**National Assembly:**

**Question Number: 3413**

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

With reference to television, radio and newspaper advertising done by his department and the entities reporting to him, (a)(i) what are the details of adverts that were flighted and/or printed and (ii) on what medium were the adverts flighted and/or printed, (b) on what dates were the adverts printed and/or flighted, (c)(i) what were the objectives for the adverts in each case and (ii) how were those objectives measured in each instance and (d) what was the monthly spend on advertising?

**NW3902E**

**REPLY:**

**Department**

(a)(i)In the 2017/18 The Department of Transport (DOT) requested Government Communications and Information System (GCIS) to assist with the media buying of their campaign to communicate their various programmes, events, new developments, future projects and their achievements. The department implemented the campaign on radio and television only there was no printing advertising.

The television advert was a road safety message recorded by the Honorable Minister to heighten awareness about road safety during the festive season and this was flighted on SABC stations during December 2017.

The radio adverts which were recorded and flighted highlighted the department’s achievements with regards to Public Transport and a road safety message.

(ii)The adverts were flighted on Television and Radio.

(b)The television advert flighted from 21/12/2017 – 04/01/2018

Radio Phase 1: 09 March 2018 – 16 March 2018

Radio Phase 2: 26 March 2018 – 03 April 2018

Radio Phase 3: 04 October 2018 – 11 October 2018

* 1. The television advert flighted from 21/12/2017 – 04/01/2018.This was the Minister’s Festive Season Message with the objective of creating awareness about road safety and to encourage travellers to be safe on the road.

Radio Phase 1 & 2: 09 March 2018 – 03 April 2018. Easter Campaign, once again the main objective was to encourage people to drive and travel safely on the roads to their places of destination.

Radio Phase 3: 04 October 2018 – 11 October 2018 Transport Month Launch. The objective was creating awareness regarding the launch of Transport Month and also highlight the key projects and events for the month.

1. The only element to be measured was the reach and frequency of the campaign which is measured using an independent media buying software called Telmar.

(d)The total expenditure on Television, SABC Stations, Community Stations and Commercial stations for the 2017/18 was R 9 678 478.48. Unfortunately, this cannot be broken down per month as the campaign was an ongoing campaign that started in December and ended at the start of Transport month this year.

**Cross-Border Road transport Agency (C-BRTA)**

(a)(i) The Cross-Border Road transport Agency (C-BRTA)does not utilise television, radio and newspaper advertising (ii) (b), (c) (i) (ii) and (d) Not applicable as no television, radion and newspaper advertising is utilised.

(a)(i) With reference to television, radio and newspaper advertising done by the **Road Accident Fund (RAF)** since 1 April 2018 to 31 October 2018,

