

# International Marketing Council of South Africa

## Strategic Plan 2006



### Nation branding

“When we express a preference for French holidays,  
German cars, Italian opera, when we instinctively trust the  
policies of the Swedish government,  
comment on the ambition of the Japanese,  
the bluntness of the Americans  
or the courtesy of the British,  
when we avoid investing in Russia,  
admire the heritage of the Chinese,  
or talk about the warmth of the South Africans,  
we are responding to brand images in exactly the same  
way as when we are shopping for clothing or food.”



Nation branding is an important concept in today's world. Globalisation means that countries compete with each other for the attention, respect and trust of investors, tourists, consumers, donors, immigrants, the media and the governments of other nations; so a powerful and positive nation brand provides a crucial competitive advantage.

It is essential for countries to understand how they are seen by publics around the world; how their achievements and failures their assets and their liabilities their people and their products are reflected in their brand image."

Simon Anholt



- ◆ There is a growing realization that the global market is a competitive place to be.
- ◆ the war zone is the mind of potential consumers.
- ◆ emergence of China as a force in the global arena, followed closely by India.



## so, in South Africa...

- ◆ Think smart
- ◆ Focus our efforts
- ◆ Design the best possible use and integration of relatively limited resources,
- ◆ Create clear and consistent messaging that emphasizes distinction and attractiveness in relation to the obvious appeal of the global giants.



## Asgisa

- ◆ International Investment Council's said that South Africa should be bolder and more confident in setting growth targets and in marketing its economic successes.
- ◆ Centre of current awareness
- ◆ IMC to adapt its communication - the 'master narrative'
- ◆ Integrated, mutually reinforcing communication
- ◆ Support the IMC's mission



## Domestic marketing

- ◆ Mood swing in the country,
- ◆ Supported with research
- ◆ Changing attitudes here at home.
- ◆ Intensify and build on the work of 2005.
- ◆ Tell the stories of ordinary people doing extraordinary things,
- ◆ “call to action”



- ◆ 2010 firmly on the radar screen
- ◆ Present a nation with a competitive mindset.
- ◆ Engagement of stakeholders has to be first priority.
- ◆ Spending more time with DFA, with TISA and SAT,
- ◆ We need to further engage the Business organisations



- ◆ The internal focus will be...
- ◆ "What do we need to do domestically to support our global objectives?"



## Domestic mobilisation

- ◆ What will make South Africans support our efforts?
- ◆ What will turn them into active marketers and promoters of their country?
- ◆ How can we mobilise them, get them to think and act positively?
- ◆ How do we build that a competitive mindset?

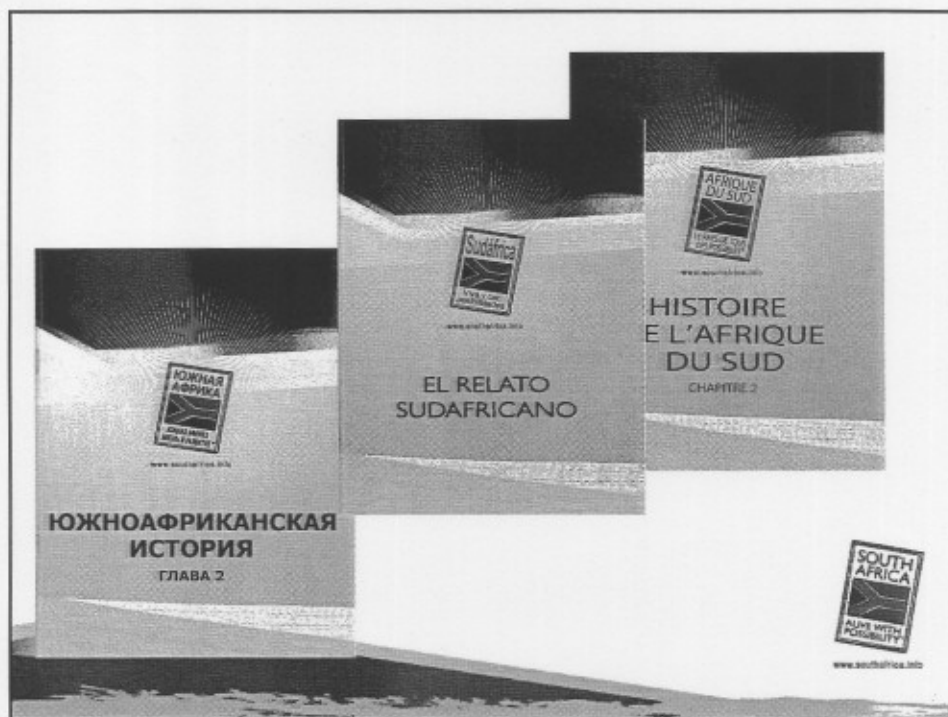




[www.southafrica.info](http://www.southafrica.info)  
records 2 million page views a  
month  
15 million hits!



