

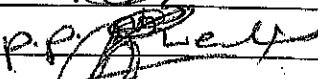
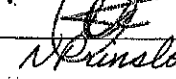
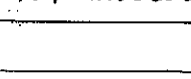
DATE: 11 May 2023
SUBJECT: UIF _Benefits campaign
PROJECT JOB NO: 15_2_59_29

**DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND
FINANCIAL INTEREST**

I, the undersigned:

- have no financial interest in any of the below recommended suppliers
- did not purposefully favour or prejudice anybody during the selection of the recommended suppliers
- am not aware of any relationship (family, friend, other) between the bidder and myself
- Except that I recognize the names of the recommended suppliers as as we conduct business regularly with them when implementing campaigns
- The following companies are recommended for this campaign :

1	Arena Holdings
2	BEMAS
3	eSAT
4	Media24

NAME	CHIEF DIRECTORATE	SIGNATURE
Fortune Bologo	CSA: Media Buying	
Refilwe Letsoalo	CSA: Media Buying	
Ace Mlisa	CSA: Media Buying	
Nicolette Prinsloo	CSA	

Comment: _____



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag X745, Pretoria 0001. Tshedimosetso House, cnr Frances Baard and Festival streets, HATFIELD, Pretoria 0028
Tel: (+27 12) 473-0000/1 Fax: (+27 12) 473 0693 Website: www.gcis.gov.za. Coordinates: 25.746096 28.232331

Recommended *[Signature]* Funds Available *[Signature]*
11/05/2023

025/2023/2024

INTERNAL MEMO

DATE:	11 May 2023	File NR:	15_02_59_29
TO:	ADG: Michael Currin	From:	D: Media Buying Ace Mlisa
CLIENT:	Unemployment Insurance Fund	Contact:	Trevor Hattingh 067 410 4099
SUBJECT: UIF Benefits campaign			
PROJECT JOB NUMBER: 15_02_59_29 <i>[Signature]</i>			

1. PURPOSE

1.1. To seek approval to appoint Arena Holdings, Brand Edge Media Advertising Services (BEMAS), eSAT (Pty) Ltd, and Media24 for the placement of the Unemployment Insurance Fund (UIF) Benefits campaign according to Supply Chain Management Delegation requirements 4.5 as per SCM instruction no.3 of 2020/21.

2. BACKGROUND

2.1 As a short term financial relief fund for workers, the UIF is mandated in terms of the Unemployment Insurance Act to provide for the payment of unemployment benefits to certain employees and for the payment of reduced work time, illness, maternity, adoption, dependents and parental benefits. The UIF remains committed to providing social security to contributors and their beneficiaries in line with section 27 (1) (c) of the Constitution of the Republic of South Africa which obliges that: "everyone has the right to social security".

2.2 It is against this background that the UIF has requested GCIS to assist with the media placement.

3. CAMPAIGN OBJECTIVES

3.1 To inform and educate UIF contributors about the UIF benefits and services.



4. TARGET AUDIENCE

- 4.1 GSM 1 – 5, i.e. Rooted Realists, City Seekers, Safely Suburban, Metro Mobiles and Cosmopolitan Capital as per the attached GSM. ✓

5. CAMPAIGN PERIOD

- 5.1 17 May – 30 June 2023. ✓

6. RECOMMENDATIONS

- 6.1 For the purpose of this campaign and to ensure that the campaign is effective, Media Buying recommends the use of Radio, Print, Television, OOH and Digital media to help create awareness about the UIF Benefits campaign.

- 6.2 OOH has a total reach of 40 631 000 audiences, TV has 39 156 000 viewers, Radio has 36 741 000 listeners, Digital has 27 382 000 users, Newspapers and Magazines have 18 205 000 and 10 832 000 readers respectively.

- 6.3 It needs to be noted that Radio, TV, and Print have already been approved as per memo 015/2023/2024 and this submission seeks approval for Digital and that a separate memo will be submitted for OOH (Electronic Screens) and Community Radio.
Source Establishment Survey 2019 BA (Jan-Dec 2019).

- 6.4 **Delegation (4.5) acquisition of New Media (threshold R1, 000, 000, 00). Campaign total R284 429.22.**

- 6.4.1 Digital media as it is an effective medium to create awareness and creates a link to provide the audience with detailed information. Digital media is recommended based on its potential to spread to other platforms like social media and blogs that can be able to create an engagement. The recommended news sites will provide online banners on their websites and news app platforms.

- 6.4.2 Media Buying recommends the use of the following digital publications **News24** (Media24), **eNCA.com** (eSAT), **TimesLive** (Arena Holdings), and **IOL** (BEMAS). News24 has 5 296 000 audiences, eNCA has 3 049 000 audiences, TimesLIVE has 890 000, and IOL (516 000). Other online sites are not recommended as they have a low audience than the recommended sites.

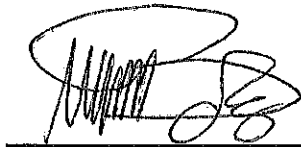
Source: PAMS191 survey.

7. FINANCIAL IMPLICATIONS

7.1 A surplus amount of R2 879 965.54 is available for the implementation of this campaign. See attached recon.

7.2 The total cost for this submission is **R284 429.22** incl VAT as per below breakdown.

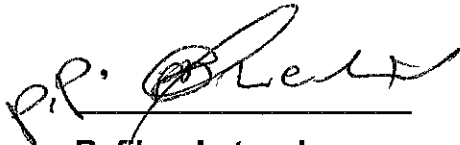
Media Group	Campaign Value	Discount (%)	Discount Amount	Total Cost to Client
Arena Holdings	R 80 600,05	20%	R 15 910,83	R 64 689,22
BEMAS	R 64 400,00	15%	R 9 660,00	R 54 740,00
eSAT	R 111 550,00	33%	R 36 550,00	R 75 000,00
Media 24	R 90 000,00	0%	R 0,00	R 90 000,00
Total New Media	R 346 550,05	18%	R 62 120,83	R 284 429,22



