



**SIMEKA**  
**TWS**

*Integrated Marketing Communications*



# South African Savings Institute

SAVINGS MONTH – JULY 2009

MEDIA COVERAGE REPORT

# Overview

Simeka was approached by the Industrial Development Corporation to assist with the media relations campaign for the South African Savings Institute (SASI) during Savings Month.

The campaign conducted annually during the month of July focuses on creating awareness and educating the South African public about the need to save. Led by SASI the campaign enjoys support from a wide spectrum of stakeholders across the financial services industry including government, corporates and civil society. This year's campaign was given a boost on the back of the financial crisis, providing practical reasons to encourage the message of saving.

The overall theme of the campaign was to encourage South African's to "tighten their savings belt."

# Campaign objectives

- To promote dialogue and debate about key issues around saving
- To provide the general public with practical tips on savings
- To build relationships with key stakeholder around the savings message

# Key Messages

- Tighten your savings belt
- Save even during the recession
- Teach children to save
- For the growth and health of the South African economy, savings is essential

# Target Media

- Business publications
- Financial publications
- Mainstream publications
- Electronic publications
- Online publications

# Approach

Simeka was only contracted in mid June, two weeks before the launch of the campaign. However, in that time Simeka laid the foundation in preparation for the launch. This was done by:

- Meeting with the client to gain a greater understanding of the outcomes and objectives of the campaign
- Creating a comprehensive media list
- Drafting the opening press release
- Identifying key media in which to position interviews
- Inviting and handling the RSVPs of the media
- Preparation of press packs

# Launch Event

The following media attended the launch

- SABC Radio
- Summit TV
- Business Day
- CNBC Africa
- Money Market
- Bloomberg
- Engineering News
- Financial Fitness

Interviews were conducted with the following people:

## **Deputy Minister of Finance**

- CNBC Africa
- Summit TV
- Business Day
- SABC Radio

# Launch Event

Media interviews cont...

## **Cas Covadia**

- CNBC Africa
- SABC Radio

## **Elias Masilela**

- SABC Radio
- CNBC Africa
- Business Day
- Classic FM

## **Sheshi Kaniki**

- E TV News

# Media Interviews

After the launch event, the press release was disseminated to the entire media database. The following interviews were conducted:

## MEDIA INTERVIEWS FOR THE MONTH OF JULY

<b>STATION</b>	<b>TOPIC</b>	<b>SASI REPRESENTATIVE</b>
Business Day	Savings Launch	Deputy Minister of Finance
Business Day	Savings Launch	Elias Masilela
Business Day	Savings Launch	Cas Covadia
SABC Radio	Savings Launch	Deputy Minister of Finance
SABC Radio	Savings Launch	Cas Covadia
SABC Radio	Savings Launch	Elias Masilela
CNBC Africa	Savings Launch	Deputy Minister of Finance
CNBC Africa	Savings Launch	Elias Masilela
Summit TV	Savings Launch	Deputy Minister of Finance
SAFM AM Live	Savings Launch	Elias Masilela

# Media Interviews

Classic FM	Savings Launch	Elias Masilela
ETV News	Savings Launch	Dr Sheshi Kaniki
East Rand Radio	Savings Launch	Elizabeth Lwanga-Nanziri
Bush Radio - CapeTown	Building the Nation- Role of SASI	Lizo Ntloko(SASI Board Member)
Summit TV- In studio	New Retirement thinking	Dr Sheshi Kaniki
SABC Mafikeng	Saving in general/Savings Month	Fati Manamela (SASI Board Member)
Limpopo - Current Affairs Programme	Savings General	Elizabeth Lwanga-Nanziri
Nelspruit Fm ( Dube )	Savings General	Elizabeth Lwanga-Nanziri
Jacaranda Fm	General	Elizabeth Lwanga-Nanziri
Fin 24.com	Savings & Invstment for Growth	Elizabeth Lwanga-Nanziri
SABC 3 News	Saving under a recession	Elizabeth Lwanga-Nanziri
E-TV Cape Town studios	Saving in a recession	Elias Masilela

# Media Interviews

Eye Witness News	General	Elizabeth Lwanga-Nanziri
SABC 3 News @ 1(pre-recorded)	Savings trend in SA	Dr Sheshi Kaniki
SABC Africa -180 degrees	Savings Month activities	Elizabeth Lwanga-Nanziri
Radio 2000 ( Dineo Motaung )	Tips on Saving	Elizabeth Lwanga-Nanziri
CNBC - Africa	Saving as an engine for growth	Elizabeth Lwanga-Nanziri
Tru FM-Bisho(there is a slot everyday this week)	Why save	Dr Sheshi Kaniki
Summit TV- In studio	General Savings issues (Afrikaans)	Sandra van Rensburg (SASI Board)
Cape Town Soul Hearts 104.9 FM	General savings info	Elizabeth Lwanga-Nanziri