[www.southafrica.info](http://www.southafrica.info)



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CHAPITRE 2



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## International marketing

- ◆ Intensify current efforts.
- ◆ Enable stakeholders to deliver their objectives more easily.
- ◆ Maximise media exposure
- ◆ Leverage opportunities



[www.southafrica.info](http://www.southafrica.info)

1<sup>st</sup> Page of the Time Cover wrap

# TIME



Through careful arrangements with the publisher, this promotional campaign has been placed on a limited number of copies of TIME magazine. The campaign does not constitute an endorsement of TIME and its publications by South Africa. TIME is a registered trademark of TIME Inc. (New York, NY) and its subsidiaries.





[www.southafrica.info](http://www.southafrica.info)

2<sup>nd</sup> Page of the Time Cover wrap

South Africa, beautiful and vibrant. A country with wonderful weather, breathtaking scenery and a high standard of living. As the gateway to Africa and its 600 million consumers, it is also the perfect place to launch any business. The diverse, colourful nation is considered one of the fastest growing business travel destinations. What's more, South Africa offers a range of exclusive opportunities to grow your business and is a cost-efficient platform to Africa. According to the IMF, the continent delivers the highest return on investment in the world. So, if innovative and profitable business ventures are what you're looking for, look no further than South Africa, alive with possibility.


For more information visit www.southafrica.info. This advertisement was developed by the International Marketing Council of South Africa. www.southafrica.info



[www.southafrica.info](http://www.southafrica.info)

3<sup>rd</sup> Page of the Time Cover wrap (brick)

In South Africa, this is not simply a brick.



Expand your business network by seeing the true potential in bricks. Consider the shared opportunities, favourable investment environment, and strategic location with a population forecasted to grow 20% in the next 10 years. South Africa is ready to help you grow your business through our skilled workforce, but your success will depend on you. Visit us at www.southafrica.info. For more information visit www.southafrica.info. This advertisement was developed by the International Marketing Council of South Africa. www.southafrica.info

[www.southafrica.info](http://www.southafrica.info)



4<sup>th</sup> Page of the Time Cover wrap (briefcase)


In South Africa, a briefcase is not just a briefcase.



A briefcase can contain the most profitable deals, plans and business opportunities. You get used to going to work to make them a reality in South Africa, and make it our business to give you. Our world class infrastructure, extensive education and business training and financial options ensure that your investment here is one you will never regret. In fact, a growing number of foreign companies want us to be their South African partner. We make South Africa their headquarters in the continent. Come invest in us in the emerging marketplace that South Africa offers.

For more information see www.southafrica.info. The advertisement was prepared by the International Marketing Board of South Africa.


[www.southafrica.info](http://www.southafrica.info)



[www.southafrica.info](http://www.southafrica.info)

Lighthouse ad



In South Africa, this is more than just a lighthouse.



It is the gateway to Africa and to Africa's vast business opportunities. We also have the continent's largest airport, largest seaport, best roads and best equipped transport network. Like nowhere else, we are adding global resources, new investors to make South Africa the center of your African operations. So if you want to grow your business in a competitive Africa, multiple journey to South Africa will.

For more information see www.southafrica.info. The advertisement was prepared by the International Marketing Board of South Africa.

[www.southafrica.info](http://www.southafrica.info)



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## International marketing

- ◆ Targeted media
- ◆ One on one interfaces need to reinforce the work done in mass media.
- ◆ The advertising should make it easier for the country managers to gain access, and to persuade.
- ◆ DFA is crucial
- ◆ Country manager formula
- ◆ The master narrative is changing
- ◆ Focusing on the buoyant state of the economy
- ◆ Key messages - clear and increasingly consistent.
- ◆ Need support



## Country Management

- ◆ Expand into India (proposal)
- ◆ Not a hostile environment
- ◆ Investment and tourism potential not even begun to be tapped.