Fortune Bologo

Junior Media Planner: Media Buying

Date: 11/05/2023



Refilwe Letsoalo

Deputy Director: Media Buying

Date: 2023-05-11

RECOMMENDED / NOT RECOMMENDED



Sinombulelo Mlisa

D: Media Buying

Date: 11/5/2023

RECOMMENDED / NOT RECOMMENDED

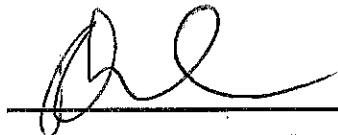
NPrinsloo

Nicolette Prinsloo

ACD: CSA

Date: 11 05 2023

RECOMMENDED / ~~NOT RECOMMENDED~~

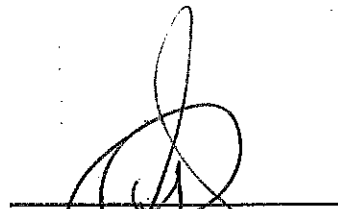


Regomoditswe Mavimbela

DDG: CP&D

Date: 12/5/23

RECOMMENDED / ~~NOT RECOMMENDED~~



Gcobisa Sodi

CFO: GCIS

Date: 16/05/2023

RECOMMENDED / NOT RECOMMENDED

UIF Benefits campaign is recommended
for flighting / placement in the digital
publications for a total cost of
R284 429,22 only

Michael Currin

ADG: GCIS

Date:

APPROVED / NOT APPROVED

N Prinsloo

Nicolette Prinsloo

ACD: CSA

Date: 11 05 2023

RECOMMENDED / ~~NOT RECOMMENDED~~

[Signature]

Regomoditswe Mavimbela

DDG: CP&D

Date: 12/5/23

RECOMMENDED / ~~NOT RECOMMENDED~~

[Signature]

Gcobisa Seel

CFO: GCIS

Date: 16/05/2023

RECOMMENDED / NOT RECOMMENDED

UIF Benefits campaign is recommended
for fighting / placement in the digital
publications for a total cost of
R284 429,22 only

[Signature]

Michael Currin

ADG: GCIS

Date:

17/5/23

APPROVED / NOT APPROVED



government communications

Department
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag X746, Pretoria 0001, Tshedimoetso House, onr Frances Baard and Festival streets, HATFIELD, Pretoria 0028
Tel: (+27 12) 478-0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za Coordinates: 28.746096 28.232331

Ms Nicolette Prinsloo
Director: Marketing and Distribution
GCIS
PRETORIA

Dear Ms Prinsloo

APPOINTMENT AS ACTING CHIEF DIRECTOR: COMMUNICATION SERVICE AGENCY (CSA)

In terms of section 32 of the Public Service Act 1994, (Act 103 of 1994), you are hereby appointed as an Acting Chief Director: Communication Service Agency on the 11th and 12th May 2023.

In executing this role, you will be expected to manage and lead the Chief Directorate and, among other things, authorise all payments in relation to the Chief Directorate.

May I take this opportunity to thank you in advance and wish you all the best.

Yours sincerely,

NELI SHUPING

CD:CSA

DATE: 10/05/2023

REGOMODITSWE MAVIMBELA

DDG: CP&D

DATE: 10/5/23

I, Nicolette Prinsloo, hereby accept the above appointment and will carry out all duties assigned to me to the best of my ability.

NICOLETTE PRINSLOO

DIRECTOR: MARKETING AND DISTRIBUTION

DATE: 11/5/2023



Reporingekommunikasio • Dikgokahano tsa Mmuso • Dilhazuletano tsa Puso • Dikgokaganjo tsa Mmuso • Ezokuzhumana kukaHulumeni •
- Ezokubalekizano lukaRhulumente • Tekuchumana Tehulumende • zokuYintlana kukaRhulumente • Vuhlanganiseli bya Mmuso • Vuhlozivhidzani he Muvhuso

Report

Report Date : 5/10/2023

File Name : UIF Benefits campaign_.ES19AB.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Totals	Audience(000)	40,716
	Resps	25,256
	%Col	100.0
	%Row	100.0
	Index	100
On The Go-OOH ~ Monthly Reach	Audience(000)	40,631
	Resps	25,203
	%Col	99.8
	%Row	100.0
	Index	100
Viewing ~ Monthly Reach	Audience(000)	39,156
	Resps	24,329
	%Col	96.2
	%Row	100.0
	Index	100
Listening ~ Monthly Reach	Audience(000)	36,741
	Resps	22,800
	%Col	90.2
	%Row	100.0
	Index	100
Digital ~ Monthly Reach	Audience(000)	27,382
	Resps	17,538
	%Col	67.3
	%Row	100.0
	Index	100
Reading - Newspapers ~ Monthly Reach	Audience(000)	18,205
	Resps	11,124
	%Col	44.7
	%Row	100.0
	Index	100
Reading - Magazines ~ Monthly Reach	Audience(000)	10,832
	Resps	6,787
	%Col	26.6
	%Row	100.0
	Index	100
Cinema ~ Monthly Reach	Audience(000)	1,784
	Resps	1,083
	%Col	4.4
	%Row	100.0
	Index	100

Units : 1000

Source :Establishment Survey 2019 AB (Jan-Dec 2019)

Weight : Individual Weight

Data Sources:

ES19AB; Establishment Survey 2019 AB (Jan-Dec 2019) :

© Telmar Information Services Corp.

Report

Report Date : 5/10/2023

File Name : UIF Benefits campaign_.PAMS191.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Totals	Audience(000)	41,874
	Resps	15,250
	%Col	100.0
	%Row	100.0
	Index	100
News24 ~ Online news site - read/paged/viewed P12M	Audience(000)	5,296
	Resps	2,457
	%Col	12.6
	%Row	100.0
	Index	100
eNCA ~ Online news site - read/paged/viewed P12M	Audience(000)	3,049
	Resps	1,317
	%Col	7.3
	%Row	100.0
	Index	100
TimesLIVE ~ Online news site - read/paged/viewed P12M	Audience(000)	890
	Resps	426
	%Col	2.1
	%Row	100.0
	Index	100
IOL ~ Online news site - read/paged/viewed P12M	Audience(000)	516
	Resps	297
	%Col	1.2
	%Row	100.0
	Index	100
Maroela Media ~ Online news site - read/paged/viewed P12M	Audience(000)	464
	Resps	250
	%Col	1.1
	%Row	100.0
	Index	100
Netwerk24 ~ Online news site - read/paged/viewed P12M	Audience(000)	458
	Resps	240
	%Col	1.1
	%Row	100.0
	Index	100
Daily Maverick ~ Online news site - read/paged/viewed P12M	Audience(000)	339
	Resps	195
	%Col	0.8
	%Row	100.0
	Index	100
TimesSELECT ~ Online news site - read/paged/viewed P12M	Audience(000)	262
	Resps	140
	%Col	0.6
	%Row	100.0
	Index	100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

© Telmar Information Services Corp.

