

PERFORMANCE REVIEW

ACTIVITY	PLANS FOR THE YEAR	ACHIEVEMENTS FOR THE YEAR	COMMENTS
A. Global Mass Media Advertising			
Advertising: Print	The plan was to have 18 print advertisements by end of FY 2007/2008.	8 print advertisements were placed during the year.	Due to a media strategy change, investment in print was redirected to TV advertising and online advertising in line with target market media consumption. Therefore the target of 18 print ads was reduced to 8. Online was introduced in 2007.
Advertising: TV	The plan was to buy 500 TV spots by end of FY 2007/2008. Due to the additional investment diverted to TV from Print, this target was adjusted upwards to 575.	2418 spots were bought during the year.	Target exceeded for the year due to discounts received (Discount 45% CNN and 57% CNBC) and the extra investment from Print and Online.
Advertising: Out-of-Home	The plan was to increase the number of taxis in London from 60 to 100.	The target of 100 taxis was reached.	Target reached.
Advertising: Online	Due to the evolvement of the medium, plans were introduced to start online marketing to support the print element. 12 Online insertions were planned with the funds diverted from print. 26,538,821 page impressions were anticipated.	Online insertions on 5 sites were placed: CNN, Time, The Times of India, Fortune and Economist. Total page impressions achieved was 28 617 501.	The number of insertions was below target as funds were redirected to TV advertising to take advantage of the large discount being offered by CNN and CNBC. However, the number of page impressions exceeded target, delivered mainly by Time and SkyNews.

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B. E-Marketing			
SouthAfrica.info web portal	The plan is to achieve 2,75 million page impressions by end of FY 2007/2008 and 220 000 unique users for web portal by end FY 2007/2008.	March figures are 3.1m page impressions and 300 016 unique users. This is the highest level ever.	Target exceeded.
C. Collateral Tools			
SA Story III Translations	Translate SA Story to 7 foreign languages.	The SA Story III was translated into 7 languages.	Target reached.
SA Story III Distribution	The plan is to distribute 250 000 English printed booklets by end of FY 2007/2008. French 10 000; Arabic 10 000; Spanish 10 000; German 10 000; Portuguese 10 000; Chinese 10 000; Japanese 10 000.	Total amount of English distributed 185 200. French 1047; Arabic 100; Spanish 1035; German 915; Portuguese 10 000; Chinese 470; Japanese 10 000.	Target not achieved. The delay in distribution was mainly due to change of distribution. 64 800 English, 8953 French; 9900 Arabic; 8965 Spanish; 9085 German. and 9530 Chinese SA Story III will be distributed to ambassadorial offices in the new financial year.
D. Branding Missions			
Inbound and Outbound Trade and Investment missions	One Inbound (UK) and one Outbound (India) missions planned.	Supported the TISA BPO sector mission to the USA in April with branding and collateral. India mission successfully executed in October.	Target of two missions was reached. The change of plan from UK to USA on advice of TISA was to leverage on initiatives and collective effort of the two organisations, thereby maximising marketing outcomes in the USA.

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E. Global South Africans			
United States of America	Recruit and mobilise Global South Africa network.	165 members recruited in the US, project publicised in SA, contributions generated, including placement of first SA intern in US firm. Interim website/ blog established, logo created, GSA services marketed to stakeholders in SA. Three-city roadshow with Homecoming Revolution organised.	Target achieved.
United Kingdom	Recruit and mobilise members for GSA Network.	UKCM has compiled list of about 120 invitees for GSA network with active core of about 20 already operational in hosting event for visiting Ministers, connecting with prospective investors, offering pro deo services, and third-party endorsements.	Target achieved.
India	The UK and USA were pilot projects and therefore no plan for India.	n/a	n/a
F. Global Promotions			
Thought Leader events	To facilitate at least two events per year.	Knowledge forums facilitated in both the USA and India as part of the Trade missions.	Target achieved.
Media relations and PR	Continue to support key IMC initiatives with unpaid for publicity to amplify marketing efforts.	Successfully hosted 6 senior journalists from India. Very good coverage received 8 articles within the first week.	Target achieved

