



SOLIDARITY FUND SUPPORT OF THE COVID ALERT SOUTH AFRICA APP CAMPAIGN

11 NOVEMBER 2020 – 31 DECEMBER 2021



DESCRIPTION	AMOUNT ALLOCATED	AMOUNT SPENT
Creative	R2 000 000	R 1 971 440
Media	R13 000 000	R12 735 666

01

To combat COVID-19 and break the chain of transmission, it is necessary to quickly detect and isolate positive cases, and quarantine those with whom positive cases have had contact – especially as many individuals may not experience or display symptoms. As restrictions ease, it is crucial to guard against the risk of a resurgence. Two modalities have been implemented to improve the effectiveness of contact tracing:

1. **COVID-19 Connect South Africa:** A WhatsApp-based service; and
2. **COVID Alert South Africa:** A world-class Bluetooth-enabled app, designed to improve the contact-tracing process and with the power to save lives.

COVID Alert SA is a privacy-protecting app built on Apple and Google's API. It does not collect users' personal information or track their location. The app uses Bluetooth – not GPS – to anonymously identify when two users have been in proximity. Prior to its launch, the app was thoroughly reviewed by both Apple and Google to meet the strict requirements of the API.

Objectives

The key objectives and mandate of the campaign was primarily to increase awareness to drive app downloads, and secondarily to educate citizens on the relevance of the app. The campaign targeted all adults (spanning lower, middle and higher income brackets) across rural, metro and urban communities.

Key messages

Following the creative brief and approvals, the key messages to audiences were:

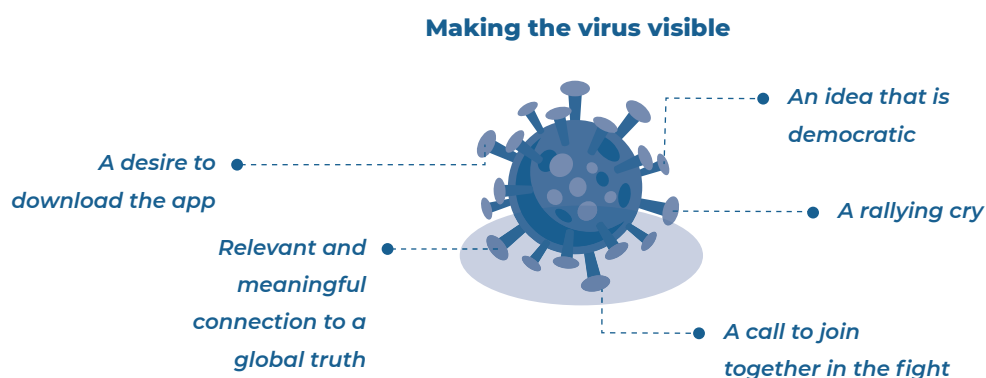
'The power is in your hands. Add your phone to the fight against COVID-19. We are in this together' and *'Make the virus visible: add your phone to the fight'*.

CREATIVE RATIONALE AND APPROACH

News of COVID-19 first reached South Africa in December 2019. Since then, there has been a real and urgent need to keep people actively involved in looking out for their personal safety and the safety of their communities. In this context, key messages that had to be emphasised included: 'Now is not the time to relax'; 'we may be tired, but the virus is not'; and 'a second wave is coming/is here – the power is in our hands to decide just how big or small it will be'.

The pandemic is associated with a persistent sense of helplessness. Facing an invisible enemy is overwhelming. The aim of the app was to put the power back into people's hands.

What if we could make the virus more visible? What if we could put the power to visualise the path of the virus into people's hands – literally? The COVID Alert SA app created that ability.

