	Meropa	Launch	R 13,600.00	R 40,800.00	1300000
10-Nov-10	Radio 2000	National	Radio	South Africa Saving Institute - New	Meropa	Launch	R 377.00	R 1,131.00	410000
10-Nov-10	SABC 3	National	Television	News @ 22h00 - Consumers warn of spending	Meropa	Launch	R 68,250.00	R 204,750.00	
10-Nov-10	SABC 2	National	Television	News @ 17h30 - Consumers warn of spending	Meropa	Launch	R 49,933.33	R 149,799.99	
10-Nov-10	Summit TV	National	Television	Summit @ 08h19 - SASI launch savings campaign	Meropa	Launch	R 17,300.00	R 51,900.00	
11-Nov-10	Voice of the Cape	Regional	Radio	South African Savings Institute - New	Meropa	Launch	R 6,931.33	R 20,793.99	



11-Nov-10	RSG	Regional	Radio	08h10 - South African Savings Institute - New	Meropa	Launch	R 418,158.00	R 1,254,474.00	
11-Nov-10	RSG	Regional	Radio	08h42 - South African Savings Institute - Continued	Meropa	Launch	R 198,666.00	R 595,998.00	
11-Nov-10	Weslander	Regional	Print	Sweisstudent wys sy staal	Meropa	Launch	R 2,665.21	R 7,995.63	10930
12-Nov-10	Cape Times	Regional	Print	Festive spending alert	Meropa	Launch	R 11,072.57	R 33,217.71	44698
12-Nov-10	Business Report	National	Print	Is government intervention worth all the bother	Meropa	Tips	R 72,680.94	R 218,042.82	257735
12-Nov-10	GROCOTT'S MAIL	Community	Print	South Africans urged to spend wisely during the festive season	Meropa	Launch	R 1,356.39	R 4,069.17	2348
12-Nov-10	Motsweding FM	Regional	Radio	Consumers warned to spend wisely this festive season - New	Meropa	Launch	R 13,608.00	R 40,824.00	
12-Nov-10	SABC 3	National	Television	Festive season advice - New	Meropa	Launch	R 8,233.33	R 24,699.99	
10-Nov-10	Radio 2000	National	Radio	Spend Wisely, New Year Ahead campaign launched - New	Meropa	Launch	R 17,342.00	R 52,026.00	
11-Nov-10	YFM	Regional	Radio	South Africans still battling to save, says SASI - New	Meropa	Launch	R 11,349.00	R 34,047.00	
11-Nov-10	Corridor Gazette	Community	Print	Spend wisely during the festive season	Meropa	Launch	R 1,914.45	R 5,743.35	4550
12-Nov-10	SABC 1	National	Television	13h00 - It's Your Right - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 123,166.67	R 369,500.01	
12-Nov-10	SABC 1	National	Television	13h15 - It's Your Right - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 68,666.67	R 206,000.01	
12-Nov-10	SABC 1	National	Television	13h24 - It's Your Right - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 100,166.67	R 300,500.01	
12-Nov-10	SABC 1	National	Television	13h36 - It's Your Right - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 99,166.67	R 297,500.01	
12-Nov-10	SABC 1	National	Television	13h47 - It's Your Right - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 92,333.33	R 276,999.99	



14-Nov-10	RSG	Regional	Radio	A discussion on savings and investments - New	Other	Influence of inflation on saving (SASI mention)	R 39,900.00	R 119,700.00	
15-Nov-10	The Times	National	Print	Consumers urged to spend wisely	Meropa	Launch	R 4,327.06	R 12,981.18	130093
16-Nov-10	OMF	Regional	Radio	Festive spending - New	Meropa	Launch	R 4,830.00	R 14,490.00	