Report

Report Date : 5/10/2023

File Name : UIF Benefits campaign_.PAMS191.pry

Table : All Respondents

Version : 7.22.84.10

		Totals
Business Media MAGS ~ Online	Audience(000)	*127
news site - read/paged/viewed	Resps	56
P12M	%Col	0.3
	%Row	100.0
	Index	100

Units : 1000
Source :PAMS191 PAMS 2019
Weight : Personal Weights

Data Sources:
PAMS191; PAMS191 PAMS 2019 ;

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Government
Communications
Department
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Client Name

Campaign Name

Date

Contact Persons

Job No

revision

Uf

Uf Benefits campaign

Monday, 24 April 2023

Amelia Lodi

15-2-59-29

Rev 1

Media Group	Total Cost Excl VAT	Discount/ Added Value	Placement Rate	VAT	Total Inc VAT
SABC Radio	R 884 353,72	R 101 739,81	R 782 613,91	R 117 392,09	R 900 006,00
Primedia Broadcasting	R 393 153,53	R 45 230,05	R 347 923,48	R 52 188,52	R 400 112,00
Mediamark	R 295 003,70	R 33 938,48	R 261 065,22	R 39 159,78	R 300 225,00
United Stations	R 117 274,66	R 13 491,78	R 103 782,89	R 15 567,43	R 119 350,32
GH Media	R 467 269,74	R 53 756,70	R 413 513,04	R 62 026,96	R 475 540,00
MSG Sales	R 382 398,61	R 43 992,76	R 338 405,85	R 50 760,88	R 389 166,73
YFM	R 117 802,50	R 13 552,50	R 104 250,00	R 15 637,50	R 119 887,50
You FM	R 287 429,63	R 33 067,13	R 254 362,50	R 15 660,00	R 292 516,88
Community Radio	R 626 086,96	R -	R 626 086,96	R 93 913,04	R 720 000,00
TOTAL Radio	R 3 570 773,05	R 388 769,20	R 3 182 003,85	R 462 306,20	R 3 744 310,05
ETV/ENCA Squeezbacks	R 500 000,00	R -	R 500 000,00	R 75 000,00	R 575 000,00
SABC 1,2,3 Squeezbacks	R 750 000,00	R 141 304,35	R 608 695,65	R 91 304,35	R 700 000,00
DBI	R 173 913,04	R -	R 173 913,04	R 26 086,96	R 200 000,00
NewzroomAfrika	R 250 000,00	R 42 282,61	R 207 717,39	R 31 157,61	R 238 875,00
TOTAL TV	R 1 673 913,04	R 183 586,96	R 1 490 326,08	R 223 548,91	R 1 713 875,00
Commercial Print	R 850 000,00	R -	R 850 000,00	R 127 500,00	R 977 500,00
Vuk'zenzele	R 121 739,13	R -	R 121 739,13	R 18 260,87	R 140 000,00
Magazines	R 1 228 192,00	R 793 293,74	R 434 898,26	R 65 234,74	R 500 133,00
TOTAL Print	R 2 199 931,13	R -	R 2 199 931,13	R 211 000,00	R 2 410 931,13
Social/Digital	R 250 862,61	R -	R 250 862,61	R 37 629,39	R 288 492,00
TOTAL Social/Digital	R 250 862,61	R -	R 250 862,61	R 37 629,39	R 288 492,00
Digital Screens	R 1 391 304,35	R -	R 1 391 304,35	R 208 695,65	R 1 600 000,00
TOTAL Digital Screens	R 1 391 304,35	R -	R 1 391 304,35	R 208 695,65	R 1 600 000,00
CAMPAIGN TOTAL	R 9 086 784,18	R 522 356,15	R 7 771 134,29	R 1 143 175,77	R 8 459 304,43

Approval:

Name

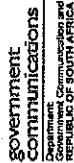
Designation

Tel

Trevor Hlattinghi

Director, Communication and Marketing

0674104099



**government
communications**

Department
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

(Recon) Unemployment Insurance Fund
09 MAY 2023

100

[illegible]

Advance amount	R	10 000 000,00
Expenditure	R	1 121 351,76
Open orders	R	5 998 482,70
Memo on route	R	-
Summus	R	2 879 965,54

SUMMARY

CAMPAIGN	SURPLUS
JIF Mass Campaign	15 2 59 29 R 2 879 965 54
	TOTAL R 2 879 965 54

TOTAL R 2879965.54

TOTAL

TOTAL

GOVERNMENT SEGMENTATION MODEL | GSM 2ND EDITION



Rooted Realists

27.8 Million People
(48% of SA adult population)

They are mostly unemployed, with low education levels. Some try to remain positive and acknowledge that they have come a long way. However, their optimism is challenged by difficult financial circumstances and they rely on government grants. They long for financial independence, permanent employment and improved living conditions.



City Seekers

14.4 Million People
(25% of SA adult population)

People in this segment are city dwellers who are familiar with the demands of a competitive urban life. They are generally hopeful, ambitious, career-oriented and constantly looking for opportunities to improve their lives and that of their families. Despite the day-to-day challenges they continue looking for job opportunities because they see this as the answer to a better future.



Safely Suburban

5.9 Million People
(10% of SA adult population)

Safely Suburbans are of the view that their quality of life has declined. They identify their lack of appropriate education as an obstacle to accessing employment, or getting better jobs. For this segment, the high cost of living, labour cost and investment are critical areas of concern. They are safety conscious and highly protective of their physical, social and economic environment.



Metro Mobiles

6.1 Million People
(11% of SA adult population)

Metro Mobiles are interested in keeping a particular lifestyle. They are the lookout for ways to improve their lives, be it financial aid to start a business or upskilling themselves. These people see themselves as inspirational, role models and influencers. They are concerned about drugs, unemployment, corruption, crime, the economy and basic service delivery.



Cosmopolitan Capital

3.6 Million People
(6% of SA adult population)

These people are mostly affluent, professional and independent. They have the highest amount of disposable income, highest proportions of tertiary education employment. They are influential, business-focused and concerned about anything that would negatively impact the economy and consequently their independence and their net worth.