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| (a)(ii) the details of the adverts flighted or printed are, | and (ii) the medium on which the adverts were flighted and/or printed was, | (b) the adverts were printed and/or flighted on the following dates, | (c)(i) in each case the objectives for the adverts were, | and (ii) in each instance the objectives were measured as follows, |
| road safety for primary school learners on TRU FM and Good Hope FM | radio | TRU FM: 16 April 2018 to 20 April 2018 and Good Hope FM: 23 April 2018 to 27 April 2018 | to promote road safety among primary school learners | reach of targeted audience:  TRU FM - estimated listenership of 300 000 people and Good Hope FM - estimated listenership of 667 000 people |
| youth claimant’s statistics and road safety in Move! Drum, Daily Sun, Sunday Sun and Isolezwe | magazine and newspaper | Move! and Drum: 18 July 2018  Daily Sun: 11 July 2018  Sunday Sun: 15 July 2018  Isolezwe: 12 July 2018 | to promote road safety and create awareness in respect of the RAF’s post-crash care | reach of targeted audience:  Drum - estimated readership of 2.9 million people  Daily Sun - estimated readership of 2.9 million people  Sunday Sun - estimated readership of 2.5 million people  Isolezwe - estimated readership of 1.2 million people |
| to clarify whether outstanding RAF claims will be processed under the Road Accident Benefit Scheme on Ukhozi FM, Umhlobo Wenene FM, Phalaphala FM, Munghana Lonene FM, Radio 2000, RSG, Ikwekwezi FM, Ligwalagwala FM Motsweding FM, Lesedi FM, Metro FM and Thobela FM | radio | 17 September 2018 to 24 September 2018 | to inform the public that the RAF has not ‘shut down’, but that it is still operating and processing claims and will continue to do so under the Road Accident Benefit Scheme dispensation | reach of target audience:  Ukhozi FM - estimated listenership of 7.5 million people  Umhlobo Wenene FM - estimated listenership of 4.1 million people  Phalaphala FM - estimated listenership of 739 000 people  Munghana Lonene FM - estimated listenership of 1.2 million people  Radio 2000, RSG - estimated listenership of 447 000 people  Ikwekwezi FM - estimated listenership of 1.3 million people  Ligwalagwala FM - estimated listenership of 947 000 people  Motsweding FM - estimated listenership of 2.6 million people  Lesedi FM - estimated listenership of 3.4 million people  Metro FM - estimated listenership of 4.1 million people  Thobela FM - estimated listenership of 2.8 million people |
| to promote the RAF’s products and services in the Daily Sun | newspaper | 2, 16 and 31 October 2018 | to promote direct claims processes, funeral benefits and the RAF’s footprint | reach of target audience:  Daily Sun - estimated readership of 5.3 million people |
| Skeem Saam storyline integration on North West FM, YFM and Capricorn FM | radio | 30 October 2018 to 31 October 2018 | to create awareness in respect of the Skeem Saam storyline integration and the RAF’s products and services | reach of target audience:  North West FM - estimated listenership of 212 000 people  YFM - estimated listenership of 706 000 people  Capricorn FM - estimated listenership of 549 000 people |
| event advertising for RAF – on – the – Road in Motherwell, East London on Umhlobo Wenene FM and Algoa FM | radio | Umhlobo Wenene FM: 23 April 2018 to 27 April 2018 and Algoa FM: 16 April 2018 to 27 April 2018 | activation of communities to attend the RAF - on – the - Road campaign in the respective areas to promote direct claims and claims verification | reach of target audience:  Umhlobo Wenene FM - estimated listenership of 4.1 million people  Algoa FM - estimated listenership of 588 000 people |
| event advertising for RAF – on – the – Road in George, mini RAF – on – the – Road in Siyabuswa, RAF Mobi Blitz and Cape Town direct claims campaign on Eden FM, Ikwekwezi FM, Good Hope FM, Radio Zibonele, Rise FM and uMhlobo Wenene FM | radio | 8 May 2018 to 31 May 2018 | activation of communities to attend the RAF - on – the - Road campaign in the respective areas to promote direct claims, claims verification and RAF access points | reach of target audience:  Eden FM - estimated listenership of 115 000 people  Ikwekwezi FM - estimated listenership of 1.3 million people  Good Hope FM - estimated listenership of 667 000 people  Radio Zibonele - estimated listenership of 236 000 people  Rise FM - estimated listenership of 47 000 people  uMhlobo Wenene FM - estimated listenership of 4.1 million people |
| event advertising for Cape Town direct claims campaign, Comrades Marathon, mini RAF – on – the – Road in Bizana, Libode and Mbombela and Mobi Blitz on Radio Zibonele, Umhlobo Wenene FM, Metro FM, 5 FM, Heart FM, Radio 2000, Ukhozi FM, Good Hope FM, Vaaltar FM, North West FM, Kanyamazane FM, Radio Turf, Madibaz, Rhodes FM, TUT FM, VUT FM and Ligwalagwala FM | radio | 7 June 2018 to 30 June 2018 | promoting RAF direct claims processes, claims verification and RAF access points | reach of target audience:  Radio Zibonele - estimated listenership of 236 000 people  Umhlobo Wenene FM - estimated listenership of 4.1 million people  Metro FM - estimated listenership of 4.1 million people  5 FM - estimated listenership of 862 000 people  Heart FM - estimated listenership of 838 000 people  Radio 2000 - estimated listenership of 477 000 people  Ukhozi FM - estimated listenership of 7.2 million people  Good Hope FM - estimated listenership of 588 000 people  Vaaltar FM - estimated listenership of 71 000 people  North West FM - estimated listenership of 203 000 people  Kanyamazane FM - estimated listenership of 10 000 people  Radio Turf - estimated listenership of 29 000 people  Madibaz - estimated listenership of 27 000 people  Rhodes FM - estimated listenership of 24 000 people  TUT FM - estimated listenership of 1 000 people  VUT FM - estimated listenership of 96 000 people  Ligwalagwala FM - estimated listenership of 1.5 million people |
| event advertising for mini RAF – on – the – Road in De Aar, Butterworth and Strand, RAF – on – the – Road in Bungeni and Empangeni and RAF open days in Kroonstad and Bothaville on Ukhozi FM, Icora FM, Gagasi FM, Umhlobo Wenene FM, Zibonele FM, Heart FM, Munghana Lonene FM, Capricorn FM, Segosese FM, Giyani FM, Hlanganani FM, Lesedi FM and RSG | radio | 14 July 2018 to 28 July 2018 | activation of communities to attend the RAF – on – the - Road campaign in the respective areas to promote direct claims, claims verification and RAF access points | reach of target audience:  Ukhozi FM - estimated listenership of 7.2 million people  Icora FM - estimated listenership of 135 000 people  Gagasi FM - estimated listenership of 1.4 million people  Umhlobo Wenene FM - estimated listenership of 4.1 million people  Zibonele FM - estimated listenership of 236 000 people  Heart FM - estimated listenership of 634 000 people  Munghana Lonene estimated listenership of 1.2 million people  Capricorn FM - estimated listenership of 1.4 million people  Segosese FM - estimated listenership of 110 000 people  Giyani FM - estimated listenership of 25 000 people  Hlanganani - FM estimated listenership of 41 000 people  Lesedi FM - estimated listenership of 4 million people  RSG - estimated listenership of 1.5 million people |
| event advertising for RAF – on – the – Road in Thokoza, mini RAF – on – the – Road in Mqanduli, Boitekong and Volsrust and a RAF open day in Thabazimbi on Lesedi FM, Kasie FM, Motsweding FM and Umhlobo Wenene FM | radio | 4 August 2018 to 25 August 2018 | activation of communities to attend the RAF – on – the - Road campaign in the respective areas to promote direct claims, claims verification and RAF access points | reach of target audience:  Lesedi FM - estimated listenership of 4 million people  Kasie FM - estimated listenership of 97 000 people  Motsweding FM - estimated listenership of 2.6 million people  Umhlobo Wenene FM -estimated listenership of 4.1 million people |
| to promote the #Keepitsimple campaign (direct claims promotion) and event advertising for RAF – on – the – Road and mini RAF – on – the – Road in Lusikisiki on Umhlobo Wenene FM, Motsweding FM, Rise FM, and Mughana Wenene FM | radio | 1 September 2018 to 30 September 2018 | activation of communities to attend the RAF -on – the - Road campaign in the respective areas to promote direct claims, claims verification and RAF access points | reach of target audience:  Umhlobo Wenene FM - estimated listenership of 4.1 million people  Motsweding FM - estimated listenership of 2.6 million people  Rise FM - estimated listenership of 46 000 people  Mughana Wenene FM - estimated listenership of 925 000 people |
| event advertising for RAF – on – the – Road in Port Shepstone and Nyanga,  radio story integration (direct claims promotion), Paddle Power collaboration (road safety awareness drive) and support for the Durban regional office on Radio Zibonele, Umhlobo Wenene FM, Ukhozi FM, Thobela FM, Metro FM, Voice of Cape Town and Radio786 | radio | 6 October 2018 to 29 October 2018 | activation of communities to attend the RAF – on – the - Road campaign in the respective areas to promote direct claims, claims verification and RAF access points | reach of target audience:  Radio Zibonele - estimated listenership of 236 000 people  Umhlobo Wenene FM - estimated listenership 4.1 million  Ukhozi FM - estimated listenership of 7.2 million people  Thobela FM - estimated listenership of 2.1 million people  Metro FM - estimated listenership of 4.1 million people  Voice of Cape Town - estimated listenership of 122 000 people  Radio786 - estimated listenership of 155 000 people |
| direct claims promotion on SABC 1 (Sports @ 10 interview) and SABC 2  (Comrades Marathon advertising with rotating logo, squeeze backs and a TVC) | television | 9 June 2018 to 10 June 2018 | to promote direct claims and RAF access points | reach of target audience:  SABC 2 - estimated average weekly target audience of 24.9 million people |
| direct claims promotion on SABC 1 (Skeem Saam story integration), SABC 2 (TVC, squeeze backs, opening and closing billboards) | television | 24 September 2018 to 30 September 2018 | to promote direct claims and RAF access points | reach of target audience:  SABC 1 - estimated average weekly target audience of 25.8 million people |
| direct claims promotion on Skeem Saam story integration on SABC 2 | television | 1 October 2018 to 31 October 2018 | to promote direct claims and RAF access points | reach of target audience:  SABC 2 - estimated average weekly target audience of 24.9 million people |
| direct claims promotion in By the Way newspaper | newspaper | 1 June 2018 to 30 June 2018 | to promote direct claims and RAF access points | reach of target audience:  By the Way - estimated readership of 100 000 people |
| direct claims promotion for women’s month in Drum and Sunday Times | magazine and newspaper | 9 August 2018 to 24 August 2018 | to promote direct claims and RAF access points | reach of target audience:  Drum - estimated average weekly target audience of 51 000 people  Sunday Times - estimated readership of 3.5 million people |
| direct claims promotion in By the Way newspaper | newspaper | 1 September 2018 to 30 September 2018 | to promote direct claims and RAF access points | reach of target audience:  By the Way - estimated readership of 100 000 people |
| event advertising for RAF – on – the – Road in Nyanga in the Voice of Cape Town newspaper | newspaper | 10 October 2018 | activation of communities to attend the RAF – on – the - Road campaign in the respective areas to promote direct claims, claims verification and RAF access points | reach of target audience:  Voice of Cape Town - estimated listenership of 122 000 people |
| and (d) the monthly spend on advertising was | | | | |
|  | | Media and public relations | Marketing | |
| April | | R121 509.00 | R696, 319.95 | |
| May | | N/A | R519,268.80 | |
| June | | R266 327.24 | R1,712,916.00 | |
| July | | N/A | R2,236,278.64 | |
| August | | N/A | R 753,683.63 | |
| September | | R1 408 209.50 | R616, 806.19 | |
| October | | R357 403.44 | R1 996 251.00 | |

