



June 2021

BEHAVIOUR CHANGE AND COMMUNICATION PROGRAMME – PHASE 3

Citizens in Solidarity Continuity Campaign

DESCRIPTION	ALLOCATED	DISBURSED
Citizens in Solidarity Continuity Campaign	R8 600 000	R8 600 000

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CAMPAIGN OVERVIEW

The Solidarity Fund's Behaviour Campaign, invited all South Africans to become Citizens in Solidarity. The messaging highlighted that just a few easy changes in behaviour can save lives. These included washing and sanitising hands regularly, wearing a mask and social distancing. Continuing to promote these behaviours was as important then as it is now, particularly with society opening up and the need to mitigate or prevent, at the time, a second wave.

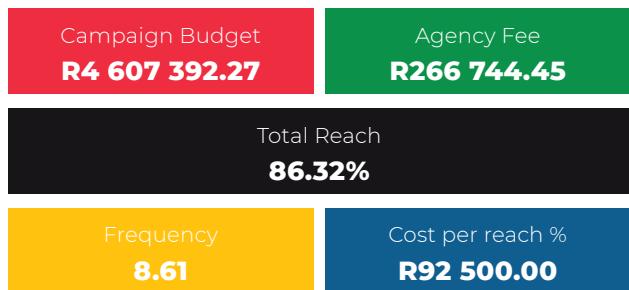
During the first phase of the campaign, the Solidarity Fund engaged with and established partnerships and programmes to provide compliance-related campaigns for prevention protocols. In October 2020, the Behaviour Continuity Campaign saw the extension of the media spend activity to include above-the-line platforms among others, television, radio, out-of-home and social media.

MULTI-CHANNEL PERFORMANCE

Channel	Investment	Allocate %	Reach %
TV (in-break ads)	R1 604 897.72	34.83%	64.35%
Radio	R1 316 002.04	28.56%	44.2%
Facebook (in-feed ads)	R154 229.51	3.35%	23%
OOH	R1 532 262.98	33.26%	30%

Target audience: HW LSM 5–10

Campaign duration: 8 weeks

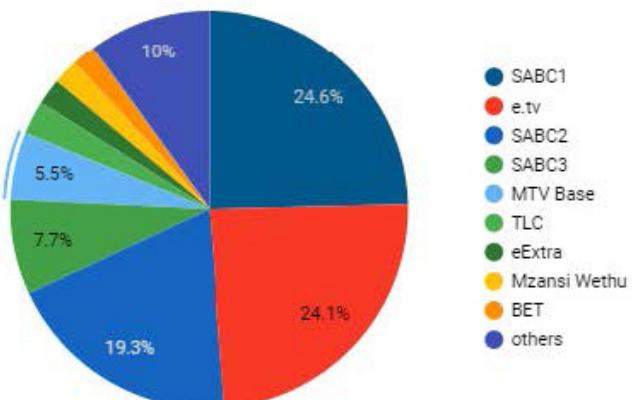


TV PERFORMANCE

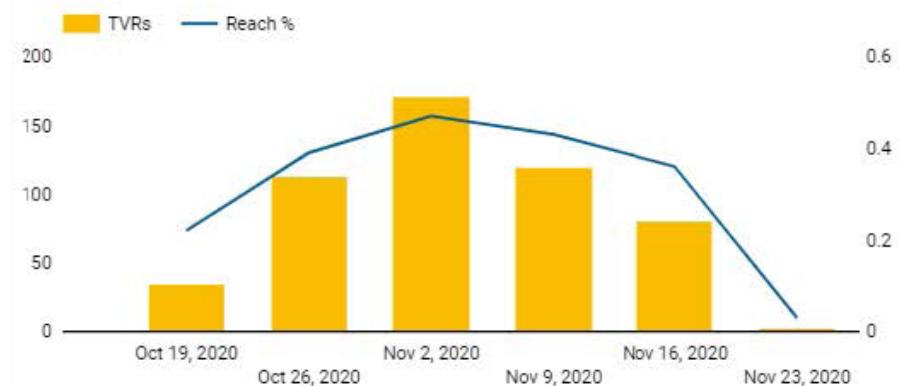
TV was booked against all adults, LSM 5–10. A total of 1 265 spots were aired, achieving a reach percentage of 66%, a frequency of 7.9 and 520 TVRs/GRPs for the full campaign period.

