



Project Report

Client	South African Institute of Savings
For attention	Elias Masilela, Mmakgoshi Phetla-Lekhethe & Elizabeth Lwanga-Nanziri
Period under review	November 2008 – January 2009
Media releases issued (#)	2
Media coverage achieved (#)	43 hits
Straight AVE* vs PR value**	R1 439 519.94 vs R4 318 559.82
Return on Investment (ROI)	34 vs 101
Hours	52.5
Running coverage total for 2008 (straight AVE)	R 1 439 519.94

*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.

Introduction



At the beginning of November 2008, Meropa was contacted by SASI for advice and assistance with their Festive Savings Campaign. The 2008 campaign was to be slightly different as SASI would be working with the Department of Trade and Industry (dti) for their 2008 savings campaign.

This partnership presented a number of challenges and advantages. The biggest challenge was that there was no central source for information or to control the messages being issued by the campaign's partners. The biggest advantage was that SASI was free to mention the dti in all media engagements and thus enhance the gravitas of the SASI campaign.

Meropa provided SASI with a strategy based on the discussions in the briefing meeting as well as quoted fee of R42 500 for an intended 50 hours of work. Although the media releases compiled and issued differed slightly from those stipulated in the strategy, more hours were worked than quoted and SASI received an enormous amount of positive media coverage. The value of the media coverage achieved ensured an impressive ROI for SASI.

From a media point of view, the campaign was a great success. Meropa is privileged to have been requested and allowed to participate. The report below details the activities undertaken by Meropa as well as analyses the media coverage received.



Overview of activities:

During the Festive Savings Campaign, Meropa carried out the following activities:

1. Pre-Campaign

- *Strategic input*

- Meropa attended a strategic briefing session with Mmakgoshi Phetla-Lekhethe and Elizabeth Lwanga-Nanziri. During the session, Meropa questioned the lack of a central communications point for the joint campaign with dti. With no central controller managing the dispatch of media releases, duplication in the media was highly likely. This in addition would mean that not all partners would benefit from possible media coverage, as media will inevitably publish the first release they receive. Also, no central control impacts the construction of messages and positioning of partners.

- *Media relations*

- Meropa drew up a comprehensive media list for the campaign. This list included national, regional local and community media. It was also broken down into monthly, weekly and daily media in all fields – print, broadcast and online.



- Key Johannesburg-based media were then invited to attend a press conference launch of the campaign to be held at The Industrial Development Corporation.
- All media were confirmed in writing.
- All confirmed names were issued to Elizabeth Lwanga-Nanziri prior to the briefing.
- Meropa prepared media packs for all media attending the briefing. These packs were on CD's and contained all relevant information:
 - Media release
 - Dti event and promotional schedule
 - SASI event and promotional schedule
- Meropa prepared a programme of events for all attendees of the press conference.
- *Writing and editing*
 - Meropa reviewed and edited the SASI launch media release. These changes were well received and the release was approved prior to the launch.



2. During Campaign

○ *Media relations*

- On the day of the press conference, Meropa ensured the meeting room was properly set-up and ready for the briefing.
- Meropa received all media on arrival and issued them with a media pack. Meropa also advised all members of the media of the protocol for interviews. Media who attended the announcement were:
 - 702
 - Business Day
 - Business Times
 - City Press
 - CNBC Africa
 - Daily Sun
 - eTV
 - Jacaranda FM
 - Mail & Guardian (Main Body)
 - Moneyweb



- SABC 3 News @ 1
 - Sandton Chronicle
 - Daily Sun
-
- At the start of the press conference Meropa welcomed all media and ran through the order of proceedings. All speakers and representatives from the campaign partners were introduced. Meropa then handed over to Elias Masilela for opening statements.
 - Meropa facilitated the proceedings for all partners to make opening statements before handing over to a Q&A session from the media.
 - Once the media conference concluded Meropa managed the TV and radio interview requests and locations.
 - Meropa issued the approved media release to the broad media list.
 - Meropa facilitated all requests for interviews. Requests were sent to either Elizabeth Lwanga-Nanziri, or Elias Masilela and Mmakgoshi Phetla-Lekhethe directly. Briefing documents were provided where possible.
 - Meropa managed all media requests for the duration of the campaign.
 - Meropa attended all media interviews they had arranged.
 - Meropa monitored all media coverage as no independent service had been appointed to this function.



- When the second media release was issued two interview requests were received from eTV and SABC. These interview obligations could, however, not be met by SASI.