## Germany 2006

- ◆ FIFA Soccer World Cup in Germany.
- ◆ State of readiness.



## Holografx

A holografx is a laser technology that is able to project an advertising image into the air away from the screen.



The image is in 3D and is able to float and people can see your advertising in its realistic form. This creates an interest and breaks through the clutter.



## Electronic wall



## Pillar wraps – Frankfurt airport



## Global South Africans

- ◆ Harness the Diaspora
- ◆ Encourage them to participate
- ◆ Identify the key people
- ◆ Identify the key task
- ◆ Get thought leaders encouraging investment into South Africa
- ◆ Put South Africa on the radar screen
- ◆ International thrust of the Brand Champion programme

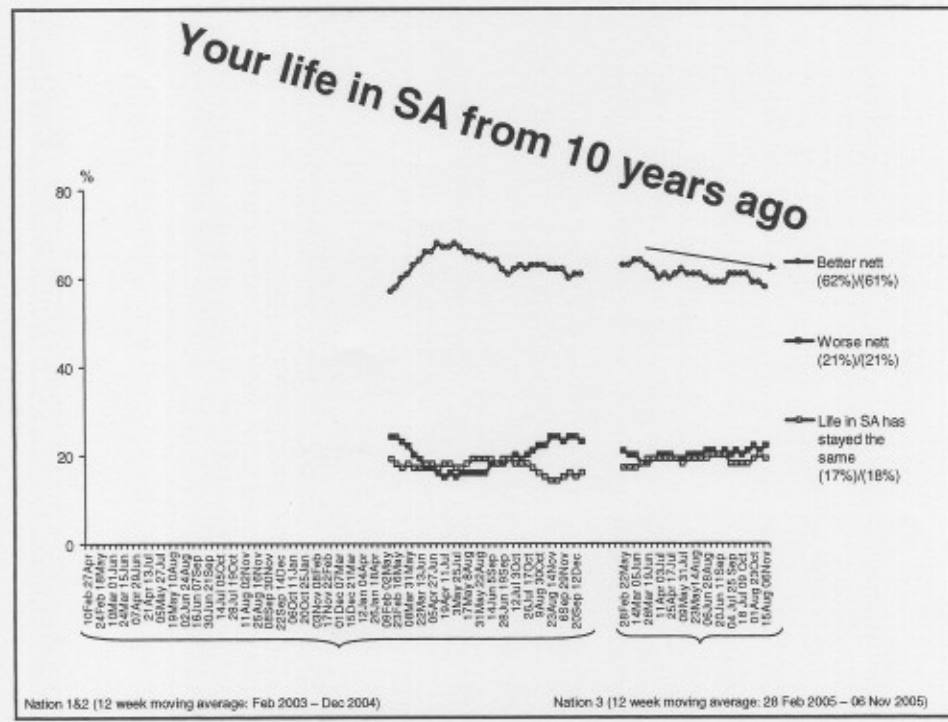
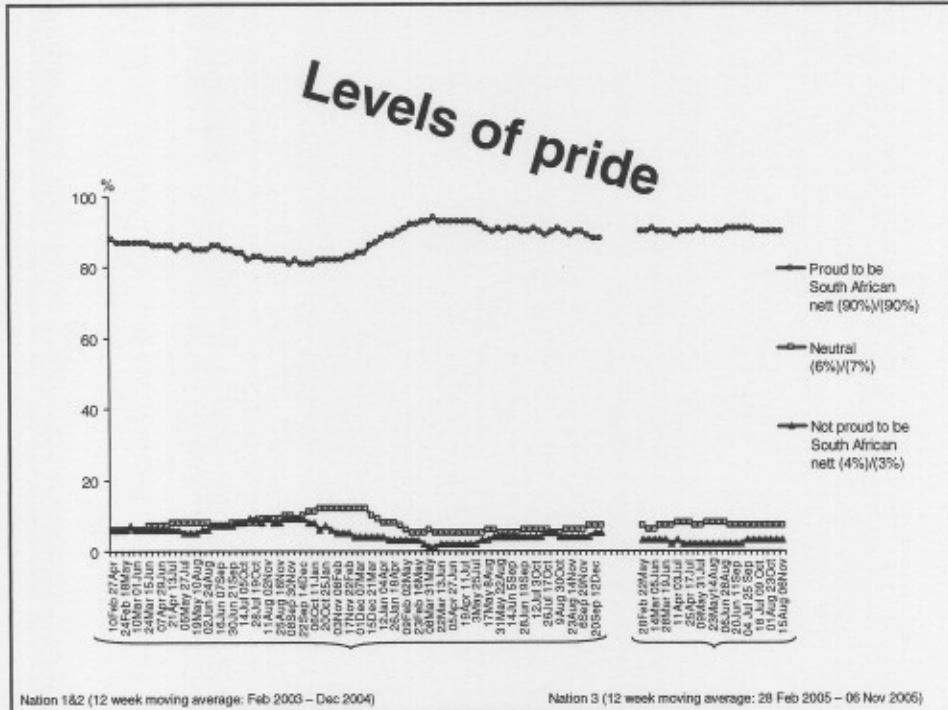


