



## 2008 FESTIVE SEASON SAVINGS CAMPAIGN

*“Slowdown, New Year Ahead”*

### *Why the Festive Season Savings Campaign?*

- How important the season is to society. Important family period
- Xmas savings programme
- Debt management and Xmas purchases
- Xmas needs and wants versus school fees obligation the following year
- Choice of expenditure
  - Brand versus no brand products
- Wisdom to choose
- How important is this campaign
  - Prepare consumer on how to spend wisely
  - How to manage temptation. As consumers are faced with SALE campaigns they need to be conscious of the need to SAVE even within that context
  - Saving for ones consumption makes cheaper to buy and gives consumer bargaining power
  - Help consumers to start savings Xmas 2009, to day and not in November 2009
  - Endogenise needs post the festive season
  - Inform retailers o their obligation to advertise responsibly
  - Remind retailers that they can help increase savings and result in more responsible and sustainable consumption over a lifetime
- Origin of campaign
  - Came out of Savings month
  - Saving cannot be a once a year initiative, there more campaigns are needed
  - Another will be ahead of Easter weekend
  - Timed such that they inform people about the importance of saving, ahead of the happy periods
- Planned initiatives
  - In association with DTI and the NCR, plan a media launch of the Festive Season Campaign
  - To be followed by a distribution of flyers/Xmas card/money boxes at various shopping malls and other identified channels of distribution
  - Road-show by DTI in partnership with SASI
- Media Campaign
  - In partnership with a financial and ideally a non-financial institution, an informercial will be created, which can reach be distributed via print, radio and TV
  - Obtain endorsement or public spokesperson for the campaign
  - Timing – 1 November 2008 up to 15 December 2008