# Media Coverage

**Total value of coverage as demonstrated in the following pages totals: R 1,787,613.93**

Date	Media Channel	Publication	Headline	Value	Reach
14-Jul	Newspaper	Daily Sun	Save the Future	R 23,839.61	National
07-Jul	Newspaper	Daily News	Low savings growth risk	R 2,415.57	Regional
09-Jul	Newspaper	Sowetan	Tighten Up		National
07-Jul	Newspaper	Cape Argus	Savings rate rises but not enough	R 1,666.76	Regional
08-Jul	Newspaper	Isolezwe	Uma Uqala ukusebenza saba izikweletu	R 6,714.01	Regional
07-Jul	Newspaper	Sake 24	Trek spaargordel stywer om SA bestedingsboep	R 14,120.89	National
07-Jul	Newspaper	The Times	Save more to help the economy	R 10,271.02	National
07-Jul	Newspaper	Sowetan	Minister urges SA to increase savings	R 33,288.00	National
07-Jul	Newspaper	Sake Burger Oos Kaap	Trek spaargordel stywer om SA bestedingsboep	R 11,455.88	Regional
07-Jul	Newspaper	Sake Beeld	Trek spaargordel stywer om SA bestedingsboep	R 11,795.96	National
07-Jul	Newspaper	Volksblad	Trek spaargordel stywer om SA bestedingsboep	R 4,480.67	Regional
07-Jul	Newspaper	Pretoria News	Save and pave the way forward	R 4,468.80	Regional
07-Jul	Newspaper	Diamond Field Advertiser	Yes to savings despite depressed economy	R 2,431.92	Regional
07-Jul	Newspaper	Business Report	SA must raise its savings rate to foster economic growth	R 65,717.03	National
07-Jul	Newspaper	Business Day	SA's growth depends on household savings rate	R 10,836.39	National
09-Jul	Newspaper	Sowetan (KZN)	SA should learn to save for the future	R 6,131.86	Regional
09-Jul	Newspaper	Sowetan	Retail Therapy	R 5,745.60	Regional
30-Jul	Newspaper	Ilanga	Yes you can save	R 47,865.28	Regional
26-Jul	Newspaper	Ilanga	Yes you can save	R 12,747.73	Regional
26-Jul	Newspaper	Rapport	Spaar is Sinvol	R 302,162.15	National
26-Jul	Newspaper	Sunday Times	Saving makes sense	R 309,986.12	National