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G. Global Support			
United States of America	<p>Reach out to US media and pitch brand-supporting stories.</p> <p>Develop partnerships in support of Brand South Africa.</p> <p>Support SA missions with messaging, rapid response.</p> <p>Research and develop enhanced Web marketing strategy.</p> <p>Provide inputs for IMC ads, materials and strategic review.</p>	<p>Positive articles in Wall Street Journal and Washington Post directly attributable to CM interventions.</p> <p>Multiple postings explaining and defending SA position on major websites, including NY Times, Wall Street Journal, Washington Post, New Statesman, CSIS.</p> <p>TV interview arranged for Minister of Minerals and Energy.</p> <p>Website created for Chicago consulate.</p> <p>Regular Business Day column launched.</p> <p>Collaboration with SACCA on launch of platform to introduce SA entrepreneurs to US investors.</p> <p>Op eds, letters to the editor, drafted and placed, speeches drafted, presentations given.</p> <p>Online GSA discussion forum and web blog created.</p> <p>Creative contribution to IMC investment ad, development of Brand South Africa blog.</p>	Target achieved.
India	Media Coverage and Media Relations.	<p>Meetings held with editors of India's major newspapers. Hosted a lunch in New Delhi for a group of Indian journalists. Articles published in Daily News and Analysis (Mumbai) and Financial Mail (Johannesburg). Interviewed by Partnership magazine (Delhi).</p> <p>Organised and led a group of six Indian journalists to SA in March 2008.</p>	Target achieved.

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India (continued)	<p>Mobilisation of key individuals, partnership development and collaboration.</p> <p>Expatriate and visitor engagement.</p> <p>Foreign mission value add.</p> <p>Development and execution of branding missions.</p>	<p>Advised Indian Merchants Chamber on its historic "India Calling" conference in Johannesburg in August 2007. Addressed management committee of Indian Merchants Chamber on IMC's objectives in India. Attended India/ SA CEO Forum. Met with Governor of West Bengal. Meetings with numerous Indian businessmen/ women to promote India/ SA trade and investment.</p> <p>Meetings with a string of South African businessmen/ women based in India or visiting India. These include representatives of Sasol, FirstRand, Emerging Markets Focus, Kagiso, Naspers and Distell.</p> <p>Regular meetings with High Commissioner and Consul-General. Attended two day strategy session organised by High Commission in Delhi and presented IMC's plans for India. Attended Ambassadors' Golf Day in Delhi where IMC was one of the sponsors.</p> <p>Handled the entire media side of thedti/IMC trade and investment mission in October 2007. Arranged media interviews for the SA Minister in the Presidency. Worked with Economic Times in organising two knowledge breakfasts in Mumbai and New Delhi. Oversaw publication of full page article in the Economic Times on thedti/IMC mission.</p>	Target achieved.

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United Kingdom	Improve media coverage. Engage expatriates. Manage key issues.	<p>Engagement of UK media, in particular, Reuters (in conjunction with Presidency for first visit of Africa Editor in November) resulting in two positive reports on stability being maintained during political succession (interview Frank Chikane) and general constructive reporting in the FT and Economist due to relationship building with key writers and editors on both publications.</p> <p>Facilitated programs for visits of DPE Minister Alec Erwin, S&S Minister Charles Nqakula, and two visits and UK communications study program for GCIS CEO Themba Maseko, and participated in mission to Berlin with GCIS, DFA and SANEF.</p> <p>Collaborated with Old Mutual to establish City of London SA Circle.</p> <p>Set up and managed Editors tour following WAN summit in June, and collaborated with IMFSA partners Fergal Parkinson and Simone Kessler in preparing for IMFSA2008. Participated in Monaco Media Forum chairing Africa/ developing world workshop.</p>	Target achieved.

