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International Marketing Council of South Africa

2010-13 Strategic Plan

**Presented to
Portfolio Committee on Communication**

11 March 2010



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ORDER OF PRESENTATION

- Board and Strategic Direction
- Programme of Action
- Budget
- Q&A



The new IMC Board – 1 November 2009 *.

- Chairman: Ms Anitha Soni
- Deputy Chair: Dr Judy Dlamini
- Plus 23 additional members:
 - Ajay Gupta; Alan Winde; Ayanda Ntsaluba; Brenda Madumise; Chichi Maponya; Danny Jordaan; Esa Yacoob; Happy Ntshingila; Victoria Moloi; Lefty Mogorosi; Lucas Radebe; Mathipe Moganedi; Neela Hoosain; Sandile Zungu; Sydney Kunene; Thabo Mhlongo; Themba Maseko; Tshediso Matona; Kenosi Meruti; Vusi Mvelase; Wayne Morris; Welcome Msomi; Zizi Kodwa
 - Includes Provincial representation
- Board Committees:
 - Exco, Audit, HR/Remco, Marketing, Provinces, (Governance)
- Secretariat: Provided by IMC (Naadia Davis)

IMC Mandate derived from National Mandate



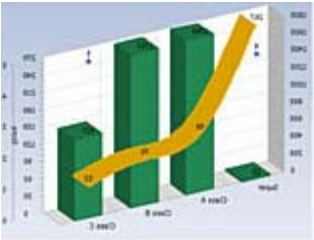
National Priorities:
**GDP Growth, Job Creation, Poverty Alleviation,
Social Cohesion, National Vision for SA**



IMC Mandate:
**To build South Africa's Nation Brand reputation in order
to improve SA's global competitiveness**



**Vision: SA to be acknowledged as
a Top 20 Nation Brand and a
Top 30 nation in the Global Competitive Index by 2020**



IMC Strategic Plan 2010/11 – 2012/13



Operating Context:
GDP Growth, Job Creation, Social Cohesion, MTSF, National Vision for SA

To build South Africa's Nation Brand reputation in order to improve SA's global competitiveness

Vision: SA to be acknowledged as a **Top 20 Nation Brand** (Anholt) and a **Top 30 nation** in the **Global Competitive Index** (WEF)* by 2020