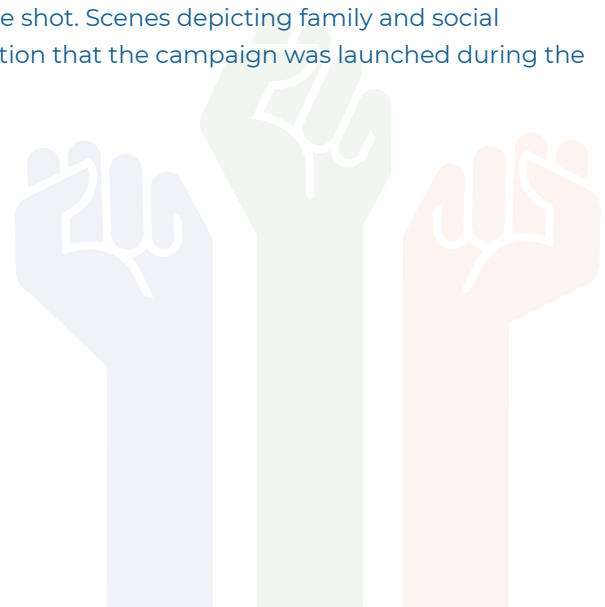


EXECUTION

The concept proposed filming scenarios that show ordinary South Africans going about their daily business. The following scenarios were selected, as they depict situations where South Africans are the most risk. Scenarios were also selected to address the entire South African market, covering all income sectors.

- **Travel** scenarios: e.g. in the taxi, bus and train
- **Social** scenarios: e.g. at restaurants, sport and recreation events
- **Shopping** scenarios: e.g. at malls and markets
- **Work** scenarios: e.g. at the office, a factory, a shop/spaza or a farm.

Due to budget constraints, not all the scenes could be shot. Scenes depicting family and social gathering were prioritised, also taking into consideration that the campaign was launched during the summer holidays season.





Camera language

The commercial was filmed from the point of view of a South African using the COVID Alert SA app. This was intended to make the scenes feel natural and relatable. It also provided an opportunity to demonstrate/showcase the app, how it works and what it offers – namely making the invisible, visible.



Characters

Using well-known personalities is an effective way of launching a new product or experience. Comedian Skhumba Hlope was selected to feature in the campaign, as he is familiar and relatable to a vast number of South Africans.



Visual vehicle

The initiative was designed as a 'mobile-first' campaign; which meant the story was told mainly on the screen of a mobile device. This was an appropriate platform, given that the app itself is based on a mobile device. The customer experience was intended to be 'natural' for younger users and 'undaunting' for older users.



Elements

The approved formats that were flighted consisted of:

- A 20-second, English-only television commercial;
- A series of 15-second radio ads in English, Tswana, Sotho, Pedi, Xhosa, Zulu, Tsonga, Venda, Swati, Ndebele and Afrikaans;
- A 30-second, 15-second and 10-second digital out-of-home ad, also shown on in-transit TV screens, rank screens, freeway digital screens and urban roadside digital screens; and
- Additional digital executions that comprised of video, display ads, link ads, carousel ads and SMSes.



Campaign dates

The campaign ran from 11 November to 18 December 2020.

04

MEDIA BOOKED

BUDGET ALLOCATION	R15 000 000.00
Total media	R12 735 666.23
Creative development and production	R1 986 290.00
Total spend	R14 721 956.23
Variance	R278 043.77

Target market

- All adults, encompassing lower, middle, higher income brackets;
- Search engine marketing (SEM) 1L – 10H
- Covering rural, metro and urban communities

Media and formats

<i>Television:</i>	20 seconds (English only)
<i>Radio:</i>	15 seconds (English); 20 seconds (Tswana, Sotho, Pedi, Xhosa, Zulu, Tsonga, Venda, Swati, Ndebele and Afrikaans)
<i>Out-of-home:</i>	Transit, rank, freeway digital, urban roadside digital screens
<i>Digital:</i>	Video, display, link ads, carousel ads, SMSes

Media booked

Television	SABC, ETV and DSTV
Radio	SABC (Metro FM, 5FM, Ikwekwezi FM, Lesedi FM, Ligwalawala FM, Motswedding FM, Munghana Lonene FM, Phalaphala FM, Good Hope FM, Thobela FM, Tru FM, Ukhosi FM and Umhlobo Wenene FM) PRIMEDIA (947, 702, KFM and Cape Talk) MEDIA MARK (Jacaranda FM, Kaya FM, East Coast Radio, Gagasi FM, Heart FM and Smile FM), United Stations (Hot 91.9, OFM and Algoa FM) MSG (Capricon FM) YFM
Out-of-home	PROVANTAGE AND MASSIV MEDIA (Transit Digital) JCDECAUX (Roadside)
Digital	Universal App, Social Media (Facebook, Instagram and Twitter) and Mobile Wifi (Mahala-Fi)

05

COVID Alert SA: DEVELOPMENT PIPELINE

Software development on COVID Alert SA began in July 2020. with a targeted release date of mid-August 2020.

