



**Solidarity  
Fund**  
Unity in action

## BEHAVIOUR CHANGE AND COMMUNICATION PROGRAMME – PHASE 2

#UnityInAction Campaign

DESCRIPTION	BUDGET
Campaign	R46 000 000
Media	R32 000 000
Added value	R33 700 000
<b>Total media coverage</b>	<b>R65 700 000</b>

### 01

## CAMPAIGN OVERVIEW

The Solidarity Fund's behaviour change and communication programme has moved through two distinct phases, based on the context and communication needs.

### 1. Phase 1: 1 April 2020 – 31 October 2020

- Aimed to build solidarity, knowledge of COVID-19 and to promote preventative behaviour
- Relied on both mass media and mobilisation of community networks
- Built a strong brand, goodwill and massive support from many sectors
- Designed in a time of great uncertainty and fear – with high levels of restrictions

### 2. Phase 2: 18 December 2020 – 31 January 2021

- Aimed to reinforce preventative behaviour in anticipation of a second wave
- Focused on the festive season, back-to-work and school period
- Took a lighthearted approach to alleviate COVID-19 fatigue
- Driven by a mass campaign – with community mobilisation in hotspots
- Designed and implemented in a time of low infection rates, low restrictions and reduced perception of risk

18 December 2020

**Campaign launched**

28 December 2020

**President Cyril Ramaphosa announced level 3**

- *Changed 'Keep avoiding large indoor gatherings' to 'Keep staying at home'*
- *Pulled the 'Party' and 'Bar' TVCs and replaced them with the 'Gogo' TVC*
- *Up-weight the spend on radio and digital for the first two weeks of January*

6 January 2021

**Adaptive campaign management**

- *The response to the radio, digital, OOH and social media initiatives was consistently and carefully monitored.*
- *As challenges and sensitivities arose, the campaign was adapted to better suit the needs of its target audience.*

31 January 2021

**Campaign came to an end****COST AND IMPACT BREAKDOWN**

Phase two of the campaign reached millions of South Africans across multiple platforms. It was divided into two cross-cutting campaigns in order to bolster awareness. Joe Public was responsible for television, radio, outdoor, activations, digital, public relations and influencers. AskAfrika measured the #UnityInAction campaign during phase two on both social media and outdoor components.



## BEHAVIORAL CHANGE AND COMMUNICATION CAMPAIGN BY JOE PUBLIC

 <b>Television</b>	Spend	<b>R10 400 000</b>
	Added value	<b>R10 100 000</b>
	Total	<b>R20 500 000</b>
	Total reach	<b>17 000 000</b> (53% target)
	Cost per person reached	<b>89c</b>

### Performance within budget


Number of Times Reached	%	Total people reached 18+
1	70	22M
2	60	19M
3	52	17M
4	48	15M
5	43	14M
6	39	12M
7	35	11M
8	32	10M
9	29	9M
10	26	8M



### Negotiated performance

Number of Times Reached	%	Total people reached 18+
1	72	23M
2	66	21M
3	61	20M
4	58	19M
5	55	18M
6	53	17M
7	50	16M
8	47	15M
9	45	14M
10	42	13M



 <b>Radio</b>	Spend	<b>R5 900 000</b>
	Added value	<b>R8 400 000</b>
	Total	<b>R14 300 000</b>
	Total reach	<b>15 000 000</b> (40% target)
	Cost per person reached	<b>95c</b>

### Performance within budget

Number of Times Heard	%	Total people reached
1	59	19M
2	39	12M
3	27	8M
4	18	5M
5	13	4M
6	9	2M
7	6	2M
8	5	1M
9	3	1M
10	2	725K



### Negotiated performance

Number of Times Heard	%	Total people reached
1	80	30M
2	68	26M
3	59	22M
4	52	20M
5	46	17M
6	40	15M
7	36	14M
8	32	12M
9	29	11M
10	26	10M



Region	% Reach
Eastern Cape	83.1
Free State	83.7
Gauteng	80.2
KwaZulu-Natal	89.7
Limpopo	88.3
Mpumalanga	87.4
North West	84.4
Northern Cape	48.0
Western Cape	51.4
<b>Total</b>	<b>80</b>