4 OBJECTIVES

1. To achieve annual Reputation Index Rating targets within target mkts

2. To achieve annual Nation-Brand and Competitiveness Ranking targets

3. To be a cutting edge organisation of excellence and expertise

4. To ensure Business Sustainability

6 Strategies for 2010 – 2013

1. To achieve annual Reputation Index Rating targets within target mkts

2. To achieve annual Nation-Brand and Competitiveness Ranking targets

3. To be a cutting edge organisation of excellence and expertise

4. To ensure Business Sustainability

Content

1. Brand Strategy Development and Management

2. Reputation Management

Delivery

3. Brand Intelligence and Performance Management

4. Stakeholder and Partner Alignment and Integration

5. Organisational Development

6. Prudent Financial Management and Control

Operations / Support



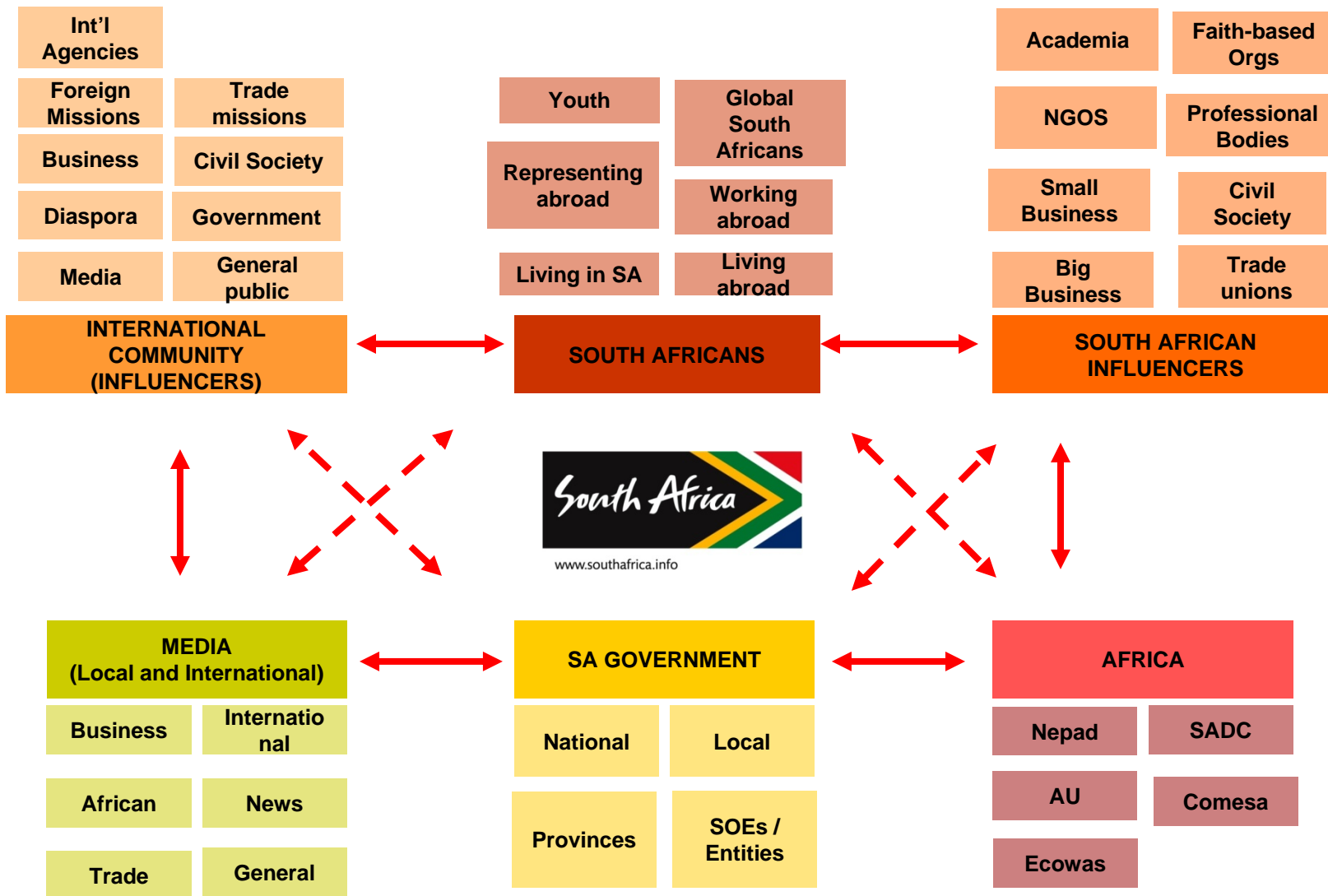


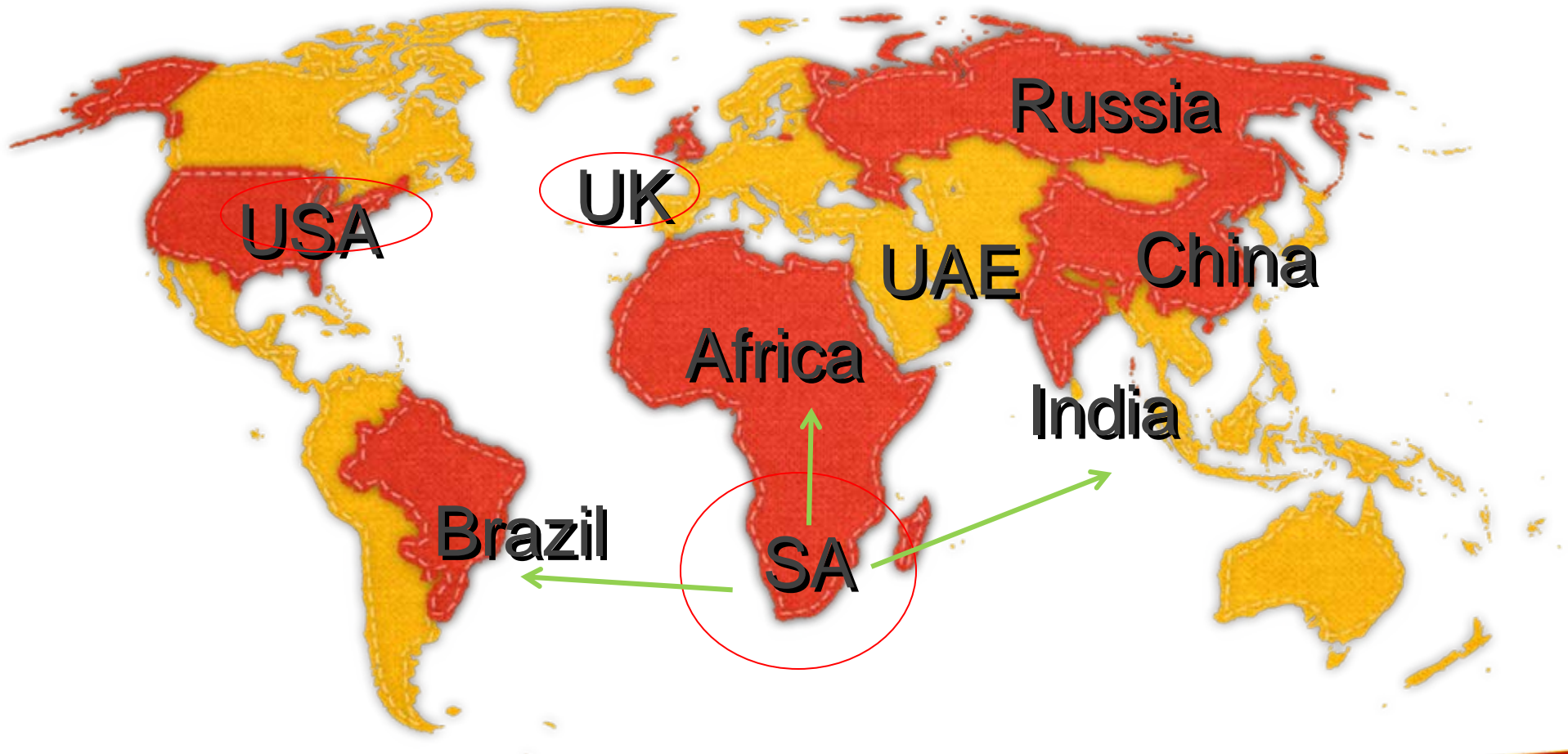
HOW WE WORK?