On 17 August, the COVID Alert SA mobile application went live on Android and iOS. Version 1 contained the following functionality:

- Google/Apple exposure notifications API-based contact tracing
- Amazon web-services exposure notifications server
- Positive test PIN verification system
- Built-in linkage to the WhatsApp-based GovChat platform
- Built-in linkage to the WhatsApp-based COVID-19 information service platform
- Information within the application guides the user on what to do in the event of a positive test or potential exposure.

The above features were deemed critical to go-live at a minimum viable product (MVP) level. After the successful launch of the first version of COVID Alert SA, the focus was shifted to the functionality for the release of the second version.

The following scope was agreed upon for the second release:

- Huawei Contact Shield API integration for HMS devices
- Anonymous Google Analytics implementation
- Security enhancements based on information received from a penetration test
- The ability for a user to share the app with others
- The ability for a user to retrieve a lost PIN via the app
- The ability for a user to retrieve a lost PIN via WhatsApp
- Amazon web-services exposure notification upgrades

The second release went live on 16 October 2020, on the same day the Huawei HMS version of the app also went live. These features were critical for the app's success and to enhance the effectiveness of the contact-tracing capability.

After the successful launch of the second release, it was clear the focus had to be shifted to downloads. The more people that use COVID Alert SA, the more effective it becomes, and the more lives are saved.

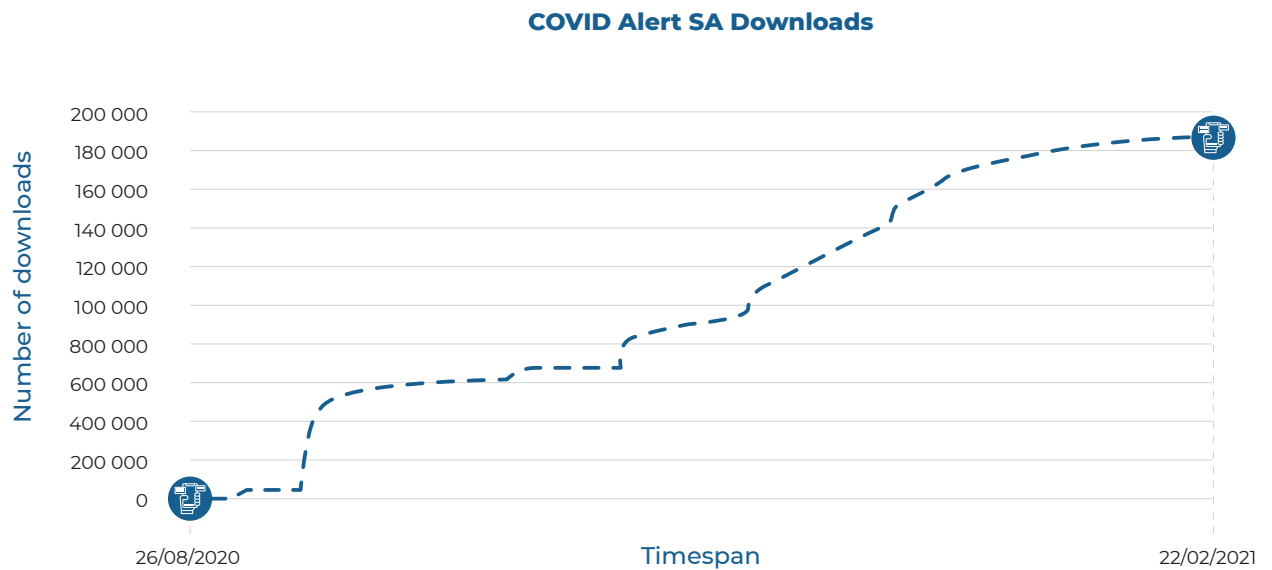
For the third release, we focused on the development of an anonymous incentivised rewards platform for COVID Alert SA.

The following scope was agreed upon for the third release:

- An incentivised rewards platform that would allow mobile network operators to award clients who use the app with free mobile data.
- The platform would be built to allow for additional mobile network operators to be onboarded and offboarded.

The reward platform upgrades went live on 29 December 2020. This upgrade was done across all platforms; Android, iOS and Huawei HMS.