Station spend	Spend
Ikwewezi	R79 008.33
Lesedi	R275 165.00
Ligwalagwala	R98 965.00
Metro FM	R590 922.30
Motsweding	R194 687.50
Mungana Lonene	R66 858.33
Thobela	R188 670.00
Ukhozi	R541 654.17
Umhlobo Wenene	R215 078.33
5FM	R192 600.00
Good Hope FM	R124 800.00
Vuma	R105 086.00
Rise	R68 520.00
Jozi	R124 848.00
Algoa FM	R82 236.00
OFM	R92 764.00
Capricorn	R169 615.00
Massiv	R89 875.00
YFM	R479 302.00
KFM	R160 350.00
East Coast	R96 690.00
Heart	R219 600.00
Gagazi	R261 765.00
94.7	R378 414.00
Kaya FM	R222 045.00
Community Radio	820 350.00
<b>Total</b>	<b>R5 941 528.60</b>

 <b>Outdoor</b>	Spend	<b>R2 400 000</b>
	Added value	<b>R4 100 000</b>
	Total	<b>R6 500 000</b>
	Total reach	<b>19 000 000</b>
	Cost per person reached	<b>34c</b>

	Boards	Ranks	In-Taxi Screens
Taxi		59	1370 Taxis
Rural	112		
Airport	4		
Highway	18		
Urban sites	34		
Total	168	59	1370
Total Sites Excl Taxis	217		
Total Sites Incl Taxis	1587		

<b>Activations</b>	Number of provinces	<b>9</b>
	Total reach	<b>1 800 000</b>

KWAZULU-NATAL		GAUTENG	
Inanda Newtown A Clinic Kwazimele Post Office Newtown A Taxi Rank Amatikwe Drive In Car Wash ManJoe Shisanyama KwaMashu Shopping Centre KwaMashu Taxi Rank KwaMashu Boxer Superstores North Beach and surrounds Blue Lagoon Phoenix Plaza Phoenix Drop and Go Bridge City Mall KwaMashu Drop and Go Ballito Eyadini Pub Max's Lifestyle Pub Durban Beach Front Promenade Chatsworth Township Centre Clinic Chatsworth Centre Taxi Rank Montford Shopping Centre Ntuzuma Clinic Ntuzuma Taxi Rank Ntuzuma Car Wash Taxi rank CBD/Warwick Junction Musgrave Centre The Workshop Shopping	Shopping Mall Mandeni Mall Shopping Mall Boxer KwaGcaleka Shopping Mall Overport City Brickfield Morningside/Florida Road Berea - Berea/Musgrave Centre Glenwood - Davenport Centre Umbilo - King Edward Hospital and Taxi Rank Rossburgh Testing Station/Southway Mall Clairwood - South Coast Road Kwadukuza Mall Stanger Drop and Go Stanger Forecourts Umhlanga Cornubia Mall Shoprite Isipingo Umlazi Newlands Mall Newlands Taxi Rank Midlands Mall Market Square Taxi Rank Imbali Taxi Rank The Mall at Scottsville Newcastle Mall Arbor Park Newcastle Corner Shopping Mall Newcastle CBD	Wanderers Taxi Rank Bree Taxi Rank China Mall (Fordsburg) Post Office Newtown Junction Powerhouse Bus Station Park Station Meadowlands Terminus Grace Bible Church TFT Church Groove Soccer Tournament Hillbrow Cambridge Store Norwood Grant Avenue Killarney Mall Rosebank Mall Illovo Bluebird Shopping Centre Tembisa Plaza Sangweni Taxi Rank Tembisa Pick n Pay Swazi Inn Cedar Square Pineslopes Shopping Centre Pineslopes Molly Malones Rivonia Madison Soweto Maponya Mall Soweto Nancefield Hostel Soweto Bara Alexandra-Pan Africa Mall Orange Grove Balfour Park Bramley	Sandhurst Mabopane Taxi Rank Mabopane Mall Shoprite Soshanguve Mabopane Junction Marabastad Taxi Rank Bosmont Street Taxi Rank Bloed Street Taxi Rank Vereeniging Taxi Rank Sebokeng Super Spar Evaton Mall Vanderbijlpark Taxi Rank Sharpville Taxi Rank Germiston Taxi Rank Alex Mall Alex Taxi Rank The Boulders Mall Midrand Taxi Rank Midrand China Mall Cosmo City Shopping Mall Diepkloof Hostel Diepkloof Park Amalgam China Town Oriental Plaza Fordsburg Square Daveyton Mall Daveyton Taxi Rank Dobsonville Mall Dobsonville Hostel