Partnership – Collaboration - Support

Brand South Africa Target Audiences

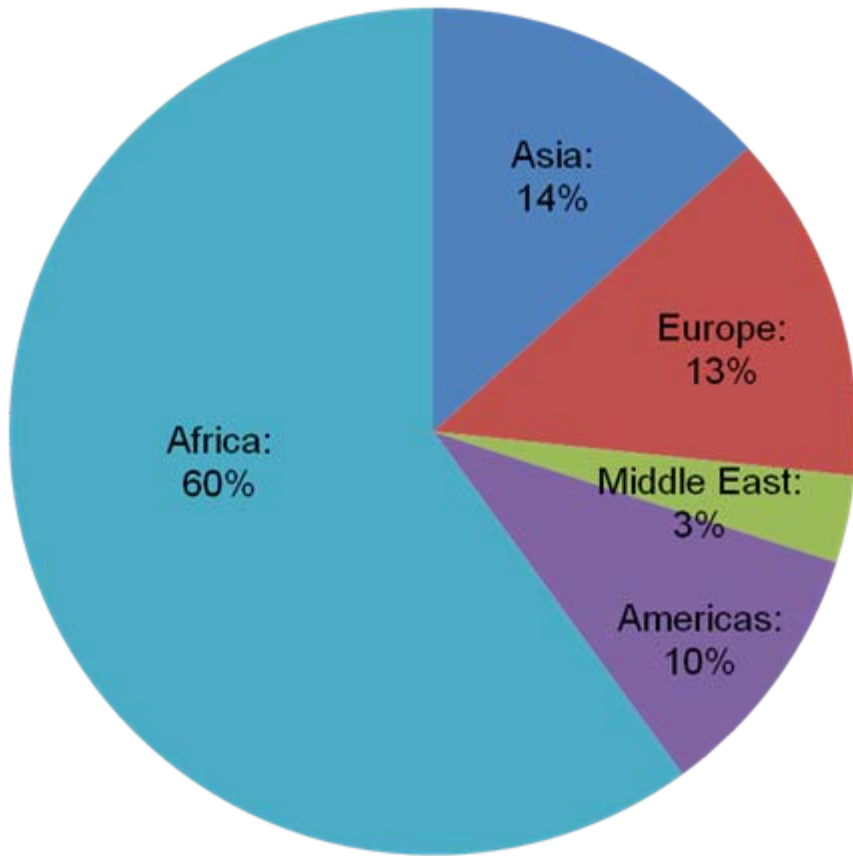
Whose perceptions need to be influenced?





IMC TARGET MARKETS

And Physical Presence (in circles)



	Watch	Pioneer	Grow / Invest	Maintain/ Defend
Asia:	South Korea		China, India	Japan
Europe:		Russia		UK, Germany, France
Middle East:	UAE			
Americas:	Argentina		Brazil	USA
Africa:	DRC	Angola	Nigeria; Egypt; SADC	

TARGET MARKETS – DISTRIBUTION

Programme of Action

South Africa

A graphic of the South African flag, featuring a green chevron pointing right, with yellow and black borders, and red, white, and blue triangles at the bottom.



1. Brand Strategy Development & Management
 - Alignment
 - Mobilisation
2. Reputation Management
 - Media & Issues Management
3. Brand Intelligence
 - Knowledge Management System
4. Stakeholder & Partner Alignment and Integration
 - Leveraging Events