16-Nov-10	<a href="http://www.iol.co.za">www.iol.co.za</a>	National	Online	Is government intervention worth all the bother	Meropa	Tips	R 49,704.96	R 149,114.88	
16-Nov-10	<a href="http://www.ofm.co.za">www.ofm.co.za</a>	National	Online	Consumers urged to spend wisely during the holidays	Meropa	Launch	R 4,174.62	R 12,523.86	
16-Nov-10	<a href="http://www.busrep.co.za">www.busrep.co.za</a>	National	Online	Is government intervention worth all the bother	Meropa	Tips	R 60,262.40	R 180,787.20	
16-Nov-10	Stellenbosch / Franschoek / Pneil Gazette	Community	Print	Spend wisely during the festive season	Meropa	Launch	R 3,914.65	R 11,743.95	21000
16-Nov-10	Lesedi FM - News (Sesotho)	Community	Radio	News @ 14h00 - 150 celebration of the arrival of Indians in SA	Other	Mention	R 10,062.00	R 30,186.00	
17-Nov-10	Rising Sun	Community	Print	Watch how you spend this festive season	Meropa	Launch	R 3,036.08	R 9,108.24	59960
19-Nov-10	Volksrust Recorder	Community	Print	Spend wisely over Festive Season	Other	Urging SA to save during festive season	R 755.62	R 2,266.86	2700
21-Nov-10	Sunday Times Business Times	National	Print	Rate cut good for debtors, jobs and wages but not for savers	Other	SARB rate cut	R 23,323.26	R 69,969.78	461239
21-Nov-10	City Press	Regional	Print	Consumers cheer repo rate cut	Other	SARB rate cut	R 20,933.25	R 62,799.75	166347
22-Nov-10	SABC 1 - Yilungelo Lakho / It's Your Right	National	Television	12h01 - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 246,333.33	R 738,999.99	
22-Nov-10	SABC 1 - Yilungelo Lakho / It's Your Right	National	Television	12h24 - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 201,000.00	R 603,000.00	
22-Nov-10	SABC 1 - Yilungelo Lakho / It's Your Right	National	Television	12h48 - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 185,666.67	R 557,000.01	
22-Nov-10	SABC 1 - Yilungelo Lakho / It's Your Right	National	Television	12h36 - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 198,666.67	R 596,000.01	
22-Nov-10	SABC 1 - Yilungelo Lakho / It's Your Right	National	Television	12h15 - Meaningful savings and investments for South Africans	Other	SA Savings Culture	R 137,666.67	R 413,000.01	
26-Nov-10	Eastern Express (North)	Community	Print	Public urged to spend wisely over festive season	Meropa	Launch	R 4,265.93	R 12,797.79	144500



26-Nov-10	Eastern Express (South)	Community	Print	Public urged to spend wisely over festive season	Meropa	Launch	R 1,914.55	R 5,743.65	144500
26-Nov-10	MOGOL POST/POS	Community	Print	SOUTH AFRICANS URGED TO SPEND WISELY DURING FESTIVE SEASON	Meropa	Launch	R 4,451.99	R 13,355.97	4400
1-Dec-10	SABC 2 - Morning Live	National	Television	NCR urge SA to spend responsibly - New	Other	Urging SA to save during festive season	R 29,866.67	R 89,600.01	
1-Dec-10	Springs Advertiser	Community	Print	Spend wisely this Christmas	Other	Urging SA to save during festive season	R 2,253.10	R 6,759.30	25700
1-Dec-10	Kaya FM	National	Radio	SA Savings Institute remind consumers of prioritizing - New	Meropa	Tips	R 2,520.00	R 7,560.00	
3-Dec-10	SA fm - After 8 Debate (08:07:22)	National	Radio	Spending this festive season and advertising campaigns - New	Other	Savings without being tempted by advertising	R 89,760.00	R 269,280.00	