The initial launch did not see much uptake, given that it mostly relied on word of mouth to spread awareness about the application. On 16 September 2020, there was a massive spike in uptake after President Cyril Ramaphosa made an announcement during his national COVID-19 address.


The President's official announcement was the single largest awareness-raising event. It attracted much attention to the app, and in the week after the announcement, downloads averaged approximately 30 000 per day.

Over the next few national presidential addresses on the response to the COVID-19 pandemic, we saw a couple of spikes as the president reminded South Africans to download the application.


The COVID Alert SA official marketing campaign kicked off on 1 November 2020, and ran until 31 December 2020. During this period, there was a total of 873 149 downloads and the average number of downloads increased from 10 578 to 18 707 downloads per day.

Snapshot of digital platforms and their performance

Twitter

health Department of Health  @HealthZA

Enjoy that workout, knowing that the virus never rests. Download the free [#CovidAlertSA](#) app today and make the virus visible.




COVID Alert South Africa Medical


[Install](#)

1:02 PM · Nov 27, 2020 · Twitter for Advertisers (legacy)

2 Retweets 3 Likes

health Department of Health  @HealthZA

Avoid any unwanted guests on your special day. Download the free [#CovidAlertSA](#) app today and help keep yourself and others safe.



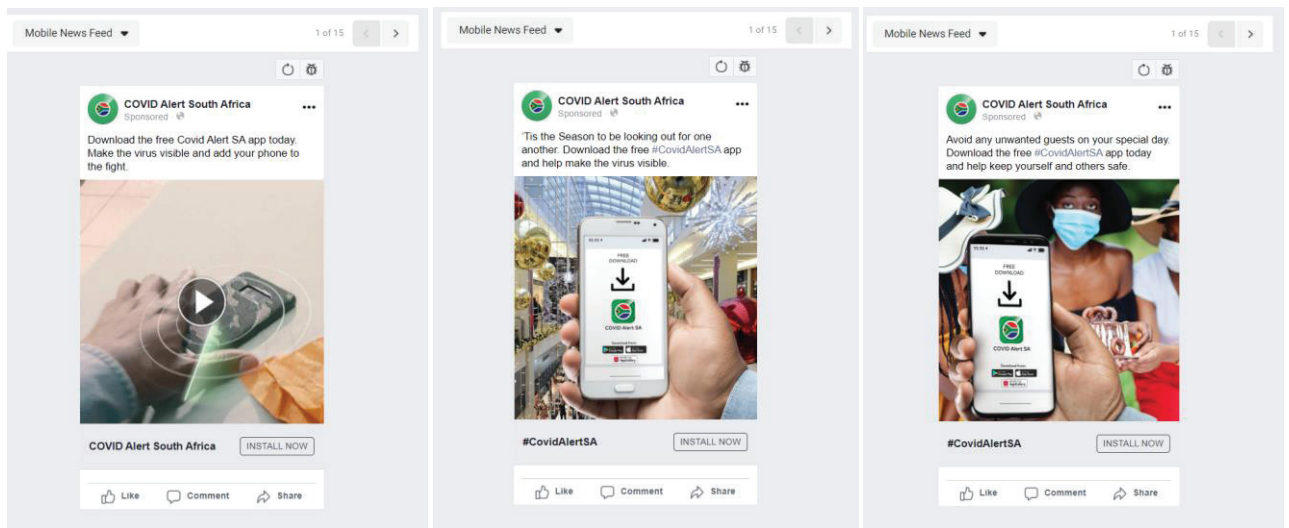
COVID Alert South Africa Medical

[Install](#)

1:01 PM · Nov 27, 2020 · Twitter for Advertisers (legacy)

Media spend to date	R400 000.00
Reach	7 429 544
Impressions served	26 003 404
Link clicks	862 422
Video views	738 434

Facebook



Media spend to date	R599 990.21
Reach	7 541 944
Impressions served	51 380 916
Clicks	264 344
Post engagements	2 542 438

Radio

Timing	18 November until 18 December 2020
Target market	SEM 1 - 3 Low, SEM 4 - 7 Low, SEM 8 - 10 High
Duration	15" (English) and 20" (All other languages)
Rate card cost	R5 955 464
Nett media cost	R3 352 223
Savings	R2 603 241 (43.7%)