KEY PROGRAMMES

For 2010 and beyond



2009

2010

2011

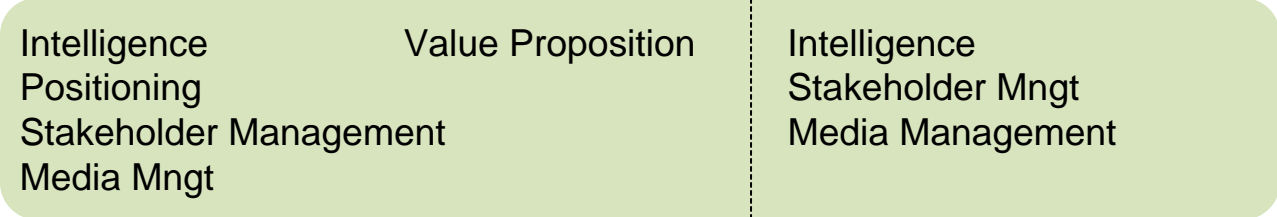
DOMESTIC



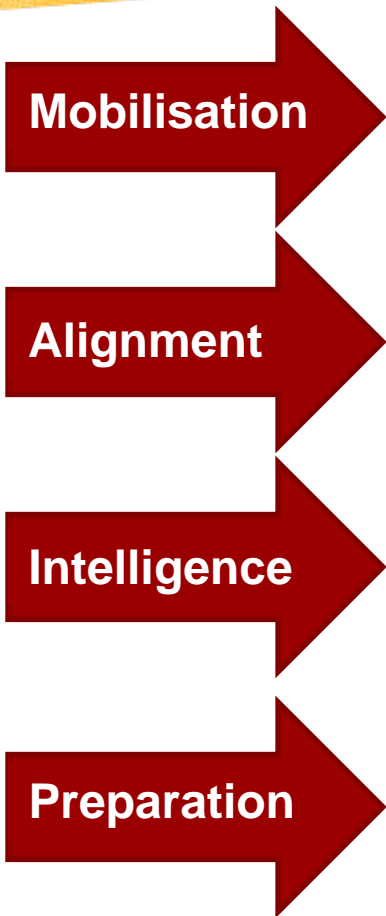
INTERNATIONAL



UNDERLYING PRINCIPLES



IMC FOCUS 2009 - 2012



2009

2010 MILESTONE
Defining Moment



Proof of Potential

2010

Brand South Africa
“THE NEXT BIG THING”
(within Vision 2025)

(Fresh ideas for a better world)

2011

2012

IMC – FUTURE JOURNEY...

INTERNAL

EXTERNAL



POST 2010 POSITIONING

DEVELOPING SOUTH AFRICA'S VALUE PROPOSITION



What is wrong with this picture?





1. Brand Strategy Development and Management

Alignment – CI roll out, training, engagement

NATIONAL
• Brand South Africa (IMC)
National Government Departments



Tagline Appears Here

GEOGRAPHIC
• Province
Municipality
City



Tagline Appears Here



Tagline Appears Here



Tagline Appears Here

Content differentiator
(e.g. using four government departments)



Sport



Arts & Culture



Tourism



Trade & Investment

ONE NATION – ONE LOGO

Single logo for international marketing

Symbol of Unity,
underpinned by diversity

South Africanness



1. Brand Strategy Development and Management

- Mobilisation – Global, Africa, Domestic (SAT, DTI, DIRCO)



Use of National Symbols to build unity and promote social cohesion

Build Excitement. Rally the nation behind Football



DOMESTIC MOBILISATION

Leveraging the 2010 FIFA World Cup



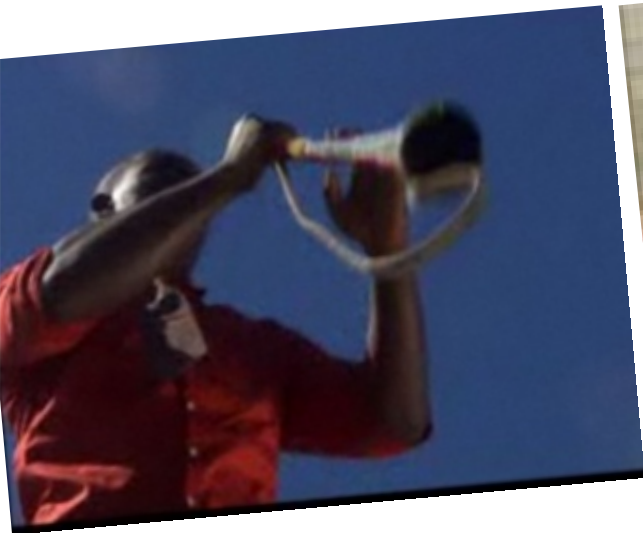
1. Brand Strategy Development and Management



The People's Bus



1. Brand Strategy Development and Management



2010 Advertising

Africa's Call; South Africa – building Pride

2. Reputation Management



INFLUENCING MEDIA AGENDA

Plus Issues and Crisis Management *

IMC PERFORMANCE MEASURES

Centralised knowledge bank

<u>Reputation Index</u>		
	<u>Rating</u>	
	Target	Actual
2007:	-	49
2008:	-	44
2009:	50	50
2010:	55	>50
2011:	57	

<u>Nation-Brand Ranking (Anholt)</u>		
	Target	Actual
2007:	-	32 / 40
2008:	-	37 / 50
2009:	35	35 / 50
2010:	30	
2011:	28	

<u>WEF-GCI Ranking</u>		
	Target	Actual
2007:	-	36
2008:	-	44
2009:	44	45
2010:	42	
2011:	41	

PULSE OF THE NATION Internal / Domestic Research

<u>PRIDE & PATRIOTISM</u>		
	Target	Actual
2007:	x	xx%
2008:	x	xx%
2009:	x	xx%
2010:	x	xx%
2011:	x	xx%

