

National Communication
Partnership Conference

Working Towards Communication Alignment Pre 2010



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Brand South Africa – working together for a better future

Yvonne Johnston

International Marketing Council of South Africa



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Who is here today?

- People who want to make money from the opportunities that the FIFA Soccer World Cup presents...
- People who are going to be communicating leading up to 2010 and beyond
- Potential partners
- Host cities
- Government communicators
- Corporates
- Citizens of South Africa

- Can we satisfy all of you?



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Yes...because success will be enhanced by branding

- Building a brand creates a premium product

"The most important assets of any business (country) are intangibles: its name, brand, symbols and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources. The assets which comprise brand equity, are a primary source of

competitive advantage and **future earnings**.

- David Aaker

- In short...if we get this right, no, **when** we get this right, we ALL stand to benefit



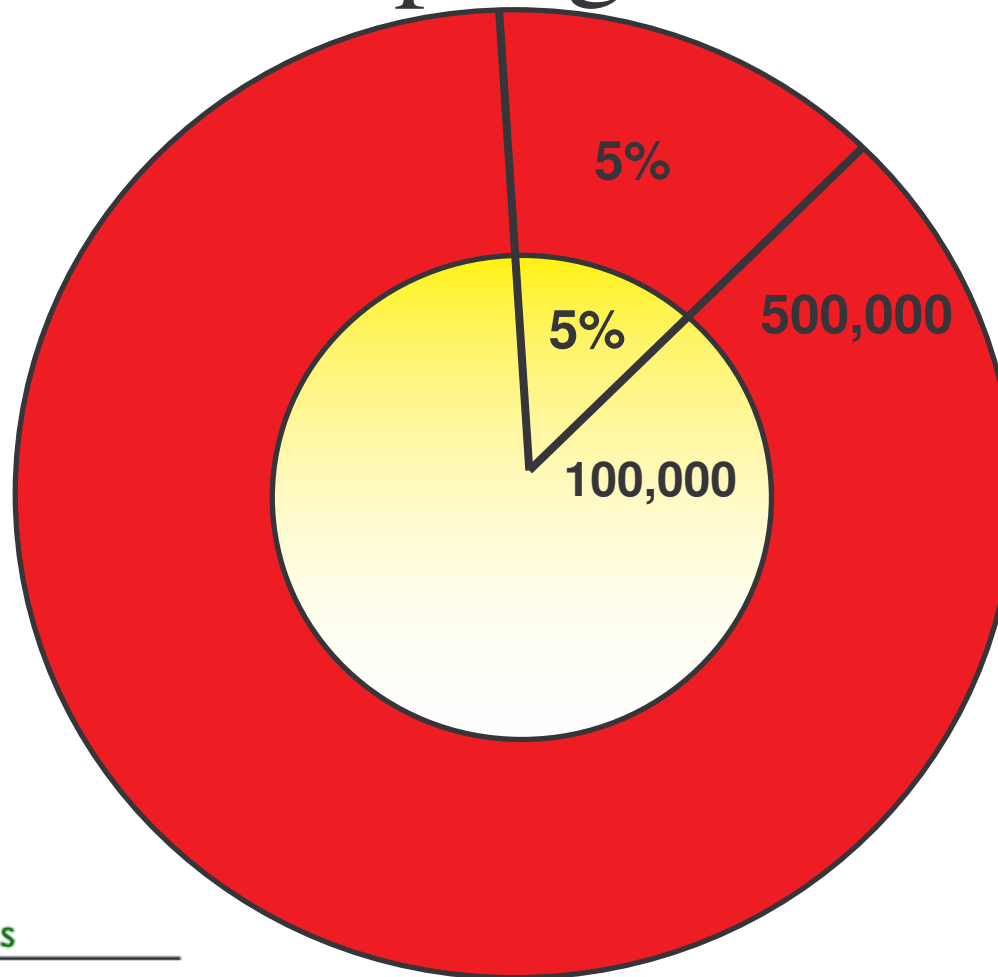
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If you own a slice of the pie...and the pie grows...



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What needs to be done?

- Mobilise the masses – everyone in South Africa should want to be a part of this campaign
- Collectively we need to focus on eradicating our challenges, and communicating the successes better
- Take responsibility for positive communication
- Create a consistent message from the country
- Create an identifiable “look and feel”
- Ensure that the product lives up to the message – are we Alive With Possibility?

- WHY?



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Because of the headlines!

- **And the winner was....Germany!**
- **Auf Wiedersehen, and thank you**
- **Germany amazed and delighted itself!**
- **Surprise surprise! Germany is fun!**



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Lessons from Barcelona and Germany...