**Road Traffic Management Corporation (RTMC**

**(a)(i)** The Road Traffic Management Corporation (RTMC)took out adverts about the introduction of the National Traffic Information System (NaTIS) Online Pre-Booking Service in Gauteng. The online services are: Online Pre-booking for Learner’s Licence appointments; Online Pre-Booking for Driving licence appointments; Online Booking for renewal of driving licence cards

**(ii)** The adverts were placed in the following publications**:** Business Day, The Citizen, Pretoria News, Sowetan, The Star, Sunday World and City Press

**(b)** The print adverts were placed between 3 September to 4 October 2018

|  |  |  |
| --- | --- | --- |
| Pretoria News | 3 September 2018 | 3 October 2018 |
| The Star | 31 August 2018 | 4 October 2018 |
| Citizen | 3 September 2018 | 4 October 2018 |
| City Press | 2 September 2018 |  |
| Sowetan | 5 September 2018 |  |
| Sunday World | 2 September 2018 |  |
| Business Day | 31 August 2018 |  |

(c) (i) the objectives for the adverts in each case were:

To introduce, create awareness and promote the NaTIS Online Pre-Booking and licence renewal services.

To generate maximum publicity and awareness for the Pre-Booking online services which will eliminate bribery and fraudulent activities at DLTCs as it pertains to the ‘selling’ of slots online system.

To reduce the number of people queuing to renew their licences and time spent in queues.

(ii) The objectives were measured by monitoring the number of people that were using the system compared to those who walked into the DLTCs to make applications**.**

**As of 30 September, the online applicants have exceeded walk-ins consistently**

**Data extracted as at 31 October 2018.**

(d)Total Advertising spend in print publications: August – September = R 500 000.00

**South African Nations Road Agency (SANRAL)**

(a)(i) The South African Nations Road Agency (SANRAL)the details of the advert flighted and printed below under the heading Campaigns

(ii) The mediums of adverts flighted and printed below under the heading Detail.

(b) The dates of the flighting and publications listed below under the heading Dates.

|  |  |  |
| --- | --- | --- |
| **(i) CAMPAIGNS** | **(ii) MEDIUMS UTILISED** | **(b) DATES** |
| "Coffee" Launch Campaign | Radio-Power Fm, Capricorn Fm, East Coast Radio, Jacaranda Fm, Kaya Fm, 702, Cape Talk, Metro FM, Ukhozi Fm, Motsweding Fm, Thobela Fm, Umhlobo Wenene Fm, Ikwekwezi Fm, Phalaphala Fm, RSG & Jozi Fm. | Week commencing (wc) 27 May - wc 5 August |
| "Coffee" Launch Campaign | Print Schedule – Mainstream (City Press, Daily Sun, Sowetan, Sunday Sun, Sunday World, Mail & Guradian, Business Report, Citizen, Sunday Times & Rapport) | 27 May - 24 July |
| "Coffee" Launch Campaign | TV-SABC 1,2 3, eTV, eNCA news package, Tennis package, Breaking news package (CNN, Sky News & BBC), Limited offer Package. | 27 May - 30 June |
| Youth Month Campaign | Youth Month Campaign- 38 Community print titles | wc 24 June |
| Adhoc Print Schedule | IMIESA Magazine- IFC | August, Oct, Nov |
| Adhoc Print Schedule | ON ROUTE Magazine - A4FC | September & December |
| Brand Family TV Phase 3 Mainstream | S1, S2, S3, Etv, DSTV Packages 3 x 30" Ads | 26 Aug- September |
| Adhoc Print Schedule | Aspire magazine, Pan African Parliament, Business Day Empowerment, African Decisions, Future Stars & The Thinker. | August & October |
| Youth Event OB | OB - Ikwekwezi FM | 30th June 2018 |
| Bell MOU Print | The Business Report (The Star, Mercury, Cape Times, Pretoria News) | 29th July |
| PIARC 2018 | Engineering News, PSM, Kuluma, Construction World & Sawubona) | Aug, Sep, Oct |
| Women's Month Campaign | City Press, Daily Sun, Rapport, Son, Sowetan, The Star, The Mercury, Daily Dispatch, Mail& Guardina, Cape Argus & Citizen. | August |
| Nelson Mandela Centenary Print MainStream | City Press, Daily Sun, Beeld, Sowetan, Daily Dispatch, Sunday World, Mail&Guardian, Business Report, Isolezwe & Citizen. | August |
| Nelson Mandela Centenary Print Community | Imbewu news, Inhlumelo news, Rainbow news, St Frances Chronicle, Skawara news, Pondo news, Taxi mail, Izimvo zabantu, Xhamla Press, Ikhwezi la se Mthata, Dikelethu news. | August |
| Brand TV Phase 3 Community | Soweto, 1KZN, Bay & Tshwane TV = 30" @150 spots | August - September |
| Brand TV Phase 3 Mainstream | Cape Town TV = 30" @93 spots | August - September |
| Brand Radio Phase 3 Mainstream | 23 Stations @ 382 spots - 30" | August-September |
| Brand Radio Phase 3 Community | 11 Stations @304 spots | August-September |
| Albertina Sisulu Outdoor MS | 2 X Sites Orlando West Soweto | September & October |
| Albertina Sisulu Print Mainstream | City Press, Daily Sun, Rapport, Isolezwe, Sowetan, The Star, The Mercury, Daily Dispatch, Mail& Guardian and The Herald. | September |
| Albertina Sisulu Print Community | 16 Titles @30x6FC | September |
| Road Safety 365 Radio mainstream | 30" ads All languages | September & October |
| Road Safety 365 TV mainstream | 45" & 30" Ads - SABC, ETV, DSTV PACKAGES | September & October |
| Road Safety 365 Print mainstream | City Press, Rapport, Daily Sun, Beeld, Sowetan, Daily Dispatch, Sunday World, Mail&Guardian, Cape Argus, The Star, The Herald, The Mercury & The Citizen. | September |
| Road Safety 365 TV Community | Soweto, 1KZN, Bay & Tshwane TV = 45" @196 spots | September & October |
| Road Safety 365 Radio Community | Jozi Fm, Rise Fm, Motheo Fm, Mahikeng Fm, Radio Unitra, Icora, Energy Fm, Radio Teemaneng & Radio Tygerberg. | September & October |
| Road Safety 365 Print Community | 46 titles | September |
| Adhoc Print Schedule | 4 Titles - Car&Getaway magazine, MansiTravel, Business Intergrator, AA Travel | Dec, Jan, March |
| FMS TOLL CAMPAIGN | City Press, Rapport, Daily Sun, Sowetan, Sunday Times (Lifestyle Magazine), Mail&Guardian (Transport Month Supplement) & Transport Tribune. | October |
| Top Employer | M&G Feature | October |
| Transport Month Ministerial Interviews | 5 Stations @ 2 x 30 minutes interviews | October |
| Transport Month Ministerial Pre-Event Print MS | The Mercury, Isolezwe (KZN edition, Daily News, Zululand Observer, Sowetan (KZN edition), Daily Sun (KZN edition), Mail Guardian (Transport Month supplement) | October |
| Transport Month Ministerial OB | Morning Live OB plus News Clock & Squeeze backs | 30th October |