Spots 1 265	Average Frequency 7.9	Reach % 65.50%	TVRs 520.1
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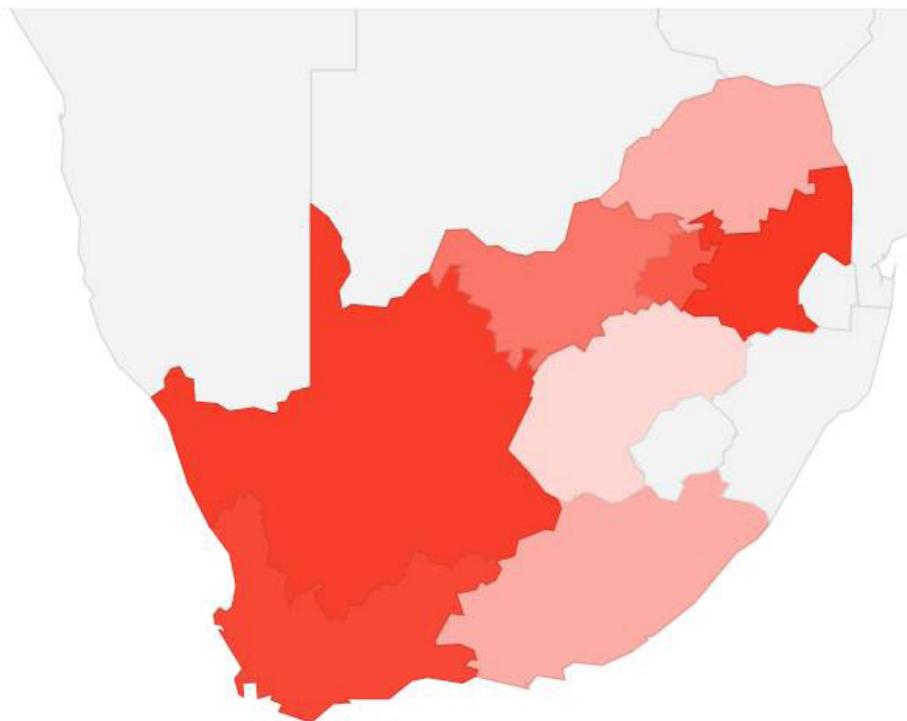
TVRs by station (LSM A&B 15+)



TVRs and reach, percentage by week (LSM A&B 15+)



TV: heat map of regional reach

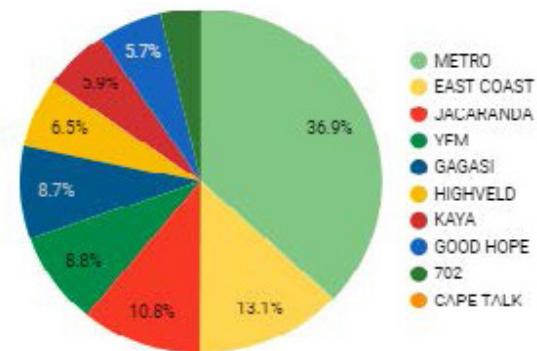


RADIO PERFORMANCE

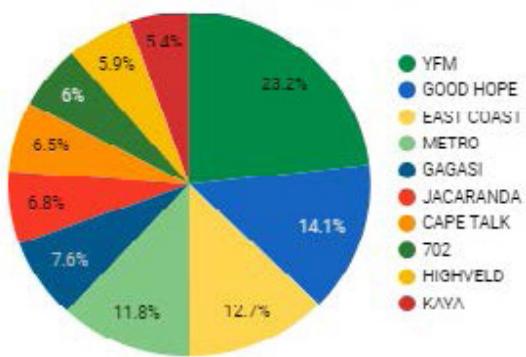
The campaign aired 632 spots, achieving a reach percentage of 26.1%, 193.9 GRPs/ARs and a frequency of 7.4. Metro had the highest listenership, followed by East Coast Radio – while YFM had the highest share of reach.