- South Africa will be in the international spotlight from now on. We need to fully exploit this opportunity to project our image in the most positive light possible.
- The soccer and the athletes who participate will be important. But, the challenge for South Africa will be to elevate the country to the centre stage.
- We now find ourselves in the planning phase where we can plan “the global coming out party.” We can decide what “clothes we want to wear” and which images should make lasting impressions on both visitors to the country and the millions of viewers that will be tuned into South Africa.



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What lessons can we learn?

- There was institutional consensus and a co-operative relationship between all spheres of government, the private sector and civil society.
- An event of this magnitude provides us with more opportunities than a mere emphasis on the country's physical beauty, its tourism attractions, economy, political stability etc. It is also an opportunity to celebrate our culture, writers, poets, artists, music, cuisine etc. These issues should be top of the mind of the marketing and communications teams.



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Sound familiar?

- The run-up to Barcelona was characterized by significant public skepticism about whether the games could be staged successfully and whether the perceptions about the city would change positively because of them.
- There were the usual debates... Why do you spend so much money on sport when it should have gone to housing/ hospitals/education?
- Construction and preparations soak up time and money. It will be accompanied by traffic jams and congestion. People will be frustrated and inconvenienced.
- Many residents will resent the imminent arrival of large number of foreigners and visitors (xenophobia).



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- The negative perceptions disappeared once the Games started. Especially after the spectacular opening ceremony. Once it became obvious that the city was able to cope public opinion became overwhelmingly supportive
- Local organizers and the public figures associated with the games kept the message on course. They never strayed from the positive line, never expressed doubts, and consistently stated their convictions that there would be successful delivery.
 - The Opening Ceremony was a staggering success that instilled a tremendous amount of national pride among residents and turned local public opinion around almost in an instant. It ***“totally liberated the collective energy that had been held back” ... “nervous expectation turned into raging patriotism”***



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Results:

- The Olympic Games helped to create a more open, tolerant, communicative and happier society.
- A spirit and culture of volunteerism was fostered
- Thousands of people were empowered by the thought that they have participated in the event and made a small contribution to its success.
- Negative stereotypes about the ability of the city / country to deliver on such a major event were destroyed.
- Society underwent a “mental renovation” – it learned to adapt to crises and to develop innovative and creative solutions to challenges.



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Results:

- New projects required new skills that in turn led to new knowledge and the intellectual and professional enrichment of individuals, companies and communities.
- The event generated a positive self-image and a healthy national image to the outside world.
- ***“The citizens recovered the pride of belonging to this city, to this community, to this society. That indeed has no price.”***

- All of this is relevant to South Africa



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We are ahead of the game...

- We have a brand that is.....
- Endorsed by the President
- Fast becoming established and part of common parlance
- Is relevant
- Encapsulates our values
- Provides vision and hope
- Provincial alignment has begun – now we need host cities, corporates, civil society and everyone in this room.



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What will success look like?

- A unified nation, speaking success with one voice
- A nation demonstrating how they are Alive With Possibility
- Media reflecting the positive aspect of our achievements
- Positive anecdotes becoming the topic of conversation
- Increased knowledge about the country
- An understanding of WIIFM and an understanding of the role of the individual.



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What will success look like?

- Community building and buy-in
- Social cohesion – pride and commitment
- People determined to create a memorable experience for visitors
- Staff in supportive companies mobilised to stand together
 - And lots of flags!