3-Dec-10	SA fm - After 8 Debate (08:24:00)	National	Radio	Spending this festive season and advertising campaigns - New	Other	Savings without being tempted by advertising	R 37,730.00	R 113,190.00	
3-Dec-10	SA fm - After 8 Debate (08:35:19)	National	Radio	Spending this festive season and advertising campaigns - New	Other	Savings without being tempted by advertising	R 97,020.00	R 291,060.00	
3-Dec-10	SA fm - After 8 Debate (08:35:19)	National	Radio	Spending this festive season and advertising campaigns - New	Other	Savings without being tempted by advertising	R 44,330.00	R 132,990.00	
3-Dec-10	Son (Kaap)	Regional	Print	HOU OP OOPGAT WEES	Meropa	Tips	R 10,245.68	R 30,737.04	113600
6-Dec-10	Daily News	Regional	Print	Temptation of a festive splurge	Other	Saving advise	R 15,509.79	R 46,529.37	38945
7-Dec-10	Pretoria News	Regional	Print	Hey, big spenders, watch it	Other	Saving advise	R 6,262.66	R 18,787.98	24693
7-Dec-10	Southern Courier	Community	Print	South Africans urged to spend wisely this Christmas <a href="http://www.southafricarnag.com">http://www.southafricarnag.com</a>	Meropa	Launch	R 6,107.17	R 18,321.51	39763



7-Dec-10	STELLENBOSCH / FRANSCHHOEK / PNIEL GAZETTE	Community	Print	How to strategies your 2011 savings plans	Meropa	Tips	R 5,420.28	R 16,260.84	21000
8-Dec-10	Move	National	Print	Be a surgical shopper	Meropa	Launch	R 52,055.06	R 156,165.18	138970
8-Dec-10	Alberton Record	Community	Print	South Africans urged to spend wisely this Christmas	Meropa	Launch	R 14,720.32	R 44,160.96	38372
8-Dec-10	COMARO CHRONICLE	Community	Print	South Africans urged to spend wisely this Christmas	Meropa	Launch	R 5,107.66	R 15,322.98	38372
9-Dec-10	Standard	Community	Print	Koop slim	Meropa	Tips	R 3,277.57	R 9,832.71	9519
9-Dec-10	George Herald	Community	Print	How to strategies your saving plans for next year	Meropa	Tips	R 3,058.01	R 9,174.03	16086
9-Dec-10	HERMANUS TIMES	Community	Print	No Title (Editor's Page)	Meropa	Tips	R 3,210.97	R 9,632.91	6633
9-Dec-10	Paarl Post	Community	Print	Januarie is lang maand - wees wys	Meropa	Tips	R 3,536.25	R 10,608.75	15250
10-Dec-10	ZULULAND OBSERVER (Friday)	Community	Print	Avoid festive season debt trap	Other	NCR	R 3,162.16	R 9,486.48	14116
10-Dec-10	WESKUS NUUS	Community	Print	Januarie is lang maand - wees wys	Meropa	Tips	R 3,149.68	R 9,449.04	14974
10-Dec-10	Safm	National	Radio	06h34 - AM Live: 72% of adults South Africans are not saving - New	Meropa	Launch	R 26,510.00	R 79,530.00	
10-Dec-10	Umhlobo Wenene (Xhosa)	Regional	Radio	05h48 Current Affairs: 72% of adults South Africans are not saving - New	Meropa	Launch	R 15,311.00	R 45,933.00	
10-Dec-10	Ligwalagwala FM (Swazi)	Regional	Radio	05h43 - News & Current Affairs: 72% of adults South Africans are not saving - New	Meropa	Launch	R 6,111.00	R 18,333.00	
11-Dec-10	PERSONAL FINANCE (Independent Newspapers), National	National	Print	Slow down on spending	Meropa	Launch	R 134,112.73	R 402,338.19	215710
13-Dec-10	Motsweding FM	Regional	Radio	17h25 - Fokotsa Gee!: Market Wrap - New	Other	13th Cheque & Saving	R 22,365.00	R 67,095.00	