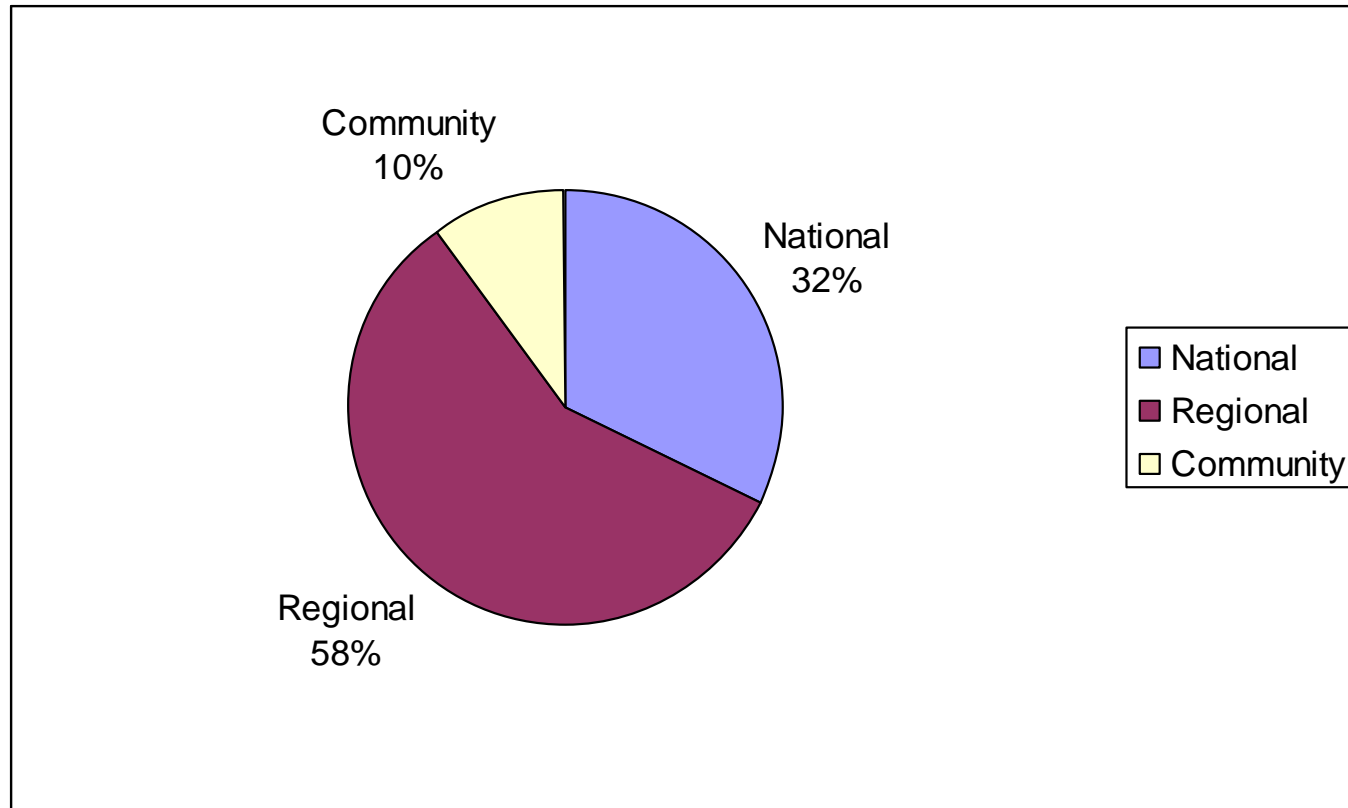
12-Jul	Newspaper	Sunday World	SAVE, SAVE, SAVE	R	21,232.92	National
22-Jul	Newspaper	Post	Time to start saving	R	14,641.00	Regional
10-Jul	Newspaper	Bushbuckridge News	Sas savings a dissappointment	R	1,181.14	Community
30-Jul	Newspaper	City Mix (Roodepoort)	Savings Month	R	1,653.33	Community
22-Jul	Newspaper	Express	SA's savings performance disappointing	R	2,568.72	Community
17-Jul	Magazine	Financial Mail	SA must save more	R	61,350.31	National
10-Jul	Newspaper	Suidernuus	Julie is Nasionale Spaarmaand	R	2,006.78	Community
<b>Broadcast</b>						
10-Jul	Radio	Algoa FM	What's On - Savings month	R	3,096.00	Community
06-Jul	Radio	Classic FM	National Savings month	R	22,578.00	Regional
10-Jul	Television	CNCB Africa	Savings month is launched	R	61,166.67	National
10-Jul	Television	CNCB Africa	Savings Month	R	31,500.00	National
10-Jul	Television	e News Channel	National Savings month	R	52,533.33	National
27-Jul	Television	e TV	National Savings month	R	53,600.00	National
28-Jul	Radio	East Coast Radio	Culture of saving	R	7,872.00	Regional
07-Jul	Radio	Jozi FM	South African Savings Institute	R	3,132.80	Community
07-Jul	Radio	Jozi FM	South African Savings Institute	R	1,682.07	Community
08-Jul	Radio	KFM	South African Savings Institute	R	6,093.93	Regional
08-Jul	Radio	KFM	National Savings month	R	7,308.60	Regional
15-Jul	Radio	Lesedi FM	South African Savings Institute	R	11,832.00	Regional
06-Jul	Radio	Lotus FM	National Savings month	R	850.00	Regional
07-Jul	Radio	Lotus FM	People urged to save	R	1,230.67	Regional
09-Jul	Radio	Lotus FM	National Savings month	R	4,023.33	Regional
14-Jul	Radio	Lotus FM	Consumers are aware of the importance to save	R	1,216.00	Regional