## WESTERN CAPE

Nyanga Junction  
Mfuleni Shoprite  
Mfuleni Taxi Rank and surrounds  
Assemblies of God  
Mfuleni  
Blouberg Beachfront  
Pakololo & Board House  
Jerry's Burger Bar  
Eden on The Bay  
N1 City Mall  
N1 Village Centre  
Table Mountain  
Lions Head  
Durbanville Taxi Rank  
The Village Square  
Durbanville Drop and Go  
Universal Church  
Revelations Church  
Kwa Ace Epakini  
Town Centre Cambridge Centre  
Wynberg Taxi Rank

Wynberg  
Long Street Drop and Go  
Sihle's Car Wash  
Masiphumelele Village  
Bellville Taxi Rank  
Middestad Mall  
Shoprite Parow  
Parow Surrounds  
Shoprite Bothasig  
Dunoon Taxi Rank  
Langa Taxi rank  
Gugulethu Mall  
Gugulethu Square  
Gugulethu Cashbuild  
Delft Mall  
Hout Bay Beach  
Hout Bay  
Imizamo Yethu Kasi  
Sunset, Queen's & Saunders'  
Rock Beach  
Sea Point Promenade  
Maynard Mall

## EASTERN CAPE

New Brighton Mall  
Black Impala Tshisanyama  
Jeya Taxi Rank  
Empilweni Health Centre  
Zwide Taxi Rank  
Soweto-on-Sea Post Office  
Spokido's Tavern  
Gqalane's Tavern  
Kwanobuhle Township Shoprite Centre  
Kwa Lu's Tavern  
Kings Beach  
Hobie Beach  
Summerstrand  
Coke's Tavern  
Viva's Tavern  
Kwa Ncutu Tavern  
Cannon Hill  
College Hill  
Penford  
Uitenhage Upp & Lower Central  
Motherwell CBD Shoprite Centre

Lumen Christi Catholic Church  
Kasi Lifestyle Tshisanyama  
Garden Route Mall  
Thembaletu  
George Taxi Rank  
Thembaletu Taxi Rank  
Walmer Shopping Centre  
Funiwe's Tavern  
Walmer CBD  
Highway Taxi Rank  
King William's Town Drop and Go  
Mdantsane  
East London Drop and Go  
Metlife Mall  
Stone Towers  
Plaza Taxi Rank  
Mthatha Drop and Go  
Circus Triangle Taxi Rank  
Mthatha Plaza SC  
Mthatha Boxer Store



**Digital**

Reach	14 000 000
Impressions	61 000 000
Website clicks	750 000
Video views	12 000 000
Twitter fans	Doubled