Television

Timing	18 November until 25 December 2020
Target market	All adults, age 15+
Duration	20"
Rate card cost	R16 426 880
Nett media cost	R5 129 668.44
Savings	R11 129 668.44 (68.7%)
Planned Nett CPP	R6 719
Achieved Nett CPP	R7 050
Planned Universe	U: 36 011 000 S: 8 285
Actual Universe	U: 38 694 000 S: 8 391

Mahala-Fi

Date:	05 January 2021
Campaign Name:	Discovery Covid App
Duration:	01 - 31 December 2020
Objectives:	Awareness



		Booked		RESULTS						
Weekly stats	Creative	Booked Impressions	Budget	Impressions	Reach	Clicks	CTR	CPM	Spend to Date	Added Value
01 - 06 December 2020	Banner	948 657	R199 218	287 998	167 676	29 877	10,37%	R210,00	R60 479,58	R12 064,71
07 - 13 December 2020				310 767	179 735	31 659	10,19%		R65 261,07	
14 - 20 December 2020				186 335	122 831	20 115	10,80%		R39 130,35	
21 - 27 December 2020				181 255	115 887	19 855	10,95%		R38 063,55	
28 - 31 December 2020				39 753	23 675	4 256	10,71%		R8 348,13	
Total		948 657	R199 218	1 006 108	609 824	105 762	10,51%	R210,00	R211 282,68	R12 064,71

		Booked		RESULTS						
Weekly stats	Creative	Booked Downloads	Budget	Impressions	Reach	Clicks	CTR	CPD	Spend to Date	Added Value
01 - 06 December 2020	Banner	11 111	R166 665	28 433	17 865	2 346	8,25%	R15,00	R35 190,00	R20 475,00
07 - 13 December 2020				30 167	18 567	2 853	9,46%		R42 795,00	
14 - 20 December 2020				36 687	21 689	3 255	8,87%		R48 825,00	
21 - 27 December 2020				34 223	19 776	3 166	9,25%		R47 490,00	
28 - 31 December 2020				10 373	6 853	856	8,10%		R12 840,00	
Total		11 111	R166 665	140 083	84 752	12 476	8,91%	R15,00	R187 140,00	R20 475,00

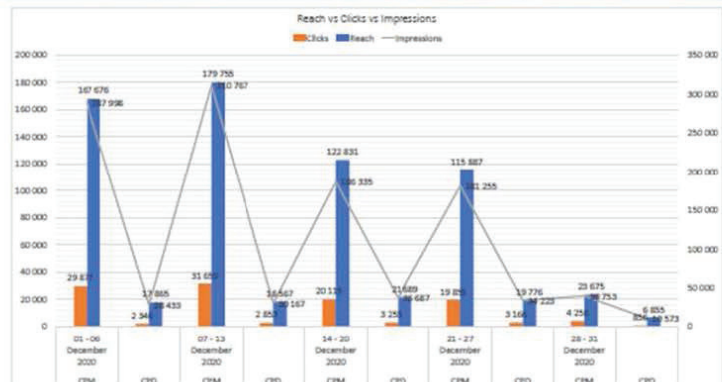


INSIGHTS:

Media101 -

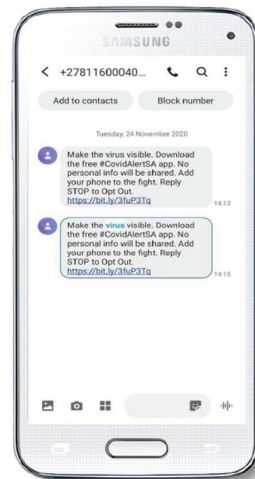
The final week of the banner campaign yielded results of a CTR of **10,51%** & delivery rate of **106,06%** on the ordered impressions.

The CPD has achieved a CTR of **8,91%** and delivered **112,79%** of the ordered downloads.





Date:	05 January 2021
Campaign Name:	Discovery Covid App
Duration:	01 - 31 December 2020
Objectives:	Awareness
Submitted:	30 152
Scheduled:	27 778
Delivered:	28 049
Delivery Rate:	93,03%
Android Clicks:	2 107
iOS Clicks:	675
Non - Delivered:	2 103
Android Click Rate:	7,51%
iOS Click Rate:	2,41%
Campaign Progress:	108,55%



Snapshot of out-of-home