Lives:	Non-metro traditional settlements (63%) 30% non-metro urban informal settlements Eastern Cape 24% Limpopo 20% KZN 18% Mpumalanga 11%
Age:	30% are 18-34 yrs 15% are 35-49 yrs and 14% are older than 50
Gender:	Females 52% males 48%
Race:	97% Black 3% Coloured
Home Language:	93% 59% African/African language Xhosa 28% Zulu 17% Sesepedi 15%
Education:	One in ten have not completed high school, 4 in 10 have some high school education, 29% completed matric
Employment:	High unemployment, about one in ten have full time employment
Annual household income:	Low income: 75% (R0 - R39 504) 31% (R39 505 - R65 520) and 25% (R65 521 - R138 921)

Lives:	Metro, Suburban and non-metro informal settlements (57%) and other (43%) settlements Gauteng 49% KZN 17% Western Cape 15% and Eastern Cape 15%
Age:	34% are 18-34 yrs 31% are 35-49 yrs and 14% are 50+ years
Gender:	Females 54% males 46%
Race:	97% Black 3% Coloured
Home Language:	Majority speak African languages (67%) Xhosa 34% Zulu 15% Sesepedi 15%
Education:	60% high school completed and 5% did not complete high school
Employment:	High unemployment, 12% self-employed
Annual household income:	Low income: 70% (R0 - R39 504) 28% (R39 505 - R65 520) and 2% (R65 521 - R138 921)

Lives:	Metropolitan areas, live in formal dwellings and mainly in formal dwellings Western Cape 38% KZN 15% Mpumalanga 12% North West 11%
Age:	18-34 year olds make up 30% of fifth are 35-49 yrs and a fifth are 50+ yrs
Gender:	Female 54% and male 46%
Race:	Black 52% White 29% Coloured 15%
Home Language:	Largest proportion speak Afrikaans (50%) followed by English 26%
Education:	High education levels 98% completed high school, 24% completed higher education
Employment:	25% full time employment, 42% self-employed, 24% unemployed
Annual household income:	High income: 50% (R138 921 - R237 594) 30% (R237 595 - R472 501) and 20% (R472 502 - R798 172)

Lives:	They live in metro areas and mainly in formal dwellings Gauteng (44%), Western Cape (22%) and KZN (19%)
Age:	18-34 year olds 31%, 22% are between 35-49 yrs old and 21% are 50 yrs+
Gender:	Females 51% males 49%
Race:	Black 54% 21% Coloured, White 13%
Home Language:	English 34% Afrikaans 22%, Isizulu 20%
Education:	43% completed high school, 22% did not complete high school and 14% completed higher education
Employment:	27% employed full time, 13% self-employed and 26% unemployed
Annual household income:	Middle income: 35% (R138 921 - R237 594) 65% (R237 595 - R472 501)

Lives:	100% Metro Gauteng 62% Western Cape 22% KZN 9%
Age:	26% are 18-34 yrs old, 25% 35-49 yrs old and 26% are 50 yrs+
Gender:	Female 52% male 48%
Race:	White 31% Black 34% and Indian 3%
Home Language:	Majority English 47% Afrikaans 17% Zulu 14%
Education:	High education levels 88% have matric and 83% have higher education
Employment:	45% employed full time, 23% self-employed and 10% unemployed
Annual household income:	Upper income: 41% (R472 502 - R616 853) 32% (R616 854 - R798 172) 19% (R798 173 - R1 053 821) and 8% above



government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag X745, Pretoria 0001. Tshedimosetso House, onr Frances Baard and Festival streets, HATFIELD, Pretoria 0028
Tel: (+27 12) 473-0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za Coordinates: 25.746096 28.232331

Communication Campaigns meeting

- UIF Mass Campaign
- IPID
- SAPS

Venue : Boardroom 327

Date: 30 March 2023

Time: 09h00

Present: Ace Mlisa, Nkadameng Mosenohi, Refilwe Letsoalo

	Deliverables	Timelines	Status	Responsible
UIF Mass Campaign				
1	Radio advert 30 seconds • SABC • Primedia Broadcasting • Mediamark • United stations • GH Media • MSG Sales • YFM • You FM	Mid-April. 3 months flighting	• Schedules developed and shared with client • Client submitted content • Script development . SABC Rap Studios to produce • Design: client to design the print advert. • Fortune to share the specs with client	Refilwe, Ace, Nkadameng
2	Script development			Script done. Awaiting approval
3	TV Squeezebacks • ETV/ENCA • SABC 1,2,3 • DSTV • Newsroom Afrika			Content shared with client,
4	Design : • Look and feel • Print advert • Newspapers • Magazines			Client to design the creative for all the platforms. Fortune to share the specs with client,
5	Social and Digital Media		The SCM delegation to be used to procure the services through media owner in the absence of panel of agencies.	Ace and Refilwe Nkadameng: follow up
IPID				

1	Storyline Integration :Skeem Saam		- As soon as Media Buying engages the production house and the SABC. - Schedules developed and shared with client - To follow up on 03 April	Refilwe, Ace, Nkadimeng
2	In-Taxi and Rank Screens	Timelines to be confirmed on the 3 rd of April	Follow up meeting on the 3rd of April to finalise	Nkadimeng, Ace, Refilwe, Fortune
SAPS Mass Campaign				
1	TV Squeezebacks	Various elements of the Campaign to be handled as per individual briefs from client.	- Campaign to commence from September 2023 - Campaign To be implemented per individual brief by client. - The panel of agencies will assist with campaign implementation once appointed. - Design may be produced internally depending on resource capacity	Nkadimeng, Ace, Refilwe,
2	Social and Digital Media			
3	Radio advert			
4	Design : - Look and feel - Print advert - Newspapers - Magazines			

COMMUNICATION SERVICE AGENCY

Media Buying Directorate

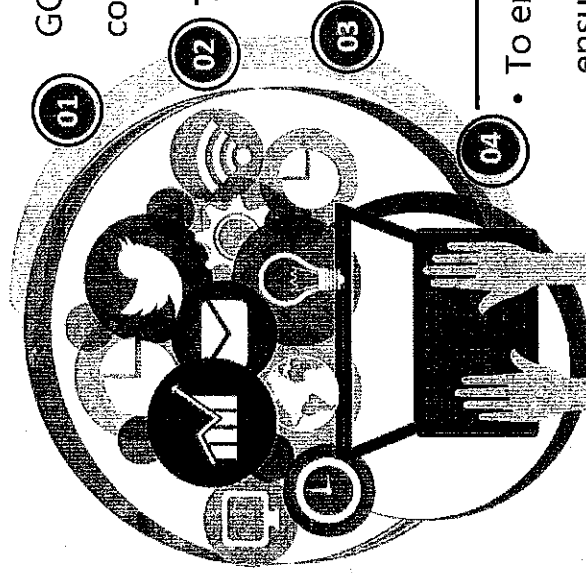
Unemployment Insurance Fund
Mass Campaigns 2023

Updated: 24 April 2023

✓

Introduction Media Buying for the Government

- The CSA aims to provide core communication services to GCIS and other government departments, both in-house and through outsourcing



GCIS Media Buying explores and negotiates better rates for placement of govt. advertisements in commercial media platforms on behalf of govt.