09-Jul	Radio	Motsweding	National Savings month	R	2,958.00	Regional
06-Jul	Radio	Munghana	Launch of national savings month	R	12,578.00	Regional
07-Jul	Radio	OFM	A feature on Savings month	R	5,041.67	Regional
09-Jul	Radio	OFM	A feature on Savings month	R	3,941.67	Regional
10-Jul	Radio	OFM	A feature on Savings month	R	5,133.33	Regional
13-Jul	Radio	OFM	A feature on Savings month	R	4,400.00	Regional
14-Jul	Radio	OFM	A feature on Savings month	R	5,500.00	Regional
15-Jul	Radio	OFM	A feature on Savings month	R	5,041.00	Regional
20-Jul	Radio	OFM	A feature on Savings month	R	9,533.33	Regional
21-Jul	Radio	OFM	A feature on Savings month	R	7,058.33	Regional
22-Jul	Radio	OFM	A feature on Savings month	R	6,416.67	Regional
23-Jul	Radio	OFM	A feature on Savings month	R	8,252.00	Regional
24-Jul	Radio	OFM	A feature on Savings month	R	5,591.67	Regional
27-Jul	Radio	OFM	A feature on Savings month	R	6,691.67	Regional
28-Jul	Radio	OFM	A feature on Savings month	R	6,783.33	Regional
30-Jul	Radio	OFM	A feature on Savings month	R	7,975.00	Regional
31-Jul	Radio	OFM	A feature on Savings month	R	6,325.00	Regional
07-Jul	Radio	Phalaphala	South Africans urged to start saving	R	8,120.00	Regional
15-Jul	Radio	Phalaphala	National Savings month	R	41,936.00	Regional
07-Jul	Radio	Radio 2000	Savings month	R	1,134.00	Regional
09-Jul	Radio	Radio 2000	Savings month	R	12,766.00	Regional
11-Jul	Radio	Radio 2000	Savings month	R	21,378.00	Regional

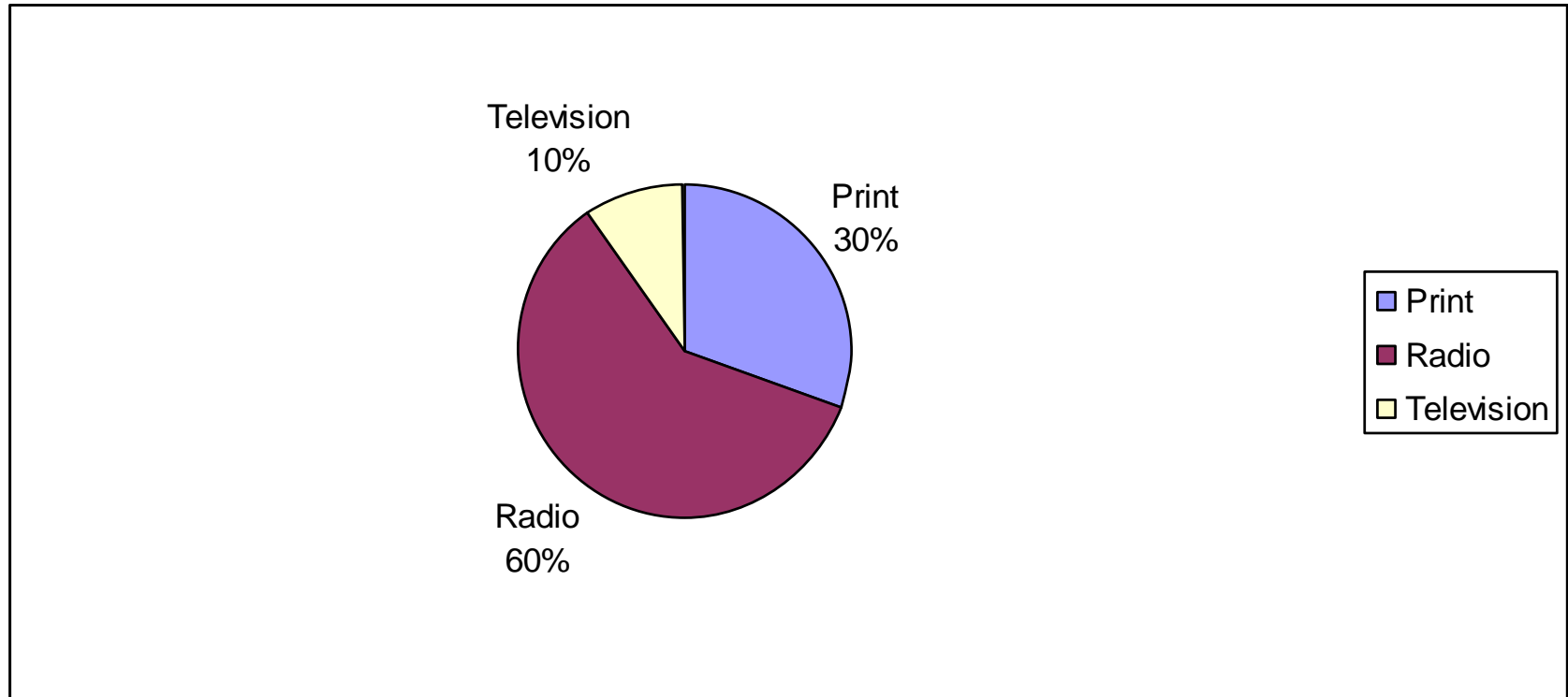
06-Jul	Radio	Radio CCFM	Savings month	R 641.30	Regional
06-Jul	Radio	Radio CCFM	Savings month	R 563.57	Regional
06-Jul	Radio	Radio Tygerburg	Savings launch	R 373.33	Community
08-Jul	Radio	SAFM	National Savings month	R 6,368.00	National
10-Jul	Radio	SAFM	National Savings month	R 22,866.00	National
10-Jul	Radio	SAFM	National Savings month	R 23,791.00	National
11-Jul	Radio	SAFM	National Savings month	R 26,620.00	National
13-Jul	Radio	SAFM	Savings month tip of the day	R 5,264.00	National
14-Jul	Radio	SAFM	Savings month tip of the day	R 3,024.00	National
15-Jul	Radio	SAFM	Savings month tip of the day	R 4,872.00	National
16-Jul	Radio	SAFM	Savings month tip of the day	R 3,976.00	National
17-Jul	Radio	SAFM	Savings month tip of the day	R 5,208.00	National
06-Jul	Radio	Thobela FM	Saving African Savings Institute	R 3,233.00	Regional
06-Jul	Radio	Ukhozi FM	People need to re-evaluate their attitude towards money	R 7,371.00	Regional
06-Jul	Radio	Umhlobo Wenene	Savings month	R 2,728.00	Regional