(c)(i) SANRAL develops a detail communication strategy that links to the National Communication Strategy Framework (NCSF). All sub-strategies and campaigns link to the overall SANRAL communication strategy as well as SANRAL pillars of operations. The objectives of the campaigns indicated were as follows:

1. Business coffee campaign: 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. Brand Family:

As with the Business Coffee campaign the strategic intent was to profile how SANRAL goes ‘Beyond Roads’ to build advancements that connect. We want South Africans to think of SANRAL as the brand that brings the ability to connect with their loved ones, their jobs, new business opportunities, tourism, etc. We want them to see how easy and convenient it is to connect with the things that matter in their lives. The emotive approach to communications generated positive feedback about the brand from which we can be able to leverage.

1. Youth Month:

The objective behind our youth campaign is to attract young talent and future leaders to our organisation whilst building the key stakeholder pillar. Whilst showcasing the bursary we offer to students. The tactic here has been to profile young graduates and their success stories within the different departments of SANRAL.

1. Bell MOU: SANRAL has embarked on partnerships with companies to promote SMME utilisation and access to equipment. The advertorial aimed to showcase the importance of the MOU as well as to encourage other entities to come forth and offer similar opportunities for SMMEs.
2. PIARC 2018:

The World Road Association-PIARC was established in 1909. It brings together the road administrations of 122 governments and has members -individuals, companies, authorities and organizations- in over 140 countries. The purpose of this is to share knowledge and techniques on roads and road transportation SANRAL was awarded the contract to host and run the PIARC conference in Cape Town from 4th – 9th November 2018. It is an international conference that is attended by road agencies, engineers and other road entities. As part of the commitment to this committee SANRAL was required to produce communication that would be used to announce the date and venue for this conference, invite delegates to attend and share knowledge about their countries or ideas on how to make roads work better for road users. In addition to this, an opportunity was awarded to students to attend a hackathon over a weekend to develop a road app that could be launched to public to assist with road usage. This hackathon was promoted in publications and on line. Entities were also invited to display posters showcasing their business at the conference.

1. Women’s Day:

As part of the Horizon 2030, SANRAL has committed to uplift and empower women in South Africa. 9th August is international women’s day and SANRAL wanted to show their appreciation and respect of women.

1. Nelson Mandela Centenary:

The commemoration of Nelson Mandela was integrated into the four communication blocks which already inform SANRAL’s communication strategy. These are: marketing and advertising; owned media; internal communications; social media; media engagement; community outreach; stakeholder engagement; and partnerships with other government departments and SOEs.

1. Albertina Sisulu Centenary:

The commemoration of Albertina Sisulu was integrated into the four communication blocks which already inform SANRAL’s communication strategy. These are: marketing and advertising; owned media; internal communications; social media; media engagement; community outreach; stakeholder engagement; and partnerships with other government departments and SOEs.

The commemorative adverts were done to profile the role played by this amazing female leader during the apartheid era as well as her contribution towards education and the upliftment of communities. The aim was for South Africans especially our youth, who are our future leaders, to find inspiration in ma Sisulu and her achievements as a leader, as a woman, a mother, a wife, a daughter and still being a mother to all. SANRAL worked together with the Sisulu family to respectfully pay homage to a great female leader.

1. Road Safety 365: 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. FMS Toll Campaign: As an agency of the government, much like others, SANRAL is painted with the same brush of mistrust, corruption and lack of questionable leadership. The past and the looming elections thrusts SANRAL at the centre of the conversation as another agency that doesn’t have the interest of the people at heart. So much so that even the road users who advocated for and are compliant are starting to lose faith in being the only ones who continue to do the right thing.

The overall objective is therefore educational in nature to shift perceptions about the user-pays, user-benefits principle as a road funding method from negative to neutral and/or positive. The aim is to

To educate the South African public about tolling

Promote the user-pays, user-benefits principle as a sustainable model for funding SA roads

To build effective relations with media and other relevant stakeholders

Encourage increased voluntary compliance regarding e-tolls and reduce opposition thereto.

Tolling is ultimately about the consumer’s hard-earned money and therefore the focus of this campaign is on the consumer: ME, MY CAR, MY JOURNEY AND MY MONEY.

1. Top Employer:

The Top Employers Institute is a global HR certification organization that enables employers to improve their HR practices and enhance the working environment for their employees. Established more than 25 years ago, this year the Top Employers Institute certified over 1 500 organizations in 118 countries. These Certified Top Employers positively impact the lives of over 5,000,000 employees globally.