Planned

**IMPRESSIONS**

45M

**REACH**

12M

**VIDEO VIEWS**

8M

Achieved

**IMPRESSIONS**

61M

**REACH**

14M

**VIDEO VIEWS**


12M

**WEBSITE  
CLICKS**

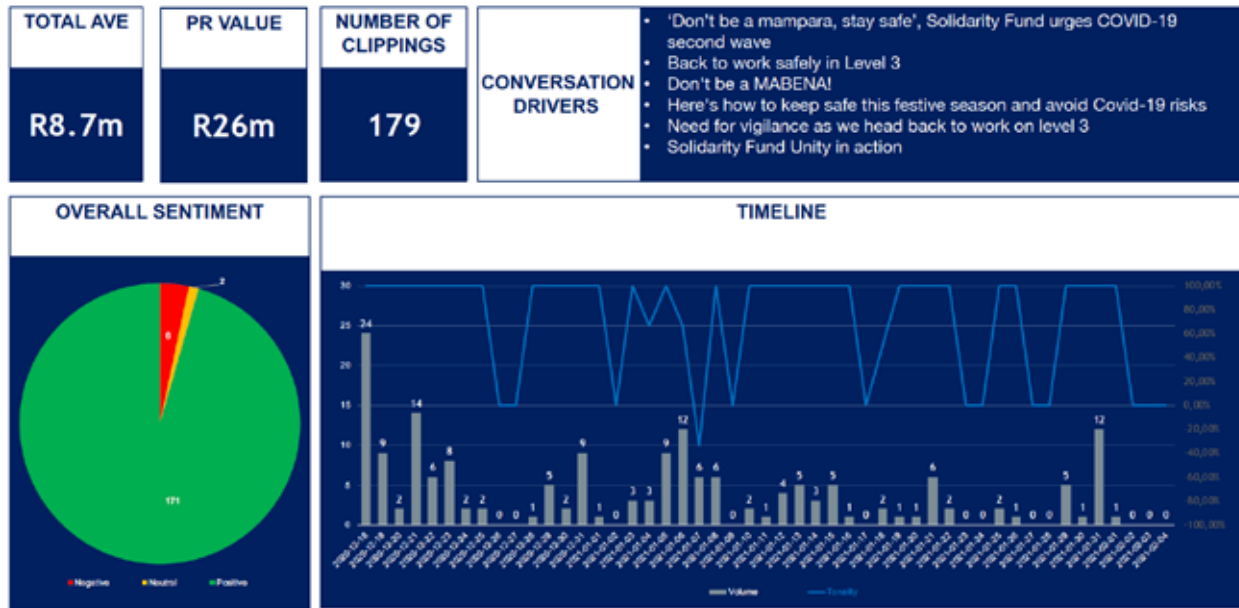
750K

**TWITTER  
FANS**

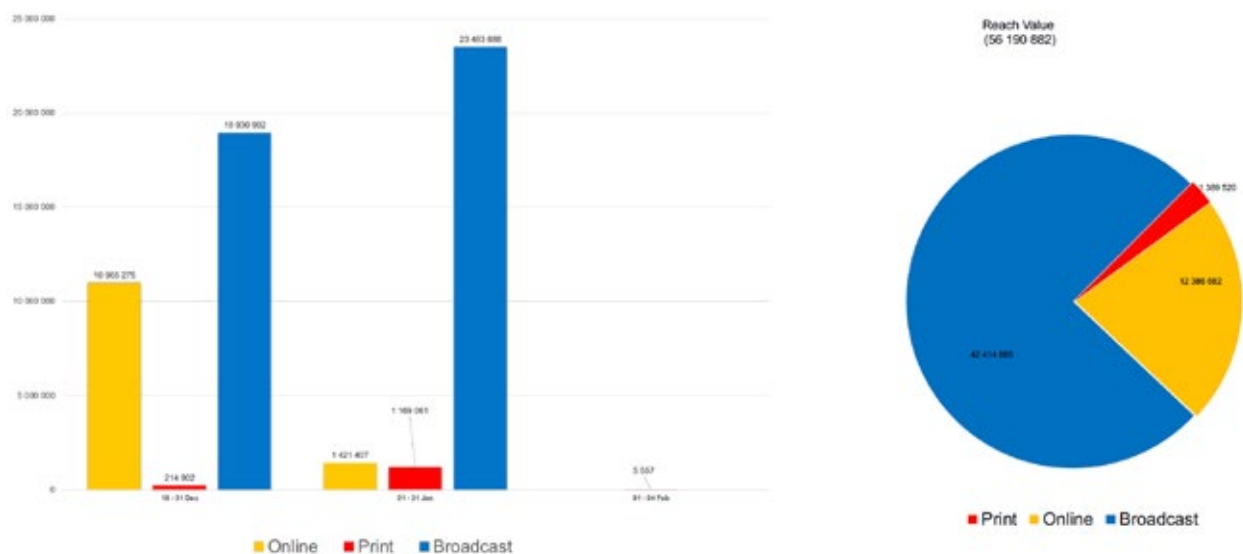
Doubled

 <b>PR and influencers</b>	Impressions	8 000 000
	Engagement	R1 300 000
	PR positivity rating	96%
	Media items generated	179
	PR value generated	R26 000 000

## PR overview



## Impressions reach of coverage (not unique reach)\*



\* Impression reach is calculated using page views for online media, circulation for print media and viewership for broadcast

*Influencer performance*

**BENCHMARKS**



**ACHIEVED**



**RESEARCH ON THE EFFECTIVENESS OF THE CAMPAIGN**

#UnityInAction campaign	Awareness	66% (38% lower awareness in KwaZulu-Natal and 30% lower awareness in Limpopo compared to the rest of the country)
	Motivated to change behaviour	87%
	Accurately understood intent	98%
	Positive sentiment	87%