<u>COMMITMENT TO SA</u>		
	Target	Actual
2007:	x	xx%
2008:	x	xx%
2009:	x	xx%
2010:	x	xx%
2011:	x	xx%

WORLD'S VIEW OF SA External perceptions of South Africa

<u>BRAND TRACKER</u>		
	Target	Actual
2007:	x	xx%
2008:	x	xx%
2009:	x	xx%
2010:	x	xx%
2011:	x	xx%

<u>Xxx</u>		
	Target	Actual
2007:	x	xx%
2008:	x	xx%
2009:	x	xx%
2010:	x	xx%
2011:	x	xx%

OTHER IMPORTANT INDICES :

<u>IMF Doing Business</u>		
	Target	Actual
2007:	-	xx
2008:		
2009:		
2010:		
2011:		

<u>IMD World Compet.</u>		
	Target	Actual
2007:	-	xx
2008:		
2009:		
2010:		
2011:		

<u>WEF Travel/Tourism</u>		
	Target	Actual
2007:	-	xx
2008:		
2009:		
2010:		
2011:		

<u>TI Corruption Percep</u>		
	Target	Actual
2007:	-	xx
2008:		
2009:		
2010:		
2011:		

<u>UN Human Dev't</u>		
	Target	Actual
2007:	-	xx
2008:		
2009:		
2010:		
2011:		

LEVERAGING EVENTS



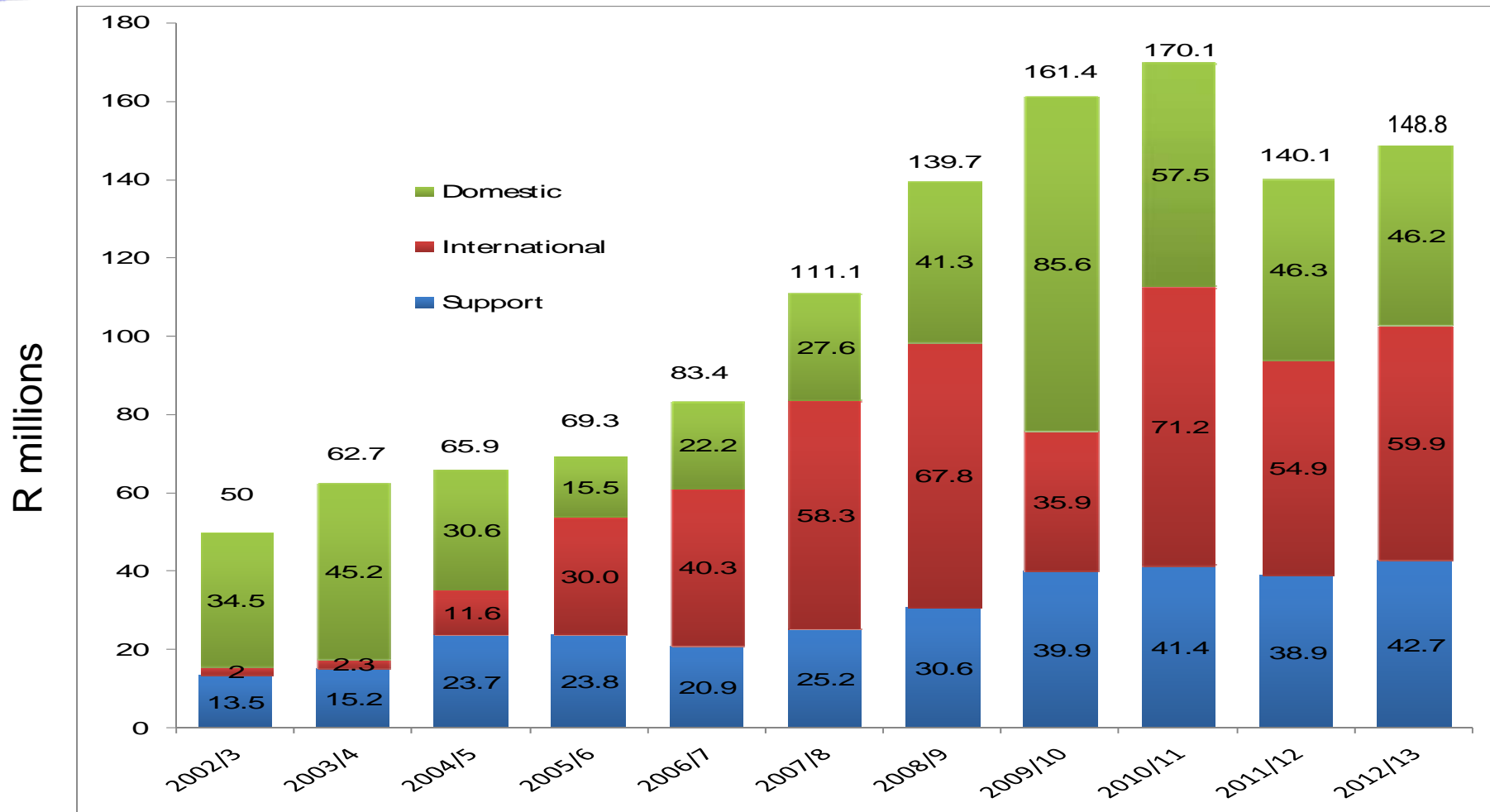
1. Advisory role
2. Leverages from Provincial participation
3. Inform programme development
4. Inform and support activation
5. Provincial partnerships to support the delivery of the IMC's mandate
6. Leverage key Provincial events