06-Jul	Radio	Umhlobo Wenene	Savings month	R 2,728.00	Regional
07-Jul	Radio	Umhlobo Wenene	Savings month	R 12,749.00	Regional
09-Jul	Radio	Umhlobo Wenene	Savings month	R 8,000.00	Regional
07-Jul	Radio	YFM	Consumers urged to save more	R 4,776.77	Regional
07-Jul	Radio	YFM	Launch of national savings month	R 4,776.77	Regional
23-Jul	Television	Soweto TV	Savings Month	R 1,800.00	Community
13-Jul	Television	Summit TV	The issue of saving in SA	R 42,300.00	National
06-Jul	Television	Summit TV	Savings Month	R 52,100.00	National
07-Jul	Television	Summit TV	New retirement think	R 34,866.67	National
10-Jul	Television	Summit TV	New retirement think	R 52,300.00	National
				<b>R 1,787,613.93</b>	

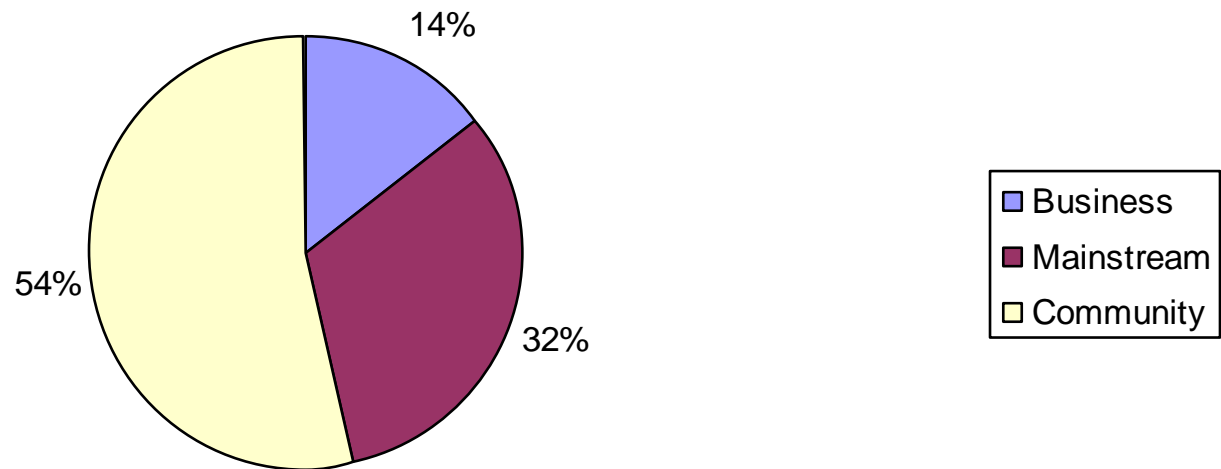
# Media Reach



# Media Medium



# Media Type



# Value of Coverage