RC Cost R4 052 741.00	GRP 193.9	Reach % 26.10%	Listeners ('000) 7 067 195
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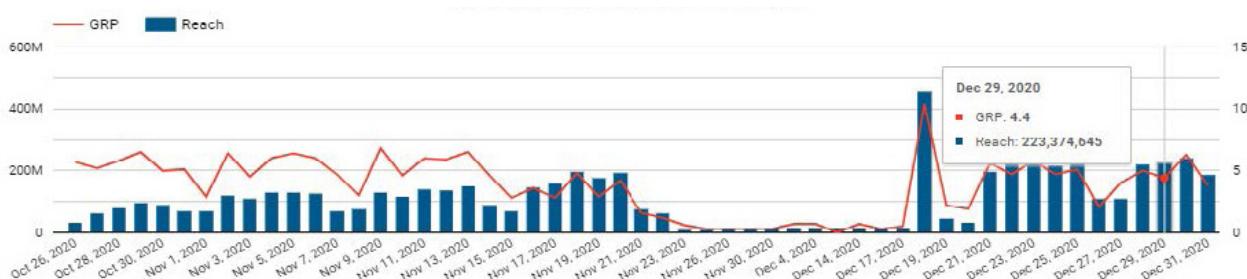
Share of GRPs



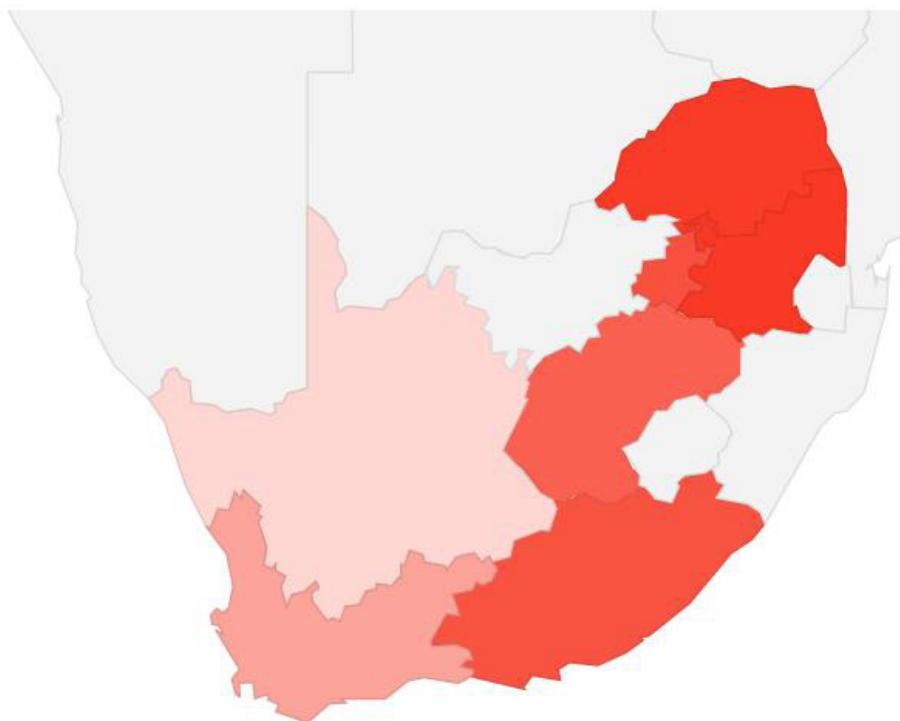
Share of reach



Reach and GRP performance over time



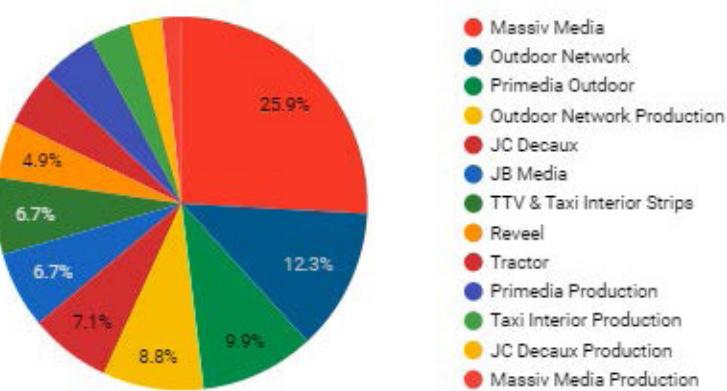
Radio: heat map of regional reach



OUT-OF-HOME PERFORMANCE

Some 90% of JC Decaux out-of-home (OOH) advertising is in Gauteng, with the remaining sites in all the other provinces. The Gauteng sites cover areas such as Sandton, Menlyn, Mamelodi and Randburg. Sites also cover iconic streets such as Vilakazi Street, Chris Hani Drive and Jan Smuts Avenue.

Media owners and number of sites



Flighting examples



DIGITAL PERFORMANCE

The last phase of the campaign ran from 12 October 2020 until 31 December 2020. The goal was initially to drive awareness/reach, but in mid-November the strategy was changed to prioritise driving traffic to the website. Targeting was focused on user interests that would most closely align to those of the Fund, such as humanitarianism, community issues, volunteering, food security and charitable outreach. A 'lookalike audience' (a social network group or audience who share characteristics with another group of members or audience) was derived from the above audience, which increased reach by a further 57%. ('Lookalike audiences' identify users who match the target audience, and use their data to find people who share similar interests.)