To ensure that the government and its entities receive significant bulk discounts in order to enhance campaign visibility through value-added reinvestment

Cost-effective, direct media buying platform on community media with an average of over 120 community radio stations with a reach in deep rural areas.

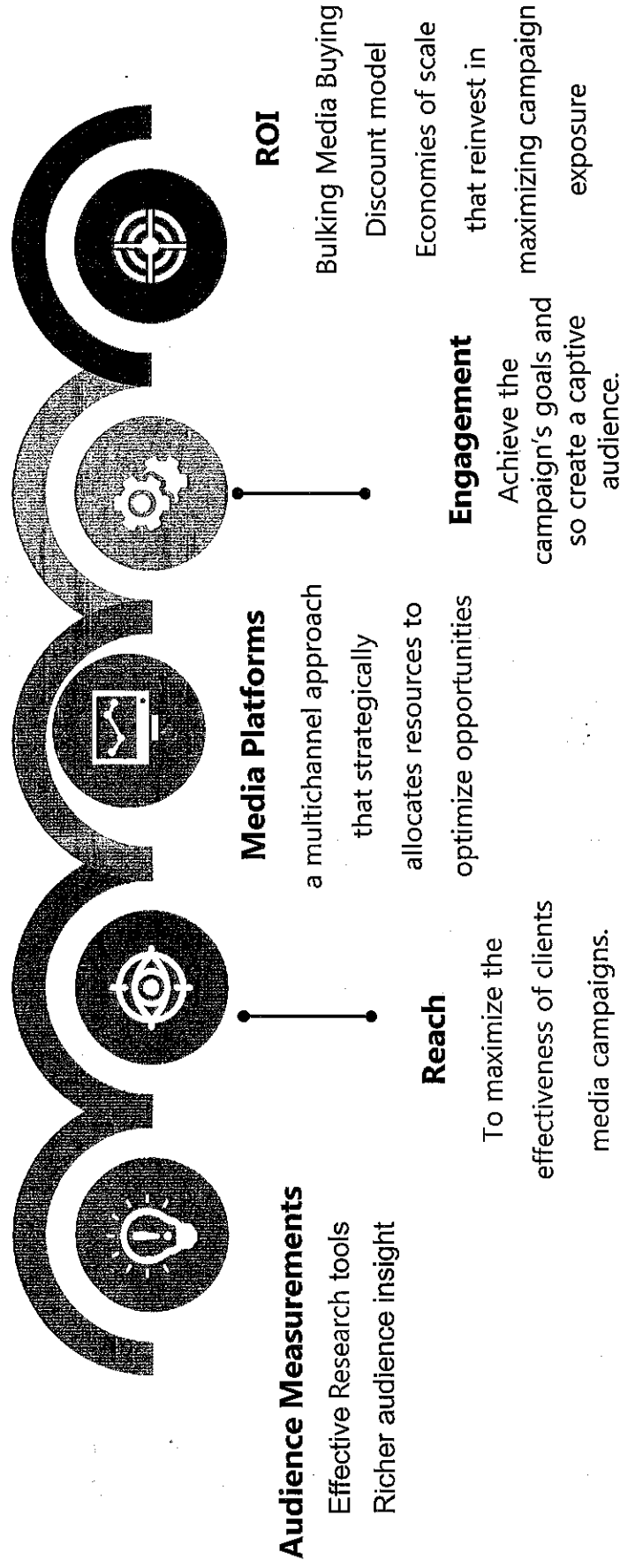
- To employ industry-specific research techniques for the advertising and marketing sector to ensure that a campaign's effectiveness complies with media initiatives

2

Our Media Analytics

◆ Input to effective Campaign implementation

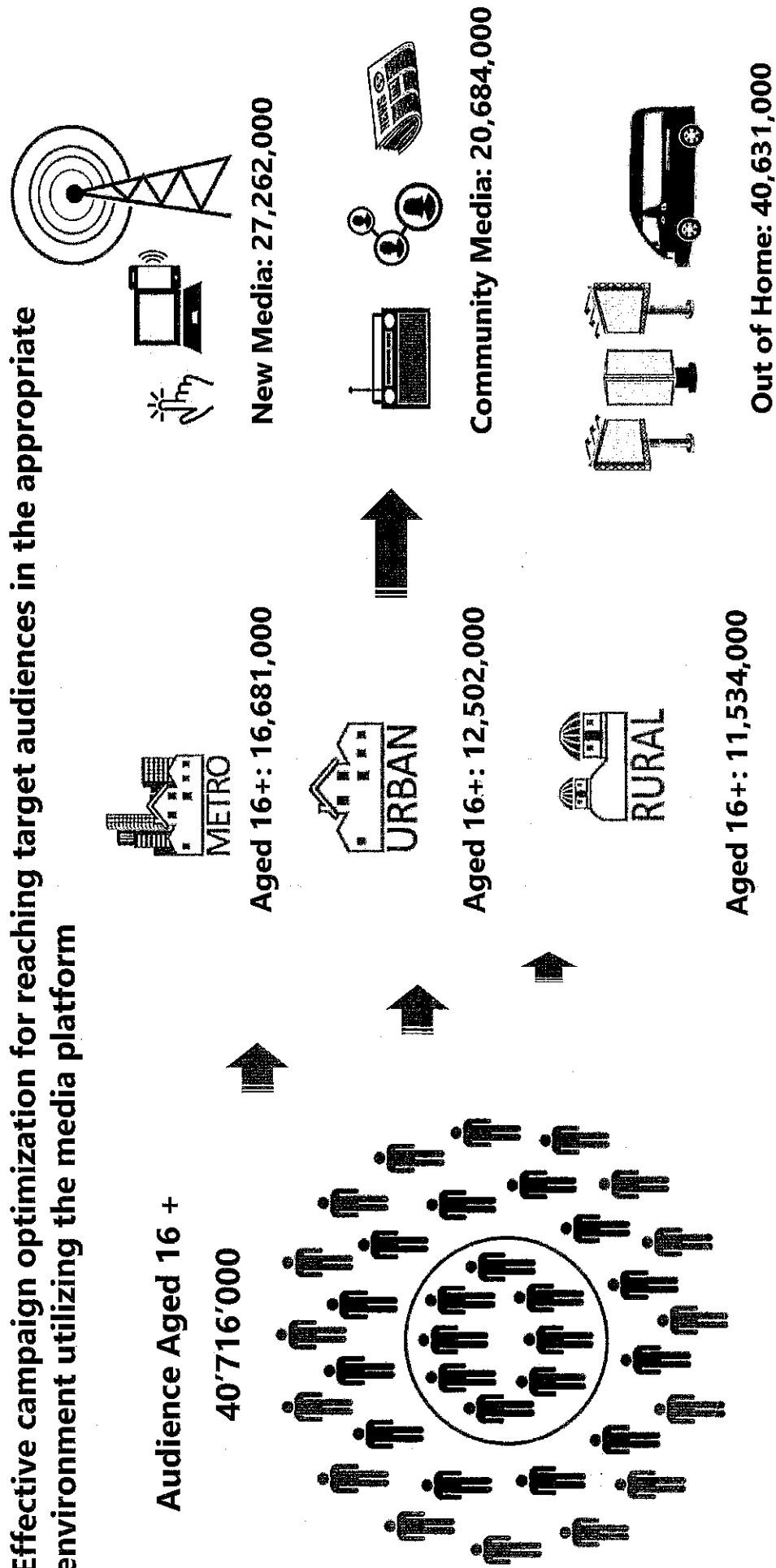
A successful research analysis is carried out in order to carefully maximize opportunities, deliver high returns while creating cost benefits.