ROLE OF IMC PROVINCE COMMITTEE (ProvCo)

BUDGET

South Africa





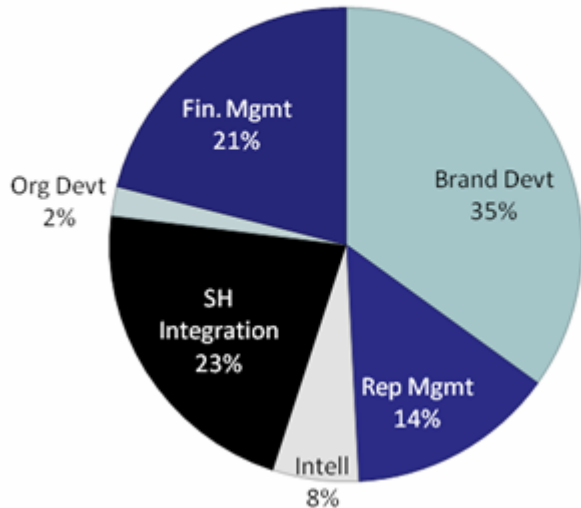
IMC BUDGET ALLOCATION FROM 2002-2013

Allocations from GCIS

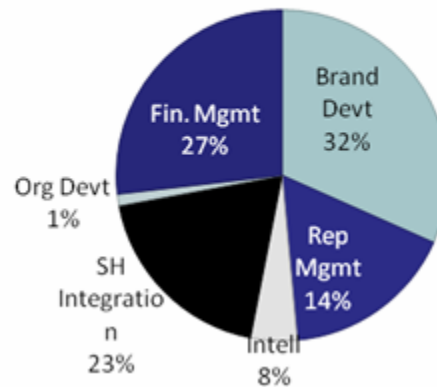
Allocations

	Rand 2010/11	%	Rand 2011/12	%	Rand 2012/13	%
Brand Strategy Devt & Management	R 59,455,149	35%	R 44,316,272	32%	R 51,200,037	34%
Reputation Management	R 24,178,149	14%	R 23,673,950	17%	R 24,035,210	16%
Intelligence	R 9,984,110	6%	R 6,374,371	5%	R 6,713,346	5%
Stakeholder Alignment & Integration	R 37,323,071	22%	R 26,623,071	19%	R 25,048,071	17%
Organisational Development	R 3,400,000	2%	R 1,550,000	1%	R 1,250,000	1%
Financial Mgmt (including staff costs)	R 35,772,521	21%	R 37,551,336	27%	R 40,532,336	27%
	R 170,113,000	100%	R 140,089,000	100%	R 148,779,000	100%