SANRAL was certified a Top Employer for the ninth consecutive year by the Top Employers Institute. In the face of fierce competition for engineering skills, SANRAL seeks to attract and retain talent through good working conditions, skilled human resources management, and growing its own talent. The approach has yielded results. SANRAL has a staff turnover rate of just 2.5% a year.

It is for this reason that SANRAL advertised in the official publication of the Top Employers   
Awards.

1. Transport Month: Transport Month is hosted yearly in October. SANRAL is one of Department of Transports entities that supports the awareness and significance of this month, in highlighting infrastructure delivery and its effect on the development of South Africa’s communities. The month also advances the economic benefits of the sector.

The Minister officially launched the Mt Edgecombe interchange during this month. The aim of the advertising was to profile the interchange and its benefits for the community as the communities and road users were interested in the progress of this massive upgrade. At an investment of R1.1 billion rand the interchange is one of the largest projects undertaken by SANRAL in KwaZulu-Natal and is more than a masterpiece of award-winning architecture - it is a vital artery of the greater eThekwini metropolitan highway system and has greatly contributed to SMME development. This upgrade has forever changed the landscape, and will no doubt become a recognizable landmark.

1. Ad hoc advertising: SANRAL manages a fiscal year planning calendar and plots out its themes to be communicated per month. The Ad hoc advertising is carried out when approached by publications and broadcasts that offer value for money as well as links to the theme’s planned for in the year.

c(ii) The performance is tracked using the industry performance planning tool that provides the performance of the campaign which is reach, frequency and impact for broadcast. The campaign was tracked against viewership statistics supplied from the performance. For print, readership and circulation figures are reviewed.

(d) The following is the monthly spend for television, print and radio to date.

|  |  |
| --- | --- |
| **2018/19 FISCAL YEAR** | **SPEND AND ANTICIPATED SPEND** |
| APRIL | R0,00 |
| MAY | R23 562 438,50 |
| JUNE | R854 710,13 |
| JULY | R200 001,90 |
| AUGUST | R5 390 291,83 |
| SEPTEMBER | R10 309 136,13 |
| OCTOBER | R5 550 691,37 |

**Road Traffic Infringement Agency (RTIA)**

(a)(i) The Road Traffic Infringement Agency (RTIA)With reference to television, radio and newspaper

Adverts were flighted on radio and newspapers focusing on AARTO public awareness and education.

(ii) medium the adverts were flighted and/or printed,

The Bursaries were flighted on community radio stations and advertised on community newspapers.

Ministerial Imbizo adverts were flighted on community radio stations and community print newspapers

(b) dates when the adverts were printed and/or flighted,

1st August to 31st September 2018

15 -28 September 2018.

National Prayer day 10 October 2018 outside broadcast through Tembisa FM

26 October 2018 AARTO activation in Soweto, Maponya Mall

A Mandela centenary celebration done through print adverts and took place on the 1st to 18th July 2018

Albertina Sisulu centenary awareness campaign -1st to15th August 2018.

Traffic Reports on AARTO National Radio station- 15 September to 31st October 2018.

(c)(i) objectives for the adverts in each case and

The objective was to encourage potential first year’s students to apply for a bursary to study at a university of their choice. The focus was on Finance, Law and Road Traffic qualifications.

Ministerial Imbizo in Khayelitsha was focusing on AARTO and road safety education

To invite Ekurhuleni communities to the Agency’s flagship programme and to promote AARTO and road safety awareness

AARTO Mobile Office public awareness and educational drive. An Outside Broadcast was done via Jozi FM community radio station. The objective was to inform and invite the Soweto community to learn more about their rights and responsibility as prescribed by the AARTO Act.

To highlight the importance of education to the youth through the RTIA’s bursary scheme.

Albertina Sisulu centenary awareness campaign to highlight the role played by this stalwart in social cohesion. This print campaign was in line with motorists’ rights and responsibilities as prescribed in the AARTO Act.

Sponsoring AARTO Traffic Reports on National Radio station to educate motorists on AARTO Act.

(ii) how objectives measured in each instance and

The adverts are measured by the number of calls received in the call center and ratings reports from the media buyer from radio station on how many people were reached.

(d) what was the monthly spend on advertising?

|  |  |  |
| --- | --- | --- |
| Campaigns | Month of Placement | Amount |
| Bursary Recruitment Campaign | 20 July 2018; 12 Aug – 18 Sept 2018  30 Seconds adverts | R 818 831.51 |
| Ministerial Imbizo (Radio broadcast) | Sept – Oct  One week live reads | R 493 802.99 |
| Ministerial Imbizo Print | 21 Sept – Oct 2018 | R 71 262.00 |
| National Prayer Radio | 14,19,21 &26 October 2018 | R 179 978.00 |
| Aarto Mobile Office Soweto Outreach | 22-26 October One week live reads adverts | R 191 506.00 |
| Mandela Campaign | 13,18 & 22 July 2018 | R 1 340 182.00 |
| Mam Sisulu Campaign | 8,12&14 August 2018 | R 1 458 444.00 |
| Traffic Reports | 15 Sept – 30 Oct  30 Seconds Traffic sponsorship live reads | R 10 072348.68 |
| TOTAL AMONUT | R 14 626 355.18 | |

**Railway Safety Regulator (RSR)**

1. (i) A public service announcement was made that deals with the challenges facing the railway

industry and the role that all stakeholders should play to ensure safer railways.

(ii)The announcement was flighted on SABC 1, 2, 3 and Cape Town TV.

1. The adverts were flighted as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sales Area** | **Date** | **Time** | **Programme** |
| SABC 1 | 2018/11/02 | 15h40 | YOTV |
|  | 2018/11/05 | 15h50 | YOTV |
|  | 2018/11/16 | 06H20 | KIDS NEWS AND CURRENT AFFAIRS |
|  | 2018/11/24 | 09H50 | IMIZWILILI |
|  | 2018/11/29 | 15H50 | YOTV |
| SABC 2 | 2018/11/01 | 07H20 | MORNING LIVE |
|  | 2018/11/07 | 16h40 | HECTIC NINE |
|  | 2018/11/10 | 11H10 | BLEACH |
|  | 2018/11/14 | 16H40 | HECTIC NINE |
|  | 2018/11/26 | 07H10 | MORNING LIVE |
|  | 2018/11/28 | 07H40 | MORNING LIVE |
|  | 2018/11/30 | 06H50 | MORNING LIVE |
| SABC 3 | 2018/11/02 | 12H50 | MIAMI VICE S3 |
|  | 2018/11/05 | 13H40 | ON POINT |
|  | 2018/11/06 | 06H10 | EXPRESSO |
|  | 2018/11/11 | 10H10 | ISIDINGO |
|  | 2018/11/19 | 06H20 | EXPRESSO |
|  | 2018/11/26 | 06H40 | EXPRESSO |
|  | 2018/11/27 | 15H50 | TOP BILLING |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| CAPE TOWN TV | | | | | | | |
| SLOT | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| 12/11/2018 | 13/11/2018 | 13/11/2018 | 14/11/2018 | 15/11/2018 | 16/11/2018 | 17/11/18 |
| 08:00 - 12:00 | X | X | X | X | X | X | X |
| 12:00 - 15:00 | X |  | X |  | X | X | X |
| 15:00 - 18:00 | X | X | X | X | X | X | X |
| 18:00 - 20:00 |  |  |  |  |  |  |  |
| 20:00 - 22:00 |  |  |  |  |  |  |  |
| 22:00 - 00:00 | X | X | X | X | X | X | X |