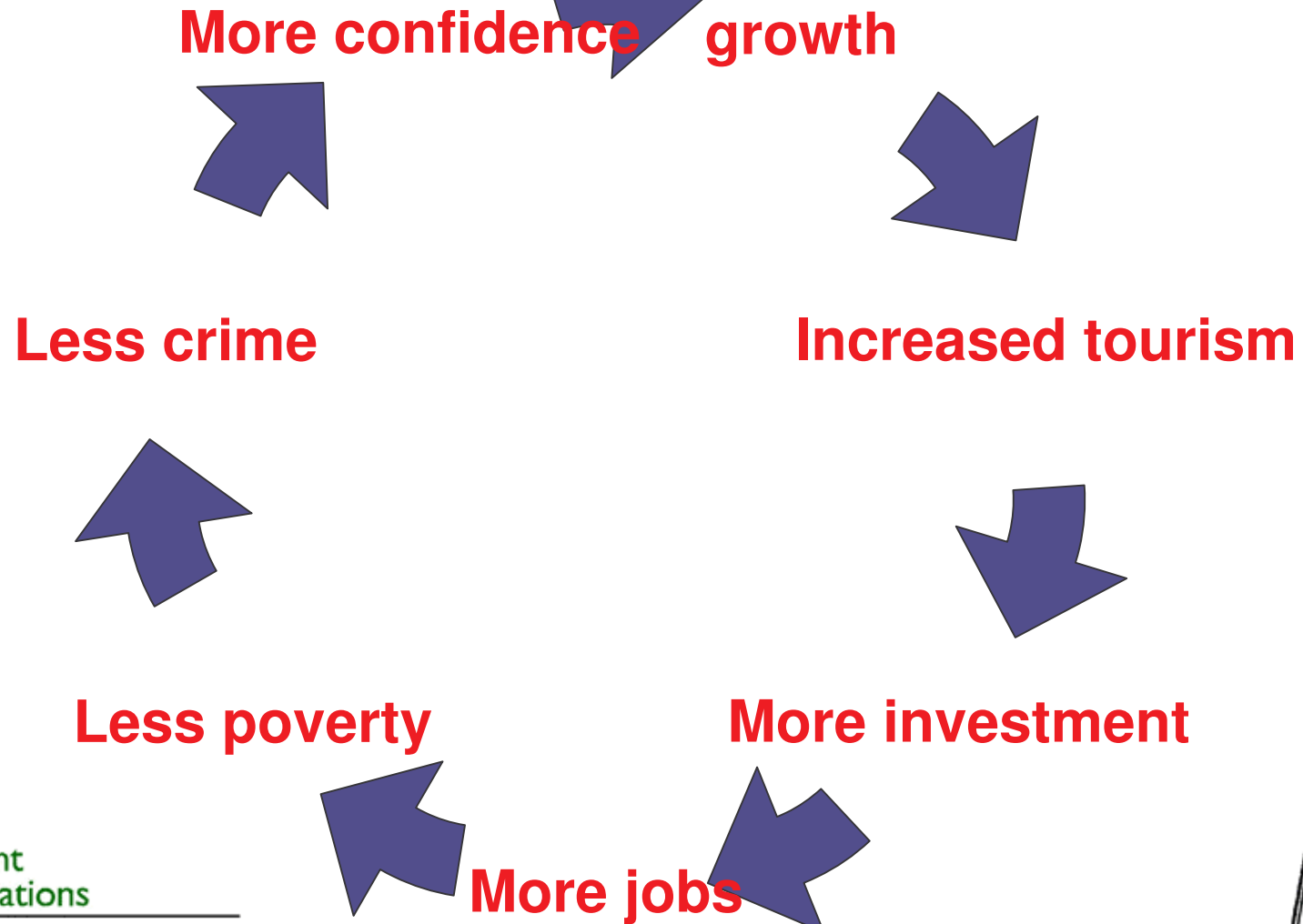
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Which translates to...



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Partnerships

- This is bigger than your company/city or organisation – this is for the country
- ...because we will all benefit if the economy grows
 - **A rising tide lifts all boats**
- Provides opportunities for those companies who are not affiliated with FIFA to become actively involved in the activity leading to the World Cup and beyond



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Partnerships

- Incremental
- Contractual
- Opportunities to leverage in your own way
- Segmented projects to suit individual requirements but that will contribute to an overall whole
- Non exclusive agreements
- Win win promotions



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Working with Brand South Africa - Way forward...

- Decide in principle whether there is support for nation branding
- Allocate funds for the next 4 years
- Agree to contractual obligations on both sides
- International Marketing Council will ring fence the budget
- Will provide regular report backs to contributors
- Leverage opportunities will be given publicity by IMC



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Services we offer

- Web portal – on www.southafrica.info
- CRC – regular reports on the country
- IRC – research facility
- Presentations
- Collateral
- DVD/videos
- PR for stories about success
- Creative templates with a variety of look and feels, based in the brand format for advertising, posters etc,



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Communicate with the IMC

- From today there will be an ideas page on the International Marketing Council web site ...www.imc.org.za.
- We will also include case studies from Sydney, Barcelona and Germany
- Submit project ideas to us
- Meet with us if you want to be a partner



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What we can look forward to...

- Post the Sydney Olympics...The Australian exports grew by 25%, unemployment fell by 6.8% and the economy grew by 7.9% over a 2 year period .
- In Barcelona, a city that had never been a tourist destination, tourism increases year after year.
- Germany's new found confidence will undoubtedly translate into business



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So...as we sit here in 2006....

- I end off by saying that we are collectively responsible for the future we create
- What sort of future South Africa do you want to live in?
 - **What can YOU do to create a future “Alive with Possibility”?**



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