✓

Target Market by Media consumption

- Effective campaign optimization for reaching target audiences in the appropriate environment utilizing the media platform

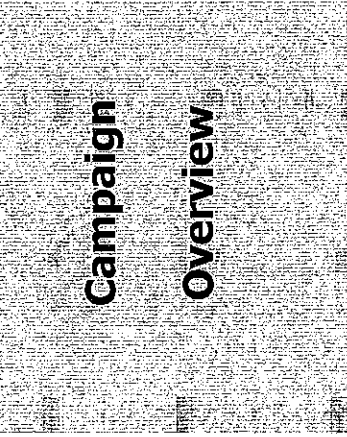


Recommendation Government Segmentation Model

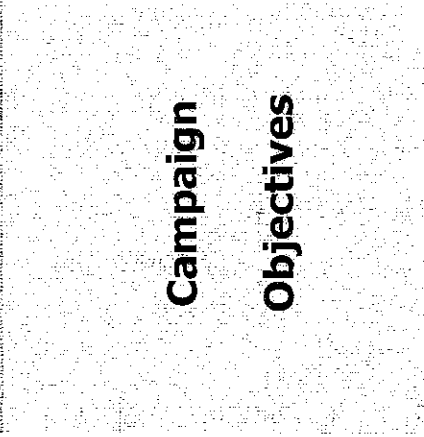
	S1	S2	S3	S4	S5
	Rooted Realists 27.8 Million People (48% of SA adult population)	City Seekers 14.4 Million People (25% of SA adult population)	Safely Suburban 5.9 Million People (10% of SA adult population)	Metro Mobiles 6.1 Million People (11% of SA adult population)	Cosmopolitan Capital 3.6 Million People (6% of SA adult population)
	They are mostly unemployed, with low education levels. Some try to remain positive and acknowledge that they have come a long way. However, their optimism is challenged by difficult financial circumstances and most rely on government grants. They long for financial independence, permanent employment and improved living conditions. Most likely archetype: Overlooked, Go-getter, Critic, Realist, Believer	People in this segment are city dwellers who are familiar with the demands of a competitive urban life. They are generally hopeful, ambitious, career-oriented and constantly looking for opportunities to improve their lives and that of their families. Despite the day-to-day challenges they continue looking for job opportunities because they see this as the answer to a better future. Most likely archetype: Go-getter, Realist, Complainer, Critic	Safely Suburbans are of the view that their quality of life has declined. They identify their lack of appropriate education as an obstacle to accessing employment or getting better jobs. For this segment, the high cost of living, labour cost and investment are critical areas of concern. They are safety conscious and highly protective of their physical, social and economic environment. Most likely archetype: Go-getter, Overlooked, Fearful, Complainer, Critic, Given-up	Metro Mobiles are interested in keeping a particular lifestyle. They are the lookout for ways to improve their lives, be it financial aid to start a business or upskilling themselves. These people see themselves as inspirational, role models and influencers. They are concerned about drugs, unemployment, corruption, crime, the economy and basic service delivery. Most likely archetype: Go-getter, Debater, Realist, Critic	These people are mostly affluent, professional and independent. They have the highest amount of disposable income, highest proportions of tertiary education, employment. They are influential, business-focused and concerned about anything that would negatively impact the economy and consequently their independence and their net worth. Most likely archetype: Dreamer, Fearmonger, Defector, Critic, Complainer, Fearful, Coolios
Live:	Non-metro traditional settlements (63%) 30% non-metro urban informal settlements Eastern Cape 24% Limpopo 20% KZN 18% Mpumalanga 11%	Vietro 92% and mainly traditional (52%) and informal (48%) settlements Gauteng 47% KZN 17% Western Cape 15% and Eastern Cape 15%	The majority (81%) of metro mobiles urban and mainly in formal dwellings Western Cape 15% KZN 15% Mpumalanga 12% North West 11%	They live in metro areas and mainly in formal dwellings. Gauteng (44%), Western Cape (22%) and KZN (19%)	100% Vietro Gauteng 62% Western Cape 22% KZN 9%
Age:	30% are 18-34 yrs 15% are 35-49 yrs and 44% are older than 50	34% are 18-34 yrs 31% are 35-49 yrs and 35% are older than 50 yrs	18-34 year olds make up 30% one fifth are 35-49 yrs and 19% are 50 yrs+	18-34 year olds 31%, 22% are between 35-49 yrs old and 21% are 50 yrs+	26% are 18-34 yrs 16% 25% 85+ 49 yrs old and 26% are 50 yrs+
Gender:	Females 52% males 48%	Females 49% males 51%	Equal male and female split	Females 51%, males 49%	Females 52% males 48%
Race:	94% Black 5% Coloured	Predominantly Black 60% coloured 9%	Black 52% White 29% Coloured 15%	Black 54%, 21% Coloured, White 13%	White 13% Black 34% and Indian 9%
Home Language:	93% speak an African language Isizulu 28% Isixhosa 17% Sepedi 15%	Majority speak African languages Isizulu 28% Isixhosa 19% Sesotho 15%	Largest proportion speak African (80%) followed by English 20%	English 34% Afrikaans 22% Isizulu 20%	Mainly English (47%) Afrikaans (17%) and Isizulu (11%)
Education:	Over 10% have not completed high school 2 in 10 have some high school education 29% completed matric	70% high school completed and 37% did not complete high school	High education levels 36% completed high school 21% completed higher education	43% completed high school 22% did not complete high school and 14% completed higher education	High education levels 33% have matric and 38% have higher education
Employment:	High unemployment about one in ten have full time employment	High unemployment 42% are unemployed	29% full time employment 10% self-employed 25% are unemployed	27% employed full time, 13% self-employed and 26% unemployed	43% employed full time 33% self-employed and 10% unemployed
Annual household income:	Low income: 74% (R0 - R39 501) 31% (R39 505 - R65 320) and 25% (R65 321 - R138 821)	Low income: 20% (R0 - R39 501) 38% (R39 505 - R65 320) and 42% (R65 321 - R138 821)	Majority (85%) in middle income bracket - R138 821 - R472 501	Middle income - 35% (R138 821 - R237 593), 65% (R237 594 - R472 501)	Upper income: 11% (R472 502 - R616 852) 32% (R616 853 - R798 172) 19% (R798 173 - R1 053 843) and 8% above