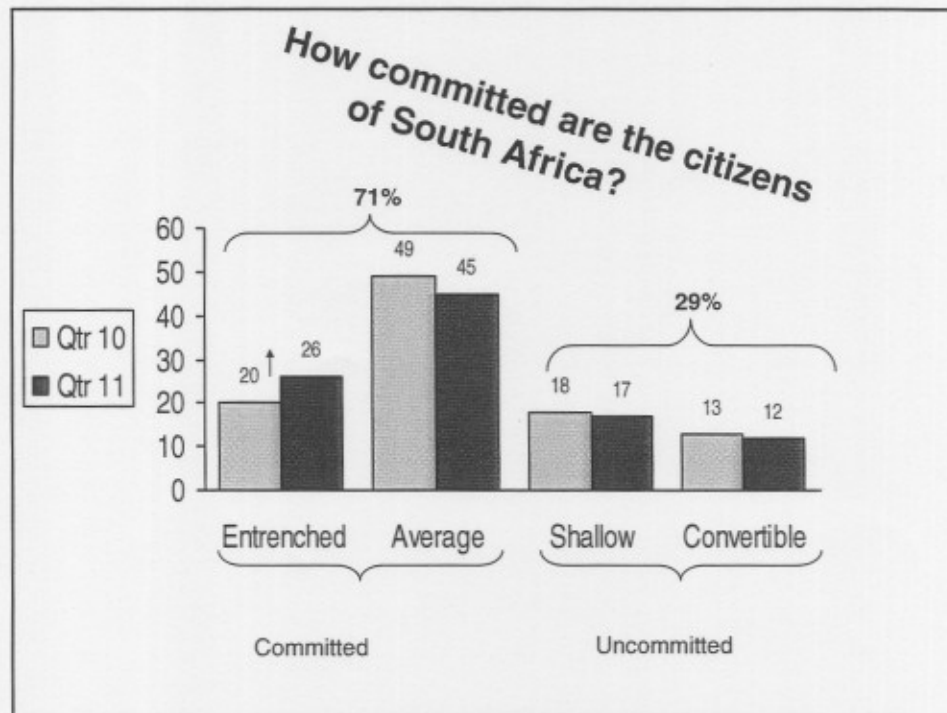
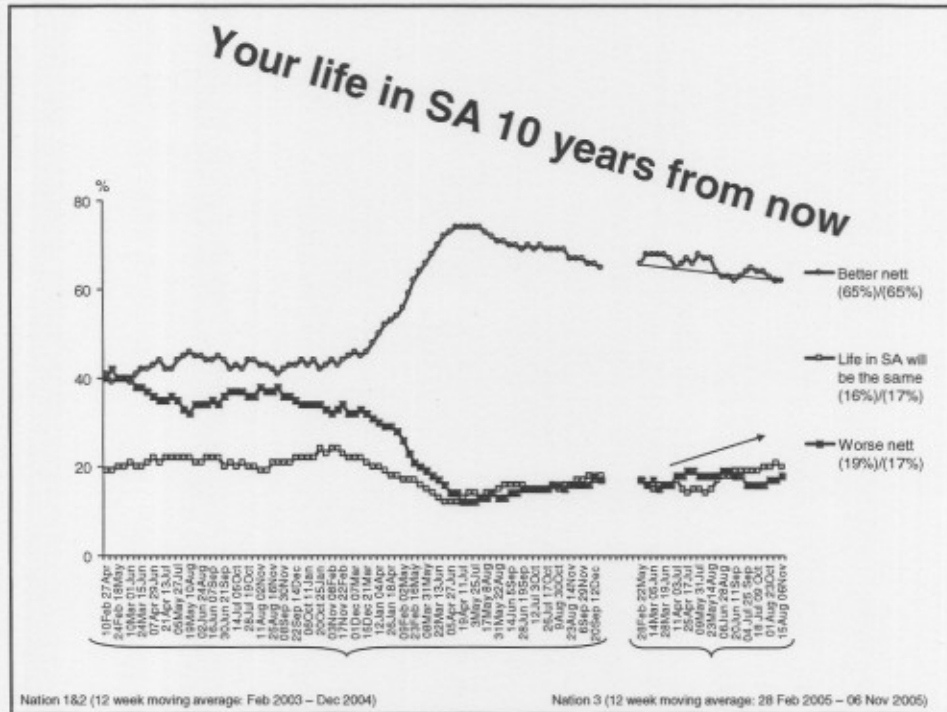
## Tracking our success