The campaign target was to reach 3.2 million impressions. This was exceeded by 90%, with the campaign resulting in just over 6 million impressions. The CPM (cost per thousand impressions) target was R25. This came in at 44% less, with a CPM of R13.19. This was excellent for raising awareness, as the campaign achieved a frequency of 2.5 during that month – which means users are not overwhelmed with excessive messaging. The campaign managed to generate a reach just under 2.5 million users during this period.

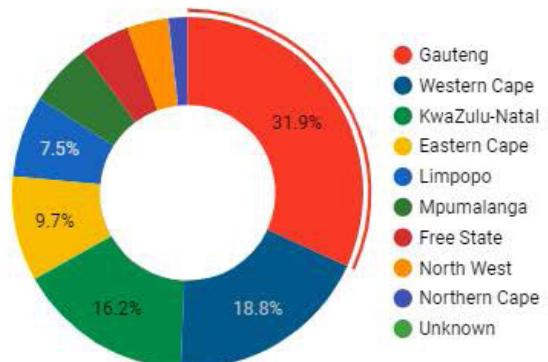
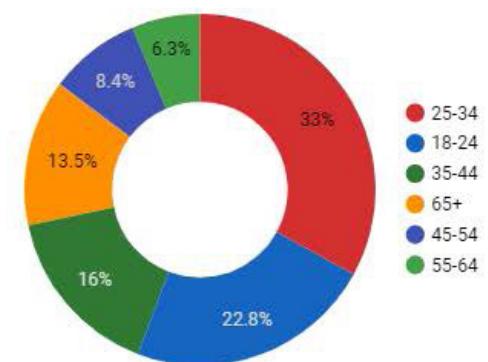
Since implementing the change in buying model, we saw increased web traffic and sessions on the site. The CPC (cost per click) achieved was more than R1 below target, with a high CTR (clickthrough rate) of 0.59% – which is well above industry benchmarks. Though reach was lower on this buying method, we achieved the campaign target. (An ideal scenario would be to run awareness drivers and traffic drivers at the same time, splitting budgets between different posts within the same month to ensure that reach and scale are achieved while still driving website traffic.)