✓

Campaign Background



1. Campaign Duration: Three Months (April - June 2023)
2. Proposed Budget: R8,500,000
3. All Citizen Aged 16+



To communicate and clarify the following:

1. To inform and educate UIF contributors about UIF benefits and services.

✓

Media Objectives

- 1.High reach and awareness
- 2.Drive engagement

Objectives

- 1.Identify visual mediums that can Deliver Scale over a relatively short period of time.

Channel

- 2.High Impact channels
- 3.Opportunities to Amplify

Approach

✓

Recommended Media Placement (1 of 2)

1. Target national exposure through **commercial and regional radio stations**. (*Safely Suburban's*, *Metro Mobiles and Cosmopolitan Capitals*)

2. Integrated radio and online/digital placement.

3. Amplify radio through **ALS stations and community radio** (*Rooted Realists*, *City Seekers and Safely Suburban*)

4. Radio activations at UIF centers in **KZN** (Gagasi FM), **Limpopo** (Capricorn FM), and **North West** (You FM)

1. 30x6 Regional Dailies mainly urban to support the Radio platforms and maximize frequency (**City Press**, **Sunday Times**, **Sunday World**, **Business Day**, **Sowetan**, and **Daily Sun**) (*City Seekers*, *Safely Suburban*, *Metro Mobiles and Cosmopolitan Capitals*)

2. FP FC advertorials in **Lifestyle consumer magazines** to provide high impact. (*Safely Suburban's*, *Metro Mobiles and Cosmopolitan Capitals*)

1. The client will provide content and GCIS to assist with the development of a 45" radio script, 10" Squeeze backs and layout and design of the print advert.

2. SABC Raps studio will do the recording of radio adverts.

Radio

36 741 000 listeners

Print

27 382 000 readership

Production

✓

Recommended Media Placement (2 of 2)

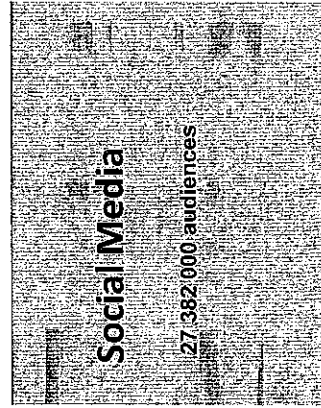


1. **Electronic outdoor screens** will be used to communicate the messages on **ATM anks, malls, highways and airports**. This medium is cheaper in production costs and messages can be interchanged. (*City Seekers , Safely Suburban , Metro Mobiles and Cosmopolitan Capitals*)



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1. Squeeze backs on **SABC 1, 2, 3, ETV, Newsroom Afrika, and ENCA**. (*Rooted Realists ,City Seekers , Safely Suburban , Metro Mobiles and Cosmopolitan Capitals*)

2. **Digital Brand Integration (DBI)** on SABC 1,2, and 3

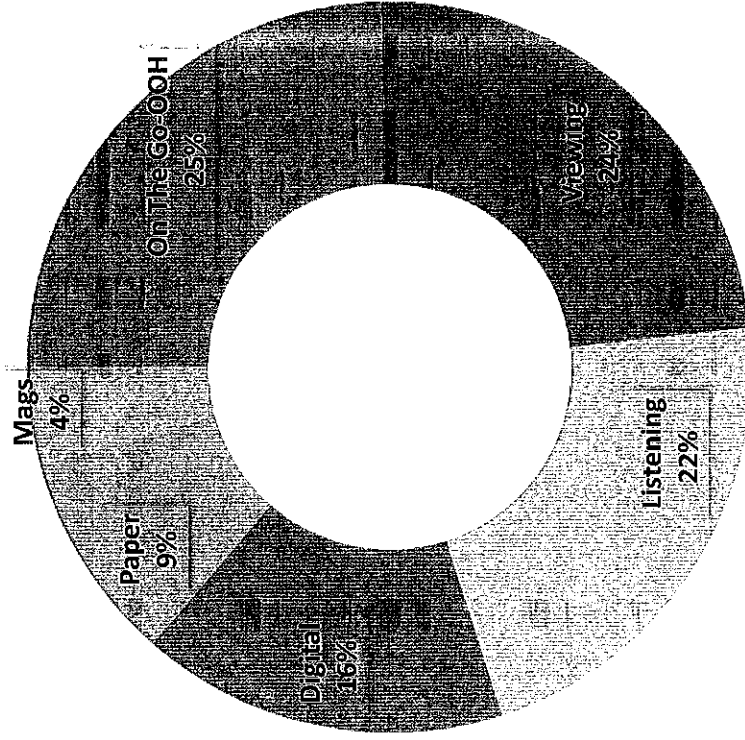


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1. Media Buying recommends to use of **Social Media** as it is an effective medium to create awareness and create engaging content . This medium also is effective for this campaign as it is interactive and allows the audience to comment, share content, and improve engagement while getting direct feedback from the audience.
 2. The recommended social media platforms are **Facebook, Twitter, Tik tok, and Instagram**. Media Buying will source out suppliers on the National Treasury CSD from suppliers that indicate the provide social media services.

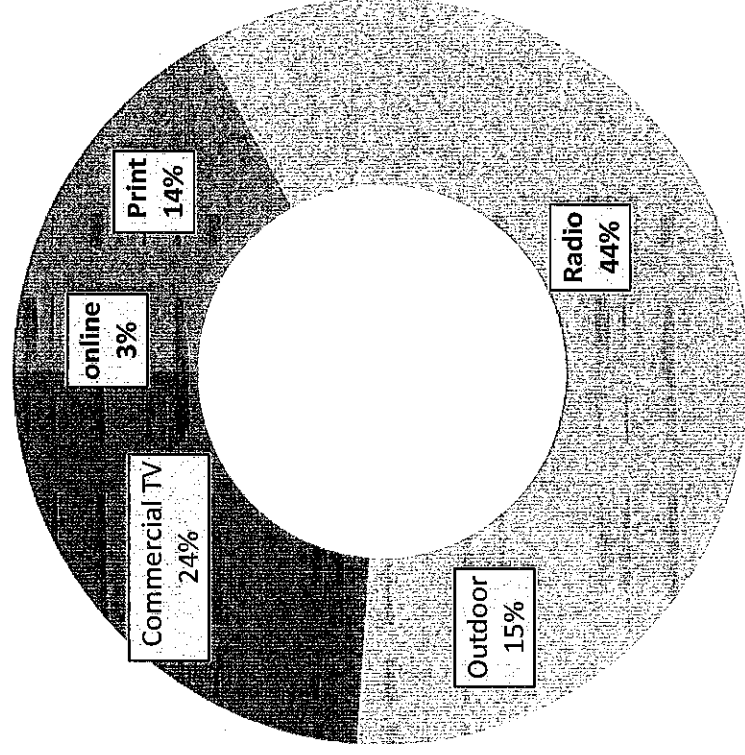
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Media Share%

- Our media analysis gives insight to try alignment of audience and shares to effective reach desired audiences



Total Media % Past 7 Days



Proposed media placement by share%



Media Schedule Proposal

☛ All rates and spots are subjected to changes until the confirmation of booking

Government Commitments		Client Name	U/F
Commitment to Broadcast		Campaign Name	U/F Benefits Campaign
Commitment to Broadcast		Date	Monday, 24 April 2023
Commitment to Broadcast		Contact Persons	Amelia Lodi
Job No		15-258-29	
revision		Rev 1	

Media Group	Total Cost Excl VAT	Discount/ Added Value	Placement Rate	VAT	Total Inc VAT
SABC Radio	R 884 953.72	R 101 739.84	R 782 613.91	R 117 392.09	R 900 006.00
PrimeMedia Broadcasting	R 388 159.58	R 45 230.05	R 342 929.53	R 52 189.52	R 400 112.00
Mediamark	R 295 005.70	R 38 938.48	R 261 065.22	R 39 159.78	R 300 225.00
United Stations	R 117 274.66	R 13 491.78	R 103 782.89	R 15 567.43	R 119 350.32
GH Media	R 467 269.74	R 53 756.70	R 413 513.04	R 62 026.96	R 475 540.00
MSG Sales	R 382 398.61	R 43 992.76	R 338 405.85	R 50 760.88	R 389 166.73
YFM	R 117 802.50	R 13 552.50	R 104 250.00	R 15 657.50	R 119 887.50
You FM	R 287 429.63	R 33 057.13	R 254 362.50	R 15 660.00	R 292 516.88
Community Radio	R 678 086.95	R -	R 678 086.95	R 93 913.04	R 770 000.00
TOTAL RADIO	R 3 570 728.05	R 13 387 63.20	R 3 232 000.25	R 462 000.20	R 3 711 800.45
ETV/ENCA Squeezebacks	R 500 000.00	R -	R 500 000.00	R 75 000.00	R 575 000.00
SABC 1.2.3 Squeezebacks	R 750 000.00	R 141 304.35	R 608 695.65	R 91 304.35	R 700 000.00
DBI	R 173 913.04	R -	R 173 913.04	R 26 086.96	R 200 000.00
Newsroom Africa	R 250 000.00	R 42 282.61	R 207 717.39	R 31 157.51	R 238 875.00
TOTAL TV	R 1 673 913.04	R 133 586.96	R 1 440 326.08	R 223 549.51	R 1 673 875.59
Commercial Print	R 850 000.00	R -	R 850 000.00	R 127 500.00	R 500 000.00
Vuk'uzenzele	R 121 739.13	R -	R 121 739.13	R 18 260.87	R 140 000.00
Magazines	R 1 228 192.00	R 793 293.74	R 434 898.26	R 65 234.74	R 500 133.00
TOTAL PRINT	R 2 197 921.13	R 793 293.74	R 1 404 627.39	R 183 025.61	R 1 597 652.78
Social/Digital	R 250 862.61	R -	R 250 862.61	R 37 629.39	R 288 492.00
PrimeMedia Social/Digital	R 250 862.61	R -	R 250 862.61	R 37 629.39	R 288 492.00
Digital Screens	R 1 391 304.35	R -	R 1 391 304.35	R 208 695.65	R 1 600 000.00
TOTAL DIGITAL SCREENS	R 1 391 304.35	R -	R 1 391 304.35	R 208 695.65	R 1 600 000.00
CAMPAIGN TOTAL	R 9 086 784.18	R 522 936.15	R 7 771 194.29	R 1 149 175.77	R 8 499 904.43

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Please note the following

1. A commitment letter, Receipt of Funds, and signed schedule are necessary
2. The production brief must be completed and signed by Client
3. Client to ensure the material and dimensions are supplied on time
4. Media buying will adhere to SCM Procurement Policy
5. Only GCIS media buying to sign and approved spot plans, acceptance of rates and discount
6. Media buying to coordinate all proof of flight and ensures clients received as agreed
7. Post Campaign analysis to be completed 30 days after the last flighting date
8. After invoice verification is completed finance Reconciliation will be available to client



Contact Person

Cluster: Justice, Crime Prevention & Security Cluster

Media planning and Buying Team

Ms. Refilwe Letsoalo

Senior Planner

Email: refilwem@gcis.gov.za

Cell: 0730780094

Mr. Fortune Bologo

Junior Planner

Email: fortune@gcis.gov.za

Cell: 0735049621

Creative and production enquiries

Estee Koorts

Email: este@gcis.gov.za

Cell: 0825700231

THANK YOU

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