1. (i) The objectives for the adverts are to heighten awareness of rail safety and to communicate

that rail safety is everyone’s responsibility.

(ii) The campaign started on 1 November 2018 and will conclude on 30 November 2018. The

objectives have not been measured yet, but the reach will be measured at the end of the

month when the campaign ends.

1. The amount spent on advertising is R299,000.

**Passenger Rail Agency of South Africa (PRASA):**

1. (i) Two television adverts with a new story line and incorporating progress that PRASA has

made since it was launched in 2009 and the rail modernisation programme.

Advert 1: **We Do It for You**

The purpose of “We Do It for You” campaign is about PRASA’s investment programme in transforming rail infrastructure and service delivery. It is designed to position rail as a backbone of public transport and mode of choice.

This is PRASA’s flagship programme highlighting:

* Rolling Stock Fleet Renewal
* Signalling System
* Depot Modernisation
* Station Modernisation
* Station Upgrades / Improvement
* 120km Programme

Advert 2: **In the Future**

The purpose of “In the Future” is to showcase how PRASA is delivering on its promise in reviving rail as the backbone of public transport in South Africa and a mode of choice. This campaign showcases the future of public transport and is designed to excite and prepare the commuter for the ultimate: **A World Class Metro Service.**

(ii) The adverts were flighted on television and radio

1. The adverts were flighted on:
2. Television – SABC 1, 2 and 3

Please refer to Annexure A and B for the TV Media Schedule

(18 November to 15 December 2017)

1. Radio

5FM

Metro FM

Radio Sonder Grense

Ukhozi FM

Umhlobo Wenene

Lesedi FM

Thoblea FM

Motsweding FM

Please refer to Annexure C for the Radio Schedule (21 November 2017 to 4 December 2017)

1. (i) The objectives for the adverts in each case were to:

Create awareness and affinity with the PRASA brand and its business imperatives;

Promote PRASA’s Modernisation Programme and Services;

Position rail as the backbone of public transport and mode of choice;

Build positive media and stakeholder relations and instil public trust; and

Promoting a sense of ownership of the assets (trains, stations and infrastructure) amongst commuters, communities and the public at large.

(ii) This was a once off campaign over the period of November and December 2017.

1. The amount spent on advertising were as follow:

Television: R6,230,000 excluding VAT (Media cost for flighting on SABC 1,2, & 3)

Radio: R3,100,000 excluding VAT (Radio Sports)

**Air Traffic and Navigation Services SOC Limited (ATNS)**

(a)(i) In 2017/2018 there was no advertising, in 2018/2019 the advertising is as per the table below



(ii) The medium used were Print, Online and Inflight TV

(b) The dates are as per the media plan table above

(c)(i) The objectives per medium are listed below:



and (ii) the objectives were measured as follows;

(ii)(a) the correct target audience

(ii)(b) the reach of the publication

(ii)(c) the cost per insert

(d) what was the monthly spend on advertising?



**Airports South Africa SOC Limited (ACSA)**

**Airports Renaming Advertising Spend**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Medium** | **Title** | **Cost** | **Date** | **Measure** | **Content/Objective** |
| Print- newspaper | Weekend Argus / Independent Newspapers | R53464.32 | C/Times Monday, 28 May, C/Argus Wed, 30 May & Weekend Argus (26 & 27 May) | Number of name suggestions received | To create awareness of this meeting print and radio platforms were used. |
| Print-newspaper | Die Burger | R13415.36 | Saturday, Die Burger 26 May 2018 | Number of name suggestions received | To create awareness of this meeting print and radio platforms were used. |
| Print-newspaper | Die Burger | R13415.36 | Friday, 1 June 2018 | Number of name suggestions received | To create awareness of this meeting print and radio platforms were used. |
| Print newspaper | 16 community newspapers | R50434.78 | 23 May 2018 | Number of name suggestions received | To create awareness of this meeting print and radio platforms were used. |
| Radio Advertisements | Cape Talk / Prime Media | R57499.20 | Tues, 29 May - 4 June 2018 (excl Sun 3 June) | Number of name suggestions received | To create awareness of this meeting print and radio platforms were used. |
| Radio Advertisements | Good Hope FM | R44640.00 | Tues, 29 May - 4 June 2018 (excl Sun 3 June) | Number of name suggestions received | To create awareness of this meeting print and radio platforms were used. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Medium** | **Title** | **Cost** | **Date** | **Measure** | **Content/Objective** |
| Print- newspaper | Diamond Fields | R3 847.54 | 23 May 2018 | Number of name suggestions received | Cape Town International Airport, East London Airport, Port Elizabeth International Airport & Kimberley Airport Renaming Suggestions |
| Print-newspaper | Cape Times | R10 006.66 | 23 May 2018 | Number of name suggestions received | Cape Town International Airport, East London Airport, Port Elizabeth International Airport & Kimberley Airport Renaming Suggestions |
| Print-newspaper | Daily Dispatch | R8 500.80 | 23 May 2018 | Number of name suggestions received | Cape Town International Airport, East London Airport, Port Elizabeth International Airport & Kimberley Airport Renaming Suggestions |
| Print newspaper | The Herald | R9 028.80 | 23 May 2018 | Number of name suggestions received | Cape Town International Airport, East London Airport, Port Elizabeth International Airport & Kimberley Airport Renaming Suggestions |
| Print newspaper | Sunday Times | R47 995.20 | 23 May 2018 | Number of name suggestions received | Cape Town International Airport, East London Airport, Port Elizabeth International Airport & Kimberley Airport Renaming Suggestions |
| Print newspaper | City Press | R47 995.20 | 23 May 2018 | Number of name suggestions received | Cape Town International Airport, East London Airport, Port Elizabeth International Airport & Kimberley Airport Renaming Suggestions |