- ◆ **Internationally - global brand equity tracking study.** This will track how well South Africa fares relative to our competitive set on each one of the key brand attributes.
- ◆ **Domestically - a national perceptions' audit**
  - levels of pride, optimism and patriotism
  - stakeholder perceptions audits

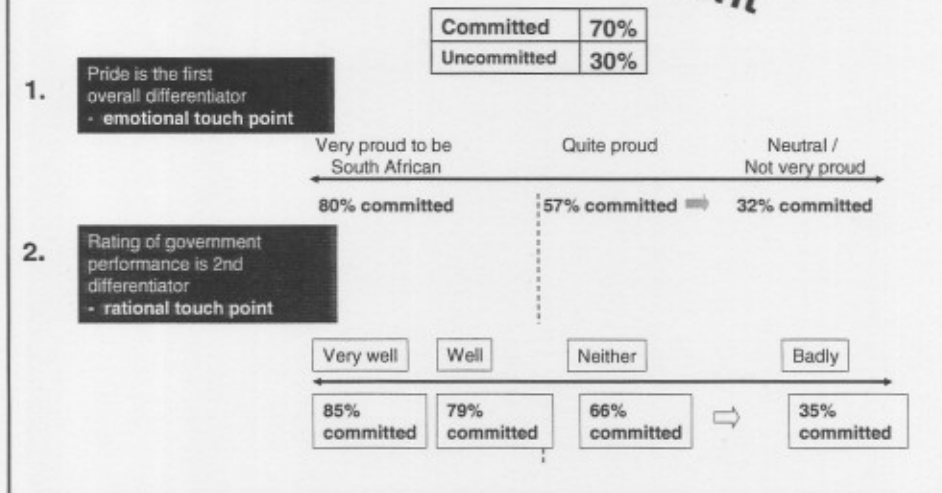








## Investigating commitment



## Research on doing business in SA

- **“South Africa is a successful country with problems, not a problem country”**
- Risk is a part of business anywhere
- Crime and Violence and HIV/AIDS are main concerns

## International Deliverables

### GLOBAL MARKETING AND MOBILIZATION

- ◆ Mass media communication –
  - Focus on thought leaders in key markets, and intensify our reach .
  - R23,0 million
- ◆ E-marketing [www.southafrica.info](http://www.southafrica.info)
  - to be amongst the top 5 websites that register South Africa on major search engines globally
  - Increase page impressions to 2.5million per month by end of 2006
  - To maintain daily updates of marketing oriented news
  - R4,2 million



## International Deliverables

- ◆ Collateral and tools
  - Update SA Story.
  - Marketing material to be used by our embassies R2,15million
- ◆ Branding missions
  - One outbound mission
  - Two inbound missions
  - R2,3million



## International Deliverables

- ◆ Country Managers
  - Mobilize key people.
  - Improve media coverage.
  - Engage expatriates.
  - Manage key issues.
  - Establish office in India.
  - R3,7 million



## International Deliverables

- ◆ Research
  - Brand-tracking study
  - National perceptions audit,
  - FDI insights.
  - Stakeholder perception audit.
  - R2,65million
- ◆ PR and Promotions
  - Advertorials on CNBC
  - thought leader interviews/
  - opinion pieces
  - R1,3 million







## DOMESTIC MARKETING AND MOBILIZATION DELIVERABLES

• radio and TV advertising

– reaching 63% of the adult population at

## Budget summary

◆ Global mobilisation	R40,30
◆ Domestic mobilisation	R22,15
◆ Support costs	R20,91
◆ TOTAL MILLION	R83,42



[www.southafrica.info](http://www.southafrica.info)