○ *Writing and editing*

- Meropa drafted a synopsis and editorial plan for the “Cash vs Credit” article. Meropa also researched this topic broadly using online media as well as by speaking to ex-financial journalists.
- Meropa then drafted the article and issued it to SASI for approval. The article was approved with minimal changes and issued to media.
- Meropa requested information for the “Read the fine print” article, but nothing was received. Online research was done by Meropa, but no information of value was sourced – hence the request to SASI to speak directly to their partners. This article was never written.
- For the final article on a review of the Festive Savings Campaign, Meropa researched consumer spending statistics online. Upon finding no valid information, Meropa contacted SASI directly. A review of the campaign was received from Elias Masilela. This document was used as a basis for the media release, but at the time of this document being compiled no statistics had been received and the media release is still pending finalisation and approval.



In summary

Meetings attended

- 4 November - Preliminary briefing sessions
- 11 November – Press conference

Media interactions:

- 11 November:
 - Classic FM
 - Fine Music Radio
 - East Coast Radio
 - Cape Talk
 - 702
 - eTV
 - SABC 3
 - SABC International



- K-FM
- Kaya FM
- CNBC Africa
- Summit TV
- JoziFM
- RSG
- SABC Durban
- 12 November:
 - SABC 2 Morning Live
 - Channel Africa
- 13 November – SABC International

Media Releases

- 11 November – SASI launches Festive Savings Campaign “Joint campaign launched to encourage responsible spending during the festive season”
- 25 November – Cash vs. Credit “Hide your credit cards this festive season”



- 19 January – Review of Festive Savings Campaign “SA curbing spending enthusiasm”

Challenges

- No central communications manager
- No clearly defined partner roles
- Turnaround time to get info and statistics for media releases
- Press monitoring



Press coverage

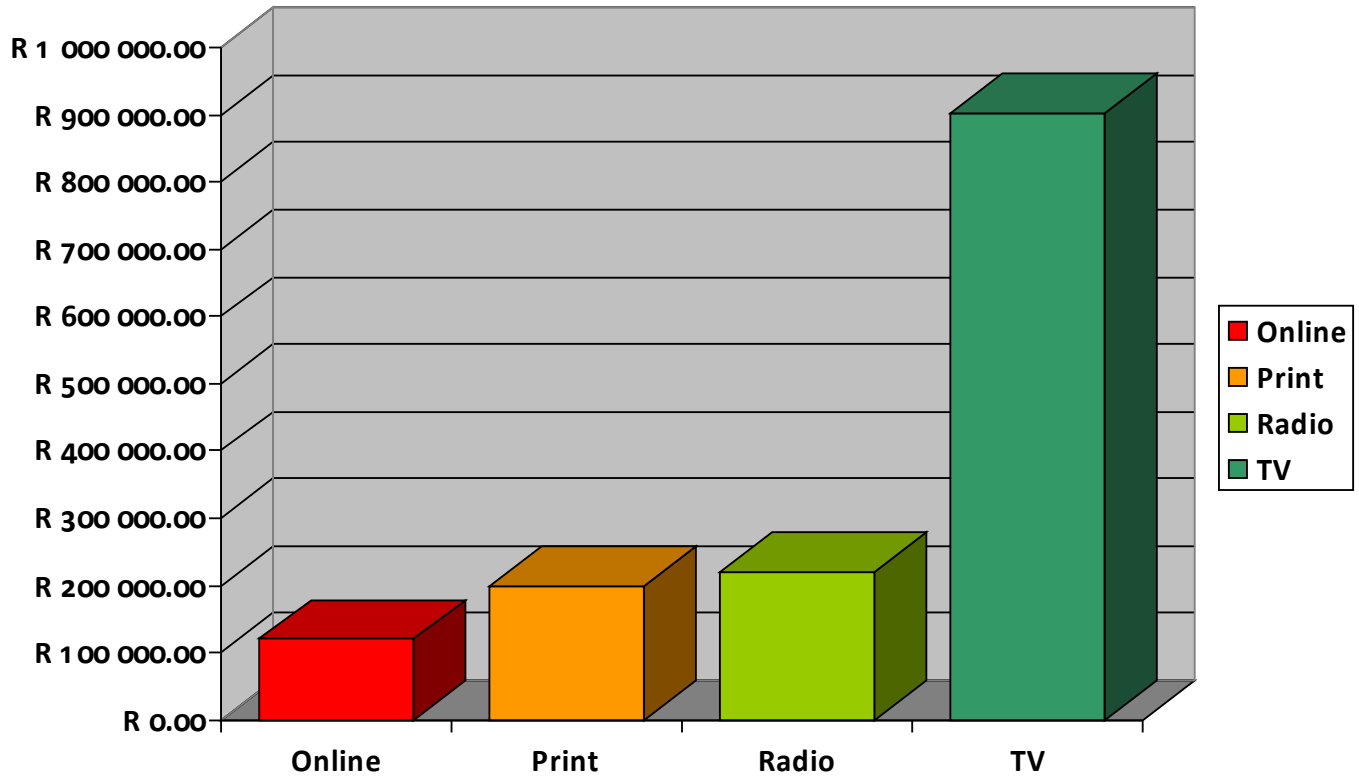
Date	Publication	Media type	Headline	Value
30-Nov-08	www.moneybiz.co.za	Online	Challenges of the financial crisis	R 10 000.00
30-Nov-08	www.yourcity.co.za	Online	Joint campaign launched to encourage responsible spending during the festive season	R 10 000.00
11-Nov-08	E-News Channel	TV	Interview with Mmakgoshi Phetla-Lekhethe	R 52 000.00
11-Nov-08	Kaya FM	Radio	Debt crisis / management: Interview with Elias Masilela	R 57 720.00
11-Nov-08	www.iafrica.com	Online	SA's savings rate slumps	R 10 000.00
11-Nov-08	702	Radio	Midday Report: Interview with Mmakgoshi Phetla-Lekhethe	R 21 624.00
11-Nov-08	702	Radio	News: SASI launches festive savings campaign	R 4 324.00
11-Nov-08	K-FM	Radio	News: SASI launches festive savings campaign	R 8 484.00
11-Nov-08	eTV	TV	News: SASI launches festive savings campaign	R 92 000.00
11-Nov-08	SABC 2	TV	Venda news: Interview with Mmakgoshi Phetla-Lekhethe	R 78 000.00
11-Nov-08	SABC 3	TV	News: SASI launches festive savings campaign	R 112 000.00
11-Nov-08	SABC 3	TV	Business @ 10: Interview with Mmakgoshi Phetla-Lekhethe	R 84 000.00
11-Nov-08	East Coast Radio	Radio	Interview with Mmakgoshi Phetla-Lekhethe	R 8 520.00
11-Nov-08	Gagasi FM	Radio	Viewpoint: SASI launches festive savings campaign	R 5 580.00
11-Nov-08	Thobela FM	Radio	News: SASI launches festive savings campaign	R 2 820.00
11-Nov-08	eTV	TV	Interview with Mmakgoshi Phetla-Lekhethe	R 46 000.00
11-Nov-08	Jacaranda FM	Radio	News: SASI launches festive savings campaign	R 12 000.00
11-Nov-08	Classic FM	Radio	Interview with Elias Masilela	R 21 300.00
11-Nov-08	Soweto TV	TV	News: SASI launches festive savings campaign	R 24 000.00
12-Nov-08	www.busrep.co.za	Online	SA savings habits 'unsustainable'	R 10 000.00