**Airports Company South Africa OAG Award Adverts Advertising Spend**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Medium** | **Title** | **Cost** | **Date** | **Measure** | **Content/Objective** |
| Print- newspaper | Business Report National | R74 641.50 | 16, 18 & 20 July 2018 | Publications Readership & Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Print-newspaper | Isolezwe Ngesonto | R9 366.00 | 17 & 19 July 2018 | Publications Readership & Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Print-newspaper | Isolezwe Ngesonto | R17 087.00 | 15 July 2018 | Publications Readership & Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Print-newspaper | Financial Mail | R68 700 | 20 July 2018 | Publications Readership & Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Print newspaper | Sunday Times | R260 178.00 | 15 July 2018 | Publications Readership & Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Radio Advertisements | 702 | R32 524.86 | 16 – 19 July 2018 | Radio Station Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Radio Advertisements | KFM | R34 584.74 | 16 – 19 July 2018 | Radio Station Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Radio Advertisements | East Coast Radio | R42 941.12 | 16 – 19 July 2018 | Radio Station Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Radio Advertisements | Ukhozi Fm | R57 024.90 | 16 – 19 July 2018 | Radio Station Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Radio Advertisements | Kaya Fm | R22 045.40 | 16 – 19 July 2018 | Radio Station Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Radio Advertisements | Power Fm | R27 989.34 | 16 – 19 July 2018 | Radio Station Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Radio Advertisements | Metro Fm | R90 423.56 | 16 – 19 July 2018 | Radio Station Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Radio Advertisements | Cape Talk | R11 347.46 | 16 – 19 July 2018 | Radio Station Geographic Reach. | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Digital Platforms | Isolezwe Ngesonto | R20 000 | 16 July 2018 | Home page Take Over, views & impressions | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Digital Platforms | Financial Mail | R20 000 | 19 July 2018 | Home page Take Over, views & impressions | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Digital Platforms | Sunday Times | R30 000 | 17 & 23 July 2018 | Home page Take Over, views & impressions | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Outdoor | R24 Freeway, O.R. Tambo International Airport | R137 724.00 | 15 July – 14 August 2018 | Traffic volumes and billboard views | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Outdoor | St George’s hotel, R21 Freeway, enroute O.R.T & Pretoria | R38 203.44 | 15 July – 14 August 2018 | Traffic volumes and billboard views | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Outdoor | Cape Town International Airport exit | R111 580.00 | 15 July – 14 August 2018 | Traffic volumes and billboard views | Airports Company South Africa’s OAG Award Recognition Campaign. |
| Outdoor | King Shaka International Airport Entrance | R100 598.40 | 15 July – 14 August 2018 | Traffic volumes and billboard views | Airports Company South Africa’s OAG Award Recognition Campaign. |

**Airports Company South Africa’s 25th Birthday Celebration Advertising Spend**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Medium** | **Title** | **Cost** | **Date** | **Measure** | **Content/Objective** |
| Print- newspaper | Business Report | R24 880,50 | 23 July 2018 | Publications Readership & Geographic Reach. | 25 Years Celebration Campaign Ads |
| Print-newspaper | Isolezwe | R21 770,00 | 22 July 2018 | Publications Readership & Geographic Reach. | 25 Years Celebration Campaign Ads |
| Print-newspaper | Sunday Times | R260 178,00 | 22 July 2018 | Publications Readership & Geographic Reach. | 25 Years Celebration  Campaign Ads |
| Radio Advertisements | 702 | R16 262,43 | 23 July 2018 | Radio Station Geographic Reach. | 25 Years Celebration Campaign Ads |
| Radio Advertisements | East Coast | R21 470, 56 | 23 July 2018 | Radio Station Geographic Reach. | 25 Years Celebration Campaign Ads |
| Radio Advertisements | Ukhozi | R28 512,45 | 23 July 2018 | Radio Station Geographic Reach. | 25 Years Celebration Campaign Ads |
| Radio Advertisements | Kaya | R22 318,46 | 23 July 2018 | Radio Station Geographic Reach. | 25 Years Celebration Campaign Ads |
| Radio Advertisements | Metro | R45 211,18 | 23 July 2018 | Radio Station Geographic Reach. | 25 Years Celebration Campaign Ads |
| Radio Advertisements | Power | R13 994,67 | 23 July 2018 | Radio Station Geographic Reach. | 25 Years Celebration Campaign Ads |
| Radio Advertisements | Cape Talk | R5673, 73 | 23 July 2018 | Radio Station Geographic Reach. | 25 Years Celebration Campaign Ads |
| Digital Platforms | Business Report | R30 000,00 | 17 - 23 July 2018 | Home page Take Over, views & impressions | 25 Years Celebration Campaign Ads – Home Page Take Over |

**Regional Airports Advertising Spend**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Medium** | **Title** | **Cost** | **Date** | **Measure** | **Content/Objective** |
| Print- newspaper | The Herald -Port Elizabeth | 26 548.00 | 09 November 2018 | Number of attendees at workshops | Invitation for SMMEs to attend ESD and SCM Workshops |
| Print-newspaper | Daily Dispatch | 14 490.00 | 09 November 2018 | Number of attendees at workshops | Invitation for SMMEs  to attend ESD and SCM Workshops |
| Print-newspaper | Idinga- George | 3 100.00 | 09 November  2018 | Number of attendees at workshops | Invitation for SMMEs to attend ESD and SCM workshops |
| Radio | Algoa FM | 28 750.00 | 09 November – 13 November 2018 | Number of attendees at workshops | Invitation for SMMEs to attend ESD and SCM workshops |
| Radio | Eden FM | 8167.00 | 06 November -10 November 2018 | Number of attendees at workshops | Invitation for SMMEs to attend ESD and SCM workshops |

**Cape Town International Airport Advertising Spend**

**Airport profiling**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Medium** | **Title** | **Cost** | **Date** | **Measure** | **Content/Objective** |
| Magazine | Western Cape Business | R39 350,00 | 2018 Edition | Inquiries received from passengers, business opportunity proposals and SED proposals. | To position the airport positively and to provide information about projects and opportunities. |
| Magazine | Hello magazine | R14 700,00 | Mar-18 | Inquiries received from passengers, business opportunity proposals and SED proposals. | To position the airport positively and to provide information about projects and opportunities. |
| Magazine | Mining Decisions | R46 000,00 | Issue 01/2018 | Inquiries received from passengers, business opportunity proposals and SED proposals. | To position the airport positively and to provide information about projects and opportunities. |
| Magazine | Leadership | R56 000,00 | Feb-18 | Inquiries received from passengers, business opportunity proposals and SED proposals. | To position the airport positively and to provide information about projects and opportunities. |