14-Dec-10	Motsweding FM	Regional	Radio	17h23 - Fokotsa Gee!: Market Wrap - New	Other	13th Cheque & Saving	R 27,027.00	R 81,081.00	
15-Dec-10	ISOLEZWE (KZN)	Regional	Print	Mingayiphathi budlabha imali kula	Other	NCR	R 6,288.16	R 18,864.48	97638
15-Dec-10	e.News Channel (English)	National	Television	08h12 - Morning News Today: Overspending of people - New	SASI	Saving	R 90,533.33	R 271,599.99	
15-Dec-10	Motsweding FM (Tswana)	Community	Radio	11h12 - Instilling the culture of saving - New	SASI	Saving	R 31,744.00	R 95,232.00	
15-Dec-10	Swartland Monitor	Community	Radio	Januarie is lang maand - wees wys	Meropa	Tips	R 2,507.84	R 7,523.52	4114
16-Dec-10	Bosvelder	Community	Print	How to strategies a 2011 savings plans	Meropa	Tips	R 1,787.39	R 5,362.17	2929
17-Dec-10	North Coast Courier	Community	Print	Fighting the Christmas credit crunch	Meropa	Tips	R 3,818.82	R 11,456.46	32939



17-Dec-10	Ridge Times	Community	Print	Save for the new year	Meropa	Tips	R 3,755.10	R 11,265.30	31480
17-Dec-10	Bosvelder	Community	Print	Save over the festive season	Other	Mention	R 2,188.65	R 6,565.95	2929
23-Dec-10	Talk Radio 702	Regional	Radio	News Extra @ 15:00 - South African Savings Institute - New	Meropa	Reminder - Launch	R 7,746.67	R 23,240.01	
23-Dec-10	Cape Talk (English)	Regional	Radio	News Extra @ 15:00 - South African Savings Institute - New	Meropa	Reminder - Launch	R 1,703.20	R 5,109.60	
23-Dec-10	Fine Music Radio (English)	Regional	Radio	News Extra @ 17:00 - South African Savings Institute - New	Meropa	Reminder - Launch	R 563.33	R 1,689.99	
23-Dec-10	Cape Talk (English)	Regional	Radio	16h30 - South African Savings Institute - Repeat	Meropa	Reminder - Launch	R 3,862.60	R 11,587.80	
23-Dec-10	Talk Radio 702	Regional	Radio	David O'Sullivan Show - South African Savings Institute - New	Meropa	Reminder - Launch	R 7,615.67	R 22,847.01	
23-Dec-10	Talk Radio 702/Cape Talk Simulcast	Regional	Radio	New Extra @ 10 - SASI launches Save Don't Spend	Meropa	Reminder - Launch	R 4,361.50	R 13,084.50	
23-Dec-10	Kfm (English)	Regional	Radio	News @ 17h00 - SASI: Christmas spending - Repeat	Meropa	Reminder - Launch	R 10,925.07	R 32,775.21	
23-Dec-10	Capricorn FM (English)	Regional	Radio	News @ 08h00 - SASI urging consumers of last minute shopping - New	Meropa	Reminder - Launch	R 1,712.50	R 5,137.50	
23-Dec-10	Themarketingsite.com	National	Online	The 12 Tips of 'Staying Debt Free' over Christmas	Meropa	Mention	R 10,252.34	R 30,757.02	
23-Dec-10	District Mail	Community	Print	How to strategies your 2011 savings plans	Meropa	Tips	R 4,482.32	R 13,446.96	12560
23-Dec-10	Weslander	Community	Print	Januarie is lang maand, spandeer wys met die wenke	Meropa	Tips	R 2,241.51	R 6,724.53	11025
24-Dec-10	Daily News	Regional	Print	Consumers feeling richer, spending merrily this Christmas	Other	Mention	R 9,818.13	R 29,454.39	38945
31-Dec-10	Money Marketing	National	Print	How to strategies your 2011 savings plans	Meropa	Saving Tips	R 5,771.55	R 17,314.65	6703
<b>TOTALS</b>							<b>R 4,210,592.73</b>	<b>R 12,631,778.19</b>	<b>61,434,912</b>