12-Nov-08	Sake 24	Print	Sasi vra matigheid met Kers-inkopies	R 3 200.00
12-Nov-08	www.sowetan.co.za	Online	Cut back on Christmas gifts	R 10 000.00
12-Nov-08	www.thetimes.co.za	Online	Hold on tight to that bonus, don't blow it	R 10 000.00
12-Nov-08	SABC 2	TV	Morning Live: Interview with Elias Masilela	R 378 000.00
12-Nov-08	Sowetan	Print	Cut back on Christmas gifts	R 31 506.87
12-Nov-08	eNews	TV	Morning News Today: Interview with Mmakgoshi Phetla-Lekhethe	R 10 000.00
12-Nov-08	SABC 3	TV	News: SASI launches festive savings campaign	R 14 000.00
12-Nov-08	SABC 3	TV	World Today: SASI launches festive savings campaign	R 8 000.00
12-Nov-08	Channel Africa	Radio	Interview with FSB	
12-Nov-08	SABC International	TV	News - FSC comment from SASI and NCR	
12-Nov-08	Classic FM	Radio	Panel discussion: SASI, ABSA and T-Sec	R 76 680.00
12-Nov-08	The Times	Print	Hold on tight to that bonus, don't blow it	R 8 919.00
13-Nov-08	SABC 3	TV	World Today 05h00 - Interview with SASI and NCR	R 3 000.00
13-Nov-08	www.southafrica.info	Online	South Africa: start saving!	R 10 000.00
14-Nov-08	Mail & Guardian	Print	M&G Money: Saving for a rainy day	R 28 635.00
19-Nov-08	Mail & Guardian	Online	Saving for a rainy day	R 10 000.00
20-Nov-08	Cape Times	Online	Do you save your cash?	R 10 000.00
26-Nov-08	Sowetan Mobile	Online	Campaign to boost savings	R 10 000.00
28-Nov-08	Sandton Chronicle	Print	Spend wisely	R 7 261.44
10-Dec-08	Cxpress Online	Online	Hide your credit cards this festive season	R 10 000.00
13-Dec-08	Personal Finance	Online	Binge spending will leave you with a debt hangover	R 10 000.00
13-Dec-08	Personal Finance	Print	Binge spending will leave you with a debt hangover	R 119 945.63
TOTAL				R 1 439 519.94



Placement of Total Coverage





Ends.