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United Kingdom (continued)		<p>Formulated series of stakeholder meetings around briefing and liaison program for 2010 World Cup and collaborated with SALOC2010's Edward Griffiths in planning and executing half-a-dozen 2010 briefings with IMC corporate and banking contacts (Deutsche Bank, College Hill, Clear Channel, Omega investment conference, etc).</p> <p>Liaised with stakeholders to leverage taxi fleet through special events, using video screens and future plans for possible 2010 messaging. Attended briefings in Cape Town after opening of Parliament.</p>	Target achieved.

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H. Communication Resource Centre (CRC)			
	<p>To provide regular and ad-hoc strategic communication services to the Government Communication and Information System (GCIS), DFA, the Presidency, key national communicators and other internal and external stakeholders.</p> <p>To provide daily (Monday to Friday) monitoring of the international media environment to compile Foreign Coverage Reports that will assist stakeholders in assessing the media environment and in the development of communication and to address emerging and ongoing issues.</p> <p>To facilitate daily (Monday to Friday) Rapid Response Teleconferences aimed at assessing the domestic and international media environments and, based on the discussions, craft reactive and proactive communication.</p>	<p>The CRC attends the GCIS's Content Hub meeting, assisting with the reviewing and writing of key messages.</p> <p>The CRC also attends the Government Communicators Forum, taking part in the economic cluster session at the forum, helping define key communication opportunities from the POA.</p> <p>The CRC developed talking points on the energy situation for inclusion in the IMC's Talking Points document. Government's key messages on energy were also circulated by the unit.</p> <p>The CRC prepared on a daily basis International Media Reports, which formed the basis of decisions by the Rapid Response Unit regarding interventions in the media environment.</p> <p>The CRC also produced four comprehensive weekly Communication Environment reports.</p> <p>The CRC facilitated on a daily basis Rapid Response Teleconferences - activities included the preparation of the daily agenda, chairing and drawing up of the minutes.</p>	<p>Target achieved.</p> <p>Target achieved.</p>

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	<p>To prepare Government Cluster-specific monthly analytical reports of international media coverage relating to the country – i.e. one per month for the IRPS and Economic Clusters.</p> <p>To prepare sector-specific and ad-hoc analytical reports of international media coverage affecting sectors – i.e. tourism and the 2010 FIFA World Cup tournament.</p> <p>To attend regular meetings and briefings that will enable the CRC to enrich stakeholders' communication initiatives.</p>	<p>The CRC completed a report for Government's IRPS Cluster and for the SA Wine Industry.</p> <p>The CRC continued to track international economic media coverage on South Africa through its Economic Media Environment Report.</p> <p>An elephant management report was created for SANParks, DEAT and South African Tourism. DEAT sent the CRC a note of appreciation.</p> <p>CRC prepared an analytical report on international media coverage relating to the hosting of the 2010 FIFA World Cup.</p> <p>CRC staff participated in the GCIS Secretariat's weekly analysis of the domestic and international media environment.</p> <p>The CRC continued to contribute to DFA's weekly Public Diplomacy meetings with its analysis of the international media coverage.</p>	<p>Target achieved.</p> <p>Target achieved.</p>

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Media Club	To develop a web-based media service (MediaClubSouthAfrica.com) that will provide continuous and up-to-date information on the country, its development and achievements to local and international media.	<p>The operational phase for MediaClubSouthAfrica.com continued, with some amendments and updates being made to the site.</p> <p>Thirty-two news stories and in-depth feature articles were published on MediaClubSouthAfrica.com during March 2008. MediaClubSouthAfrica.com had 258 unique users in March 2008, up from 115 in February. This is noteworthy considering the fact that the official launch of the website only take place in May 08.</p> <p>These users made 981 visits to the site, up from 658 the previous month, an average of 3.8 visits per user.</p> <p>A total of 9915 individual web pages were accessed, generating 33 528 hits and using a bandwidth of 458 megabytes.</p> <p>In a Google search for MediaClubSouthAfrica, the site was the first result returned for the main Google site (www.google.com) as well as for Google South Africa (www.google.co.za) and Google UK (www.google.co.uk).</p>	Target achieved.