**Peak Season Campaign**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Medium** | **Title** | **Cost** | **Date** | **Measure** | **Content/Objective** |
| Radio Advertisements | Cape Talk / Prime Media | 99 610.50 | 12- 20 January 18 | Facilitation time and efficiency of processes – ASQ survey results and various feedback received from passengers on social media platforms and other. | To support operational requirements. |
| Radio Advertisements | Good Hope FM | 149805,00 | 12-19 January 18 | Facilitation time and efficiency of processes – ASQ survey results and various feedback received from passengers on social media platforms and other. | To support operational requirements. |
| Radio Advertisements | Heart FM | 75036,00 | 12-19 January 18 | Facilitation time and efficiency of processes – ASQ survey results and various feedback received from passengers on social media platforms and other. | To support operational requirements. |
| Radio Advertisements | Smile FM | 99977,00 | 12 -21 January 18 | Facilitation time and efficiency of processes – ASQ survey results and various feedback received from passengers on social media platforms and other. | To support operational requirements. |
| Radio Advertisements | Cape Times | 29000,00 | 12-Jan-18 | Facilitation time and efficiency of processes – ASQ survey results and various feedback received from passengers on social media platforms and other. | To support operational requirements. |
| Radio Advertisements | Cape Argus | 36500,00 | 12-Jan-18 | Facilitation time and efficiency of processes – ASQ survey results and various feedback received from passengers on social media platforms and other. | To support operational requirements. |
| Radio Advertisements | Weekend Argus | 36500,00 | 13-Jan-18 | Facilitation time and efficiency of processes – ASQ survey results and various feedback received from passengers on social media platforms and others. | To support operational requirements. |
| Radio Advertisements | Saturday Die Burger | 38650,00 | 13-Jan-18 | Facilitation time and efficiency of processes – ASQ survey results and various feedback received from passengers on social media platforms and other. | To support operational requirements. |

**ESD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Medium** | **Title** | **Cost** | **Date** | **Measure** | **Content/Objective** |
| Radio Advertisements | Cape Talk / Prime Media | 46 188.48 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | Good Hope FM | 56 385.00 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | Heart FM | 59 850.00 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | Smile FM | 50 388.00 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | Bush Radio | 11 242.00 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | Radio Tygerberg | 7 000.00 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | Voice of the Cape | 13 600.00 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | Radio 786 | 8 000.00 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | Radio Zibonele | 12 641.60 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Radio Advertisements | CCFM Radio | 5 400.00 | 15 - 22 August 2018 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Print- newspaper | Cape Times / Argus & Weekend Argus | 28 641.60 | 18 - 22 August 18 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Print- newspaper | Die Burger | 13 424.00 | 22-Aug-18 | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Print- newspaper | 16 community newspapers (Independent) | 34 977.60 | 22 & 23 August | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |
| Print- newspaper | Tygerburger (MEDIA 24) x14 areas | 30 600.00 | 22-Aug | The amount of people who attended the roadshow, email feedback received | Tocreate awareness of the roadshow and to ensure that smme’s attend and benefit from its content. |

**South African Civil Aviation Authority (SACAA)**

The table below outlines all television, radio and newspaper advertising done by the South African Civil Aviation Authority (SACAA) since the beginning of the year. Further, the table outlines as per (a)(i), (ii),(b), (c)(i) (ii) (d): the objectives of the adverts, the media platform used to flight the adverts, the details of the flighted advert, the return on investment measurement criteria, as well as the total spend in each instance and for that particular month.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **South African Civil Aviation Authority (SACAA) Advertising: 1 January 2018 – 30 October 2018** | | | | | | |
| **Media platform** | **Dates** | **Objective** | **Details** | **Measurement** | **Monthly Spend (R)** | **Total** |
| **Television** | N/A | N/A | N/A | N/A | N/A | N/A |
| **Radio** |  |  |  |  |  |  |
| SAfm - Interviews | 8 - 10 Aug 2018 | Promote Global Aviation Gender Summit | The interviews were used to promote the Global Aviation Gender Summit, and South Africa as the first country to host such an event. | Media monitoring analytics. All were positive stories. | R41 079.15 | R41 079.15 |
| SAfm – Outside Broadcast | 10 Aug 2018 | Promote Global Aviation Gender Summit | To share the outcome of the summit and the way forward on the discussions held. | Media monitoring analytics. All were positive stories. | R239 700.00 | R239 700.00 |
| **Publications**  **(Newspaper /Magazines)** |  |  |  |  |  |  |
| African Decisions | Jan 2018 | Promoting transformation | 2 page feature which was promoting transformation in aviation. | Media monitoring analytics of the printed copy. The featured content was positive. | R46 388.4 | R46 388.4 |
| Women Magazine  (Leadership) | May 2018 | Promoting women in leadership | 8 page feature in which SACAA female executive members were featured as women in leadership. | Media monitoring analytics of the printed copy. The featured content was positive. | R34 595.00 | R34 595.00 |
| BMF Magazine (Sunday Times) | June 2018 | Promoting transformation | 2 page - feature which was promoting transformation in aviation and celebrating youth month. | Media monitoring analytics of the printed copy. The featured content was positive. | R77 625.00 | R77 625.00 |
| * African Pilot, * World Airnews, * SA Flyer, * Global Aviator | July 2018 | Launch of the Civil Aviation Industry Awards | Announcement and call for entries to the Civil Aviation Industry Awards. | Media monitoring analytics of the printed copy. The featured content was positive. | R55 033.25 | R55 033.25 |
| Pan African Parliament | Oct 2018 | Promoting transformation | 2 page feature which was promoting transformation in aviation. | Media monitoring analytics of the printed copy. The featured content was positive. | R84 246.70 | R84 246.70 |
| **Total** | **R578 667.5** | **R578 667.5** |

**Ports Regulator Of South Africa (PRSA)**

a)(i) The Ports Regulator did not use television, radio nor newspapers for advertising purposes.

(b) N/A

(c)N/A

(d) N/A

**South African Maritime Safety Authority (SAMSA)**

(a) (i) Details of the advert:

Chief Financial Officer

(ii) Advertising Mediums

Sunday Times

City press

(b) Dates of advertising:

6 to 14 May 2018

(c) (i) What were the objectives for the adverts in each case?

The objective was to attract a wider pool of applicants

(ii) How were those objectives measured in each instance?

85 applications were received

(d) Monthly spend on advertising

|  |  |
| --- | --- |
| Sunday Times | 17 191.20 |
| City Press | 11 801.04 |
| Vat | 4 348.84 |
| **Total** | **33 341.08** |