



Solidarity Fund The Story So Far

August 2020

Citizens in Solidarity Campaign

R25m was allocated for this project

The COVID pandemic resulted in a devastating effect on South African citizens since March 2020. Since the President's call that ultimately led to the establishment of the Solidarity Fund, there has been a clear need to communicate to the public using the Fund as a voice of reassurance and support.

This call resulted in a 360 degree advertising campaign that launched the Fund to the greater public, targeting those most vulnerable to the effects of the virus itself. Ordinary South Africans from Gugulethu to Thembisa and from Sandton to Southgate would have seen various message encouraging mask wearing, hand-sanitizing and social distancing all held together under the campaign line "Be a Citizen of Solidarity."

The campaign has reached nearly 90% of all adults in South Africa across TV, radio, print, online and Outdoor media and supported by almost every major media outlet in the country through PR, content, events and citizens themselves.

A Black woman with short dark hair, wearing a blue patterned headband and a blue denim jacket over a black top, stands against a red brick wall. The text 'The Numbers' is overlaid in large white font. There are white corner brackets in the top-left and bottom-right corners.

The Numbers

┌
R13,694,631
in media spend

A close-up portrait of a woman with dark skin and intricate braided hair. She is wearing a beaded necklace with yellow and red beads. The background is softly blurred, suggesting an outdoor setting. The overall tone is warm and natural.

R48,843,713
in media value



33,966,000

adults reached in 6 weeks





73.9%

of our TV spend was directed to terrestrial TV (SABC and ETV)



┌ We booked 1,790 billboards and taxis around the country



These sites are strategically placed in outlying areas with higher likelihood of reaching convergence zones (taxi ranks), high traffic residential areas (townships) and major arterial roads in and out of SA's largest mass market regions (Thembisa, Vryheid, Ulundi, Matatiele, Randburg, Daveyton, Mdantsane, Berea, Langa & Gugulethu to name a few).



We generated 78.25% reach of all adults on radio

There were 9750 minutes of broadcast in the first 13 weeks (12 languages, 15 stations).

A survey was conducted on the impact of the program and more than 30% of survey respondents have listened to Sikhaba icovid19 with 80% confirming that they found the series to be helpful to them

These stations were heavily weighted to the following areas:

- KZN (iGagasi/Ukhozi)
- Eastern Cape (Umhlobo Wenene)
- North West (Motsweding), Limpopo (Phalaphala FM)
- Central South Africa (Lesedi)
- Munghana Lonene (Mpumalanga) and Gauteng (Metro/YFM/Jacaranda)



30,000,000+ adults reached

「 We ran a medium weight digital campaign covering facebook, twitter, News24 and InApp advertising



12.4%
of our audience
reached in digital
channels

Some key highlights



┌ Solidarity Cup

112,835
viewers

3 x 10" spots
2 x 60" spots
On-field branding



Twitter response Campaign

Rhoda Mthembu @MthembuRhoda · 5d
Hello May 2020 🎂 birthday month finally here 🎉
sadly, while I wait for debit orders to go off...some households have no income, others are facing retrenchments 💔
[#countyourblessings](#) [#CoronaVirusSA](#) [#lockDownSouthAfrica](#)



Solidarity Fund @SolidarityRSA

Hi there @MthembuRhoda! When is your birthday? 😊 Help us raise money for the solidarity fund! 😊 Visit bit.ly/3cADCHI to see how you can play your part. A nation united in action.

Rhoda Mthembu @MthembuRhoda
Replying to @SolidarityRSA

Birthday is on the 16th May and I applaud the initiative given the current challenges faced by 🇿🇦 last week we distributed 80 food parcels in Parys with few of our friends [#bepartofthesolution](#) every bit counts



Mother of Gratitude @Mog... · 2020/04/21
If you are able to donate to the Solidarity Fund, please do. I know some employers have put processes in place to allow employees to donate from their salaries.

Solidarity Fund @SolidarityRSA

Hi there @KosanaKaZabe! A great initiative in these tough times right? 😊 Visit bit.ly/3cADCHI to see how you can play your part. A nation united in action. [#ThandSolidarity](#)

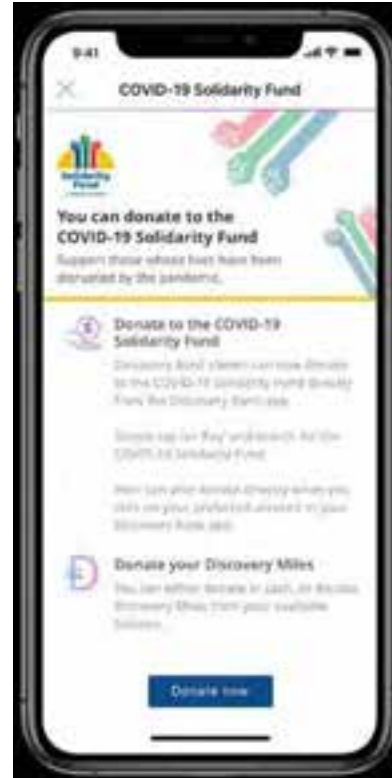


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Partnerships & Donated Media



Discovery not only donated media to the campaign but also created opportunities to donate miles to the fund, wrote articles to their customer base advising the support, created social posts referencing SF artwork and added donate buttons to both mailers and social posts.

Next step:
Phase 2 to kick off September 2020





Thank you