Overall, the campaign performed well above all industry benchmarks. A recommendation is to look into other digital channels, such as display, to increase traffic to the website. Different creative formats and placements should also be tested to identify which have the greatest media efficiencies. Improving creative content to be more relevant and engaging can also aid performance, while increasing the number of creative iterations will reduce fatigue and keep audiences interested.

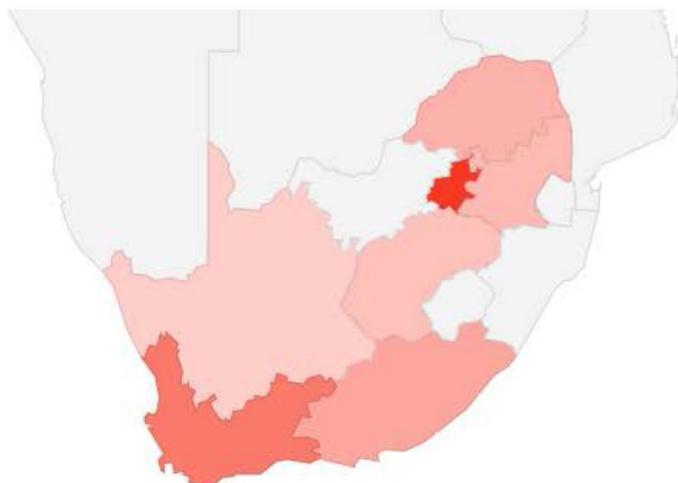
Facebook

Month	Amount spent	Impressions	Reach	Post engagements	Clicks (all)	Link clicks	CTR (all)	CTR (link click-through rate)	CPM	CPC (link)
October	49,109.17	3,893,135	1,923,573	6,438	12,984	7,999	0.33%	0.21%	12.63	6.14
November	53,762.85	2,669,777	1,730,048	8,681	13,881	8,120	0.52%	0.3%	20.14	6.62
December	51,358.48	2,078,820	567,682	12,570	19,143	12,037	0.92%	0.58%	24.71	4.27
Grand total	154,229.5	8,639,732	2,521,400	29,689	46,006	26,156	0.53%	0.33%	17.06	5.46

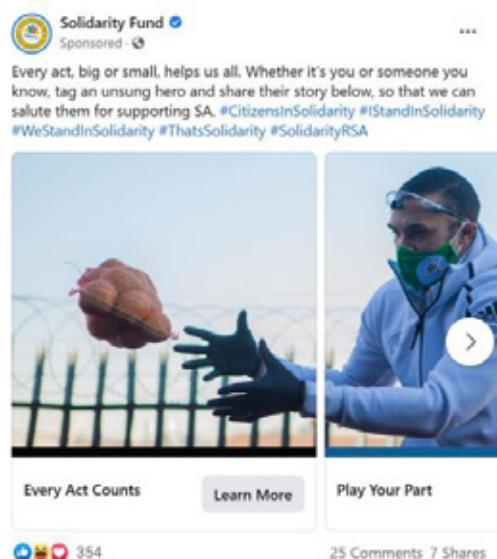
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Facebook: heat map of regional reach



Facebook creative



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CONCLUSION

The Solidarity Fund acknowledges the disruption caused by COVID-19 as the country moves into lowered lockdown levels. This has necessitated significant focus on the communication and behaviour effort, as this time should be spent renewing awareness among South Africans. A follow-up phase to the behaviour communication campaign was recommended to ensure that audiences are engaged and that messages are compelling accessible, and relevant to the phase of the lockdown and infection rates. In this way, messaging can continue to drive adherence to safe social behaviours as South Africa awaits the mass vaccine roll-out.