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I. Global Research			
Tracker	The plan is to do quarterly studies by end of FY 2007/2008.	Results of the four studies were received and forwarded to stakeholders.	Target achieved.
Global Equity Study	The plan is to conduct 1 study by end of FY 2007/2008.	2007/2008 results received and completed.	Target achieved.
National Perceptions Audit	The plan is to have one annual national perceptions audit.	The results were received and presented by the Researchers in November 2007.	Target achieved.
J. Domestic Marketing and Mobilisation			
Advertising: TV	The plan was to buy 700 spots by end of FY 2007/2008. With the discontinuation of the 10 second news clocks, the number to be achieved reduced to 489 for the year.	494 spots have been placed for the year: April – Freedom Day June – 16 June Youth Day October - Human Rights Day November – 16 days of activism against woman and children abuse.	With the discontinuation of the 10 seconds news clocks, the number of TV advertising spots to be achieved for the FY 2007/8 changed to 489. 10 second clocks allow for increased frequency. A 60 second spot is equivalent to 6 x 10 seconds but may cost more, dependent on time slot, thus no money was saved. The cost of producing more 10 second spots was increasing and the impact was not justifying the costs, therefore a decision was taken to discontinue 10 sec spots and to give the investment to 60 sec spots.

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Advertising: Radio	The plan is to buy 1700 spots by end of FY 2007/2008 (to include number of interviews).	1940 spots have been bought on all stations to date. April – Freedom Day June – 16 June Youth Day October - Human Rights Day November – 16 days of activism against woman and children abuse.	Target exceeded due to extra funding reallocated.
K. Brand Alignment			
Province Branding	The plan is to align 3 provinces by end of FY 2007/2008.	Work was undertaken with the North West province with presentations to their Exco taking place. Gauteng & Eastern Cape The sub-brand has been completed and has now been approved to move into the next phase (visual translation). The rest of the work will commence once a supplier has been nominated as well as budget approvals have taken place. Western Cape IMC has engaged with officials in the offices of the Premier as well as Economic Development & Tourism. To date, an initial stakeholder workshop was held to introduce IMC work to province and explain and agree on branding process for Western Cape.	Target exceeded as 4 provinces were aligned.

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Exports Branding	Align export branding initiative with overall TISA (thedti) export promotion strategy.	Export Councils have been re-interviewed for correct branding information.	Target achieved.
Brand SA Alignment Project	Align key positioning of main Brand South Africa pillars (SA Tourism and TISA (thedti) to the mother brand (IMC)).	Key components of the brand keys of IMC, SA Tourism and TISA are now identical (i.e. Brand Essence, Values & Personality). A single ComStrat has been developed for communication by the 3 organisations. A single Brand Manual encompassing the 3 organisations has been briefed in.	Target achieved.
L. Domestic Promotion			
Media and promotions	We will continue to amplify Brand SA Key campaigns with unpaid for publicity.	Moments of Pride: Human rights day campaign successful. Publicity campaign pre, during and post India inbound media tour successful.	Target achieved.
Partnership with SABC	Collaborate with SABC on key events to leverage publicity.	Collaborated with SABC in amplifying the Human Rights Day campaign.	Target achieved.
Annual report	To distribute to key stakeholders annually.	Distribution to all IMC stakeholders completed.	Target achieved.
2010 National Communication Partnership Conf.	To host this conference once a year.	Successfully delivered in August 2007.	Target achieved.
Media and PR Analysis	We will endeavour to evaluate our PR efforts continuously to see the impact of our campaigns and establish how well they are received.	YTD coverage: R3 801 523 worth of coverage against a spending of R2 746 300 on the service provider represent a ROI of 1:4	Target achieved.

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M. Brand Champion Programme			
Brand Champion Programme	On-going campaign to mobilise national pride and patriotism. The focus this year is to leverage on the goodwill provided by the 2010 FIFA World Cup.	Training completed: IMC pilot training for management and senior staff from 15 government departments for the DPSA, 5 priority Departments identified for training in the next 12 months. Completed all Broadcast elements of the Programme, flighting scheduled for April. Sports and recreation issues management training for senior executives completed. Broadcast: - Stories completed. Flighting on ETV scheduled for the 21st April.	Target achieved.