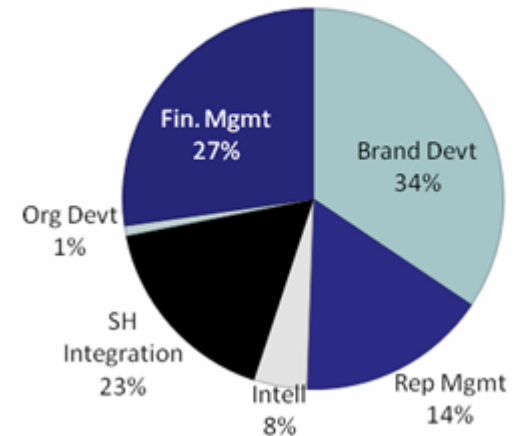
2010/11



2011/12



2012/13





Target 2012

59

26

40



2009 Actual (Target)
Out of

50 (50)
100

35 (35)
50

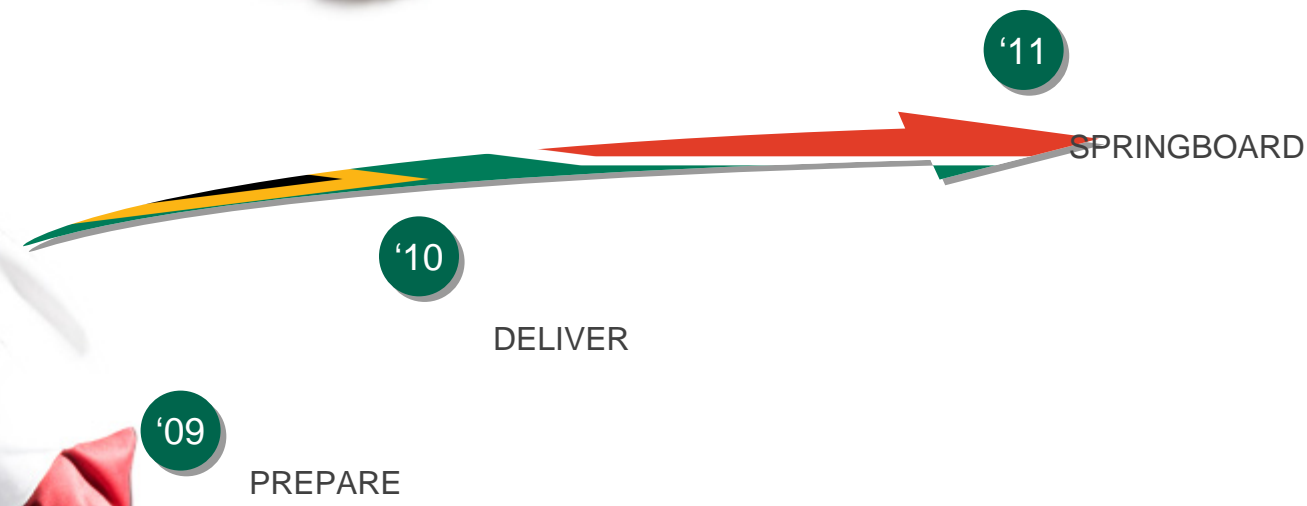
45 (44)
131

RESULTS – KEY PERFORMANCE MEASURES



- 1. Support Mobilisation efforts**
- 2. Encourage alignment of all stakeholders behind Brand SA**
- 3. Integrate Brand compliance within Performance Monitoring and Evaluation criteria for Government and Public entities**
- 4. Champion the Nation Brand**
 - 1. Football Fridays**
 - 2. Fly the Flag**

IMC enablers



LOOKING FORWARD

2010: SPRINGBOARD TO THE FUTURE

Q&A



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