**QUESTION FOR WRITTEN REPLY**

**NATIONAL ASSEMBLY**

**14. Mr M Bagraim (DA) to ask the Minister of Small Business Development:**

**(1) With reference to her reply to question 2105 on 25 November 2016, what was the (a) purpose, (b) target market of the advertising done on the SA Broadcasting Corporation (SABC) and (c) breakdown of the R4 492 250 spent in the 2015-16 financial year for (i) advertisement production and (ii) airing costs on (aa) SABC 1, (bb) SABC 2 and (cc) SABC 3;**

**(2) did the Small Enterprise Development Agency conduct any post-campaign analysis of the impact of the advertising; if not, why not; if so, what are the relevant details?**

**NW17E**

**REPLY:**

1 (a) The expenditure of R 4 492 250 which is referred to in the enquiry was for the broadcasting of a television advertisement. The expenditure was for airing costs of a Seda multi-media, advertising and Public Relations campaign which profiled and created awareness of Seda’s products and services to its customers and potential clients. The advertisement which was 30 seconds long, featured 438 times on these stations over a five week period.

(b) The advertisement was part of a marketing campaign to raise the level of awareness of Seda’s service offerings for SMME’s and cooperatives in the country.

(c) Breakdown of the R 4 492 250 expenditure per TV station:

|  |  |
| --- | --- |
| **Item** | **Cost** |
| ETV | R 1 659 635 |
| SABC | R 1 939 842 |
| ENCA | R 410 400 |
| DSTV | R 482 371 |
| **Total** | **R 4 492 250** |

Breakdown of the advertising expenditure per TV station:

|  |  |  |
| --- | --- | --- |
| **Item** | 1. **Production costs** | 1. **Airing Costs** |
| ETV | R 1 117 136(This is the only production cost and was the money spent on producing the TV advert aired on SABC channels, ETV, ENCA and DSTV) | R 1 659 635 |
| SABC | R 1 939 842 |
| ENCA | R 410 400 |
| DSTV | R 482 372 |
| **Total** | **R 1 117 136** | **R 4 492 250** |

Note: The production cost of R1 117 136 was the only production cost and was the money spent on producing the TV advert.

Further breakdown of the SABC advertising and airing costs:

|  |  |  |
| --- | --- | --- |
| **Item** | 1. **Advertising production** | 1. **Airing costs** |
| (aa)SABC 1 | R1 117 136 (This is the only production cost and was the money spent on producing the TV advert aired on SABC channels, ETV, ENCA and DSTV) | R 495 990 |
| (bb)SABC 2 | R 623 295 |
| (cc) SABC 3 | R 277 020 |
| SABC NEWS | R 543 587 |
| **TOTAL** | **R 1 117 136** | **R 1 939 842** |

2. Post campaign analysis was done through measuring the impact of the campaign via the influx of calls to Seda’s national information centre. The impact of the campaign was measured through media reports provided by Seda’s media monitoring service.

The impact of the advertising campaign measured through Seda’s national information centre is reflected below:

