**NATIONAL ASSEMBLY:**

**QUESTION NUMBER: 3190**

**Mr M S F de Freitas (DA) to ask the Minister of Transport:**

(a) From what date to what date are the SA National Roads Agency television advertisements to air, (b) what are the total costs in this regard, (c) what are the objectives for the specified adverts and (d) how are these objectives measured? **NW3619E**

**REPLY:**

**BUSINESS COFFEE TELEVISION ADVERT**

1. The Business Coffee advert flighted from 27 May 2018 to 30 June 2018 on mainstream television stations.
2. The cost to produce the business advert was R10 376 558.00 and the cost for flighting the advert was R9 628 113.00. The advert was also placed on Youtube for additional views. The advert has longevity and will be used again in 2019.
3. An approved strategy guides SANRAL’s marketing and communications and it was informed by and consistent with the National Communication Strategy Framework. SANRAL strives continually to improve our communication engagement with members of the public, to inform them of our work and increase understanding of what the SANRAL brand represents. The good reputation of SANRAL is invaluable to our ability to play a role in promoting national investment, growing the economy and creating jobs.

We have endeavored to present a comprehensive picture of how we deliver on our mandate to assist road users. The business coffee concept was developed to reinforce the universal truth of how interconnected our lives are, even the everyday things that we may overlook are the products of an interconnected network of people, business, and products that are all woven together by a vast system of national roads. SANRAL manages 22 214km of roads throughout South Africa. These roads are the driving force of South Africa that contribute to the GDP of the south African economy.

Business relies on the infrastructure of the roads to drive the economy. SANRAL has a responsibility to ensure that it delivers roads that are well designed, constructed and maintained. This safely engineered infrastructure aids in the driving experience; assists in prolonging the wear and tear of cars and trucks using these roads and enabling users to get themselves and goods to their intended destinations. This advert is pertinent in the current environment of needing to stimulate economic growth by investing in infrastructure.

The coffee ad was powerful and in line with SANRAL’s Horizon 2030 strategy. The commercial demonstrates the role and impact of road infrastructure in supporting businesses both large and small.

The commercial took the agricultural sector as an example and demonstrated through the harvesting and logistical transportation of coffee beans, bringing them to market and eventually at the consumer's hand to enjoy. It also reaffirms SANRAL’s slogan of beyond roads, as roads are not an end in themselves but a means to improving people's lives.

1. The performance is tracked using the industry performance planning tool that provides the performance of the campaign which is reach, frequency and impact, as indicated below. The campaign was tracked against viewership statistics supplied from the performance.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience : AGE 15+ ALL ADULTS (ADS15) U: 34 801 000, S:8134** | | | | | |
| **Total Viewers** | **TVR** | **CPP 30"** | **Total CPP** | **Reach %** | **AveFreq** |
| 177 058 800 | 507,13 | R10 109 | R12 656 | 70,9% | 7,2 |
|  |  |  |  |  |  |
| **Audience AGE 25+, HH INC R 14 000+, U:4 438 000, S:1010** | | | | | |
| **Total Viewers** | **TVR** | **CPP 30"** | **Total CPP** | **Reach %** | **AveFreq** |
| 12 855 360 | 289,82 | R17 689 | R22 145 | 50,2% | 5,8 |
|  |  |  |  |  |  |

TVR (television rating) – % of the people / target audience watching the programme/TV

Total TVR – total number of television ratings bought

30” CPP – cost per point for a 30” advert

Total CPP – cost per point for the against target audience.

Reach % - % number of the target audience reached

Ave.Freq – number of times the planned target audience has been exposed/seen the message.

**ROAD SAFETY TELEVISION ADVERT**

1. The Road Safety 365 TV advert flighted from 23 September 2018 to 8 October 2018 on both Mainstream and Community television stations.
2. The cost for producing the advert was R8 227 302.90 and the cost for flighting on both Mainstream and Community television was R3 037 807.60. The advert was also placed on Youtube for additional views and will is scheduled to fight again in early 2019.
3. Road safety is still one of South Africa’s biggest challenges. Every year 1,24 million people die in the world due to road crashes. South Africa contributes to the highest number of injuries and fatalities due to crashes on the roads. 60% of these victims are young people between ages 15 – 35 years of age. In addition to the effect on the economy it robs the country of skills and future leaders and affects economic growth. Bad and irresponsible behavior cannot be changed without all stakeholders working together (i.e. DOT, roads entities, the public, civil society groups, schools and more). So, when we look at a SANRAL Road Safety Campaign, we look at it from a ‘partners’ view. We see it as SANRAL contributing to the fight against road crashes and fatalities in SA. We look at other campaigns that have the same objectives in mind – and then see how we can add a different voice, a different point of view – that may resonate with South Africans.

While other campaigns are focused on the Easter and Festive Season periods, SANRAL’s approach is that of a year-long campaign. When other campaigns use gory visuals and scare tactics to make their point, we look at a more emotional, more ‘adult’ approach but also relatable to different target audiences – hence the theme of the legacy left by parents for their kids. That as ‘adults’ we should be mindful of our actions as they may encourage the next generation of drivers to do as we do.

The objective of the campaign is to:

* promote safe road practices and behaviour amongst South Africans when travelling on the roads throughout the year.
* increase road user engagement and personalise the message to the road users.
* encourage all road users to respect the rules of the road – they are there for your safety.

As we reframe ‘road safety’ in the hearts and minds of South Africans, we are also reminding them of the results of irresponsible behaviour on our roads. The legacy element *–* even if you are not a parent but an aunt or uncle, your nieces and nephews also look up to you.

1. The performance is tracked using the industry performance planning tool that provides the performance of the campaign which is reach, frequency and impact, as indicated above. The campaign was tracked against viewership statistics supplied from the performance.

**Please note that community TV reach will always be low due to broadcast footprint, especially if it’s compared to the national tv channels that have a bigger foot print and cover almost 99% of the population.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **MainstreamTV** |  |  |  |  |  |  |  |
|  |  | **Audience : AGE 15+ ALL ADULTS (ADS15) U: 34 978 000, S:8153** | | | | | |
| **Total Viewers** | **TVR** |  | **CPP 30"** | **Total CPP** |  | **Reach %** | **AveFreq** |
| 44 749 244 | 127,94 |  | R10 530 | R12 779 |  | 47,7% | 2,7 |
|  |  |  |  |  |  |  |  |
|  |  | **Audience AGE 25+, HH INC R 14 000+, U:4 297 000, S:960** | | | | | |
| **Total Viewers** | **TVR** |  | **CPP 30"** | **Total CPP** |  | **Reach %** | **AveFreq** |
| 4 757 462 | 110,73 |  | R12 166 | R14 298 |  | 45,8% | 2,4 |
|  |  |  |  |  |  |  |  |
| **Community TV** |  |  |  |  |  |  |  |
|  |  | **Adults 15+ years** | | | | | |
| Total Viewers | Total TVR |  | Total CPP R | 30Sec CPP |  | Reach % | Avg Freq |
| 2 574 785 | 7,36 |  | 62, 784 | 41, 856 |  | 3 | 2,5 |
|  |  |  |  |  |  |  |  |
|  |  | **AGE 25+, HHINC R14 000+** | | | | | |
| Total Viewers | Total TVR |  | Total CPP R | 30Sec CPP R |  | Reach % | Avg Freq |
| 428 694 | 9,74 |  | 47, 463 | 31,642 |  | 1,8 | 5,4 |