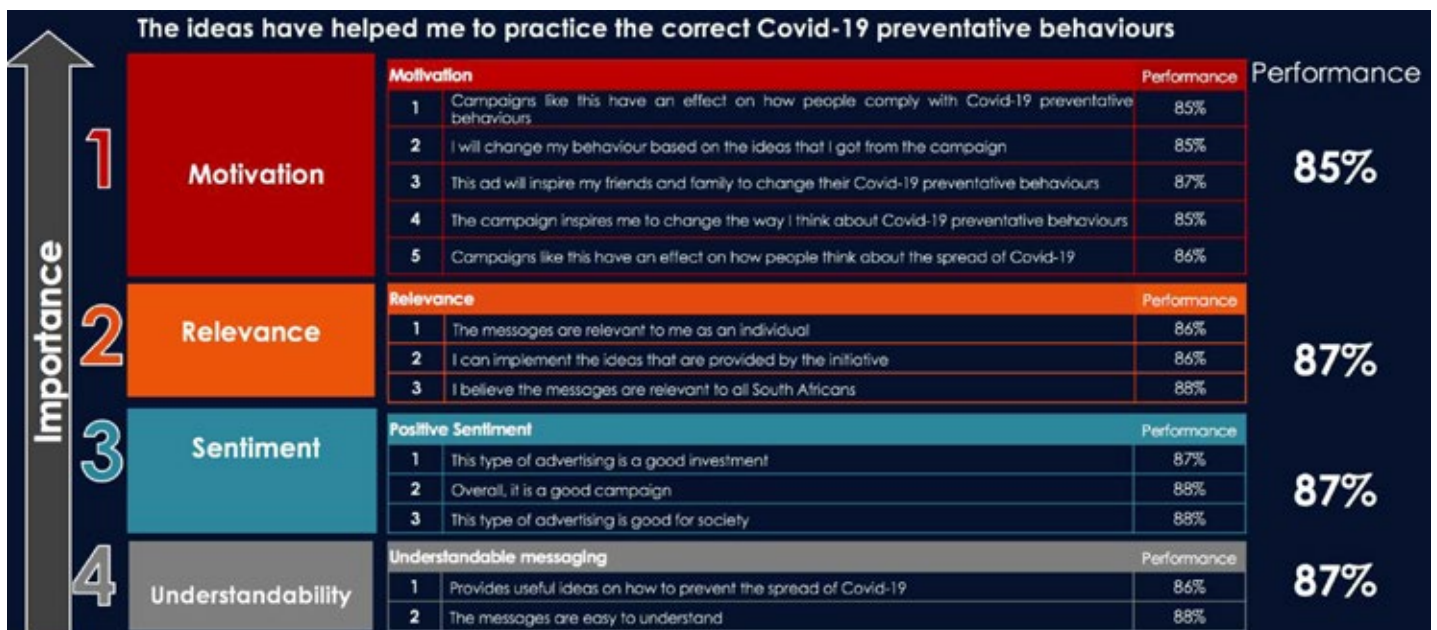




## Campaign performance



## Drivers of campaign effectiveness



1. **FAST RESPONSIVENESS** across channels as the epidemic evolved
2. **CREATIVE** impact ensured break-through
3. **MULTIPLE MESSAGING** enabled the campaign to appropriately target a diverse population
4. **MEDIA CHANNEL STRATEGY** used both broad-reach channels and carefully selected niche channels to create maximum presence
5. **MULTIPLE EXECUTIONS** enabled adaptive campaign implementation based on consumer response
6. **MEDIA SYNERGY** enabled the 'what not to do' foundation, and ensured the 'what to do' messaging was more impactful and completed the circle
7. **A MULTIPLE PLATFORMS STRATEGY** allowed for a comparison between platforms, and for budget to be moved to best-performing platforms
8. **ADVOCACY** increased since the pre-campaign evaluation
9. **LOYALTY** (maintaining COVID-19 preventative practices without having to be reminded) increased, but only among those aware of the campaign

### Highlights



The roaming activations were very successful, as the agents were able to take the messaging to many day-in-the life touchpoints.



The roadshow taxis turned into roaming billboards and became the link between the activations, TV commercials, community radio, outdoor, PR and social media.



The sanitszer wipes were gratefully received and needed by majority of the community members and street traders.



## TV



## Press



**1. Earned media:**

- Op ed on 'Back to Work' featured in *Cape Argus*
- *Sunday Times* Q&A with Wendy Tlou
- YFM interview with Tebogo Malope to air on Monday 1 February
- *Newcastle Advertiser* and *Ladysmith Herald* featured community stories

**2. Leveraged / paid media:**

- DJ mentions on radio this week - Lesedi, Thobela, Ukhozi and Umhlobo Wenene

**3. PR partnerships:**

- Daily Vox content and Zalebs final article wrapped up.

