

ADVERTISING AND PROMOTIONS POLICY

Item B-COM (5a-2004) MC 20/01/2005	ADVERTISING AND PROMOTIONS POLICY
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RESOLVED:

1. **That** the report on an Advertising and Promotions Policy for the Ekurhuleni Metropolitan Municipality **BE NOTED**.
2. **That** the Advertising and Promotions Policy, attached as **Annexure “A”** to the report, **BE APPROVED** as the policy of the Ekurhuleni Metropolitan Municipality.

ANNEXURE A

ADVERTISING AND PROMOTIONS POLICY

1. INTRODUCTION TO ADVERTISING AND PROMOTION

Advertising and promotion campaigns attempt to create an awareness of the Ekurhuleni Metropolitan brand, the respective expertise of our employees and Council, as well as the nature and of the many services we provide to our audience groups. Besides promoting our services, each advertising and promotions message we communicate clearly conveys the professionalism and culture of our organisation.

Advertising and Promotions form part of the overall corporate Integrated Marketing Communications (IMC) mix. IMC is a concept of marketing communications *planning* that combines the strategic roles of a variety of communications disciplines and merges them to provide clarity, consistency and maximum communications impact to existing programmes such as corporate advertising.

In essence this means that all communication activities should inter-link to expand the overall communications reach of a particular project or programme.

Example: An Above-the-Line campaign comprising print advertisements and radio commercials is launched and has, because of the high cost of print space and radio slots, a two-week exposure. To extend the reach of this essentially limited campaign, other promotional activities are introduced that will endeavour to communicate the same messages to a wider audience for a longer time period. Billboards are introduced, CD's and DVD's are cut and distributed to selected target markets, radio commercials are used as draw cards at exhibitions, postcards are printed, all material is posted on the website and on intranet, posters are distributed to all offices, and so on. In practice this translates into an extended promotional life for what was a limited two-week campaign.

2. SCOPE OF POLICY

2.1 ADVERTISING

Advertising is a marketing tool that aims to sell products and services and build confidence in companies and institutions by conveying accurate and compelling information to consumers about the brand, a company or institution. It is any **paid form** of mass presentation of ideas, products and services by an advertiser, addressed to selected target audiences with the objective of creating awareness, informing reminding, influencing and persuading them to buy the product or service, or to be favourably inclined towards these ideas, products or services.

2.1.1 Elements of Advertising (Above-The-Line)

Advertising includes any form of non-personal communication about the EMM and its service offerings that is paid for by the EMM or sponsored by a third party. The list below outlines the various methods of advertising that the EMM has executed in the past or may execute in the future.

The list specifically **excludes** legal notices (by-laws) calls for objections on property sales, re-zoning, etc and amendment schemes and similar types of advertising that are executed by other departments.

a. Print Advertising

- Newspapers (Daily, weekly, Sunday and community newspapers local and/or international)
- Magazines (Local Government publications, Black Business Quarterly, PMR, international publications such as Invest Africa)
- Journals (IMIESA, Journal of Electrical Engineers in SA)
- Industry specific publications (Engineering News, Mining Weekly)

b. Radio commercials

- j. Sponsored slots (“This traffic spot is sponsored by...”)
- k. Full-length commercials flighted on SABC and independent stations.

c. TV commercials

- Full production commercials (EMM’s TV commercial on CNBC, SABC, etc)
- Strip or rolling ads (ticker tape ads on Bloomberg or Summit TV)

d. Cinema advertisements

- TV Commercial adapted for cinema, or
- Produced specifically for the big screen

e. Electronic Advertising

- Television (SABC channels, DSTV channels)
- Cinema (Digital or film)

f. Outdoor Advertising

- Static billboards (on highways, at taxi ranks)
- Electronic billboards (at intersections and shopping malls)
- Moving billboards (taxi's, EMM vehicles)

g. Radio Commercials

- SABC radio stations, independent radio stations (Khaya, YFM, Classic)

h. Newsletter advertising

- Revenue producing adverts placed by Ekurhuleni businesses in the external newsletter mailed with the municipal account.

2.2 Promotion

Within the service environment of the EMM the term promotion differs considerably from its definition in a typical private sector consumer environment, although the principles of promotion can be applied to service organisations in general.

The private sector definition of promotion is concerned with sales promotion which is a blend of marketing activities and materials designed to intensify the efforts of the marketer's sales force, induce intermediaries to stock and sell the marketer's product offering and or persuade consumers to buy the product offering within a specified, limited time period.

The EMM's description of Promotion is centred on services and as such is a blend of marketing activities and materials designed to intensify the efforts of the various departments' service teams and to induce its audience groups to accept and buy-in to the service offering. This is done through matching the objectives of the various marketing tools to the perceived needs of the audience.

2.2.1 Elements of Promotion (Below-the-Line)

Any activity or material that is not advertising, publicity or personal selling that acts as an inducement to referral sources and/or to existing and potential customers. (Paid for by the EMM or sponsored by a third party.)

a. Exhibitions

- Independently staged (EMM exhibits alone)
- Shared exhibitions (EMM partners with other organisations)

b. Signage

- Building signage (Identification signage on EMM buildings)
- Directional signage (Directing the public to a specific venue)
- Informative signage (Department's name, opening and closing times)
- Sport signage (Primarily designed to maximise TV exposure)
- Promotional signage (Once off signage for specific events)

c. Editorials (Paid or complementary)

Editorials differ from the EMM/Council media coverage in that it focuses on corporate promotional articles that are published as 'paid for' editorial or are provided as a free page to complement an advertisement placed in the same publication.

d. Website and other electronic communication

- Customer Relationship Management (CRM)
- Email updates to selected audience groups
- Electronic business/employee/residential newsletters

e. Phone-in campaigns

- Audience groups are invited to call in their comments

f. Competitions

- Audience groups participate in competitions

g. Sponsorships

- EMM acts as sole sponsor of events or projects
- Community or business partners sponsor EMM events or projects

h. Corporate gifts (as detailed in the corporate gift policy)

Corporate gifts are sources from a variety of suppliers and are presented to selected EMM visitors including state dignitaries, overseas guests, and investment groups. All corporate gifts display the EMM logo because without it, a gift would be mere curio or trinket without any significant and lasting impression of the time spent with the organisation. The gift must fit the occasion and the audience. For example a gift of fine champagne parcelled with elegant fluted glasses will not be appreciated by cultures that do not partake in

liquor. Similarly, offering a T-shirt as a single gift to an important foreign dignitary is, at best, inappropriate.

i. Corporate Wear (as detailed in the Corporate Clothing policy)

Also called corporate clothing, corporate wear is literally designed to allow the wearer to display a professional persona. Corporate wear is worn at exhibitions, at functions, at formal dinners or anywhere that calls for a uniform professional look of the employees in attendance. It can consist of casual wear of the same look and pattern or be formal wear consisting of a formal jacket, trousers or slacks, shirt or blouse and the same colour shoes. Corporate wear is detailed in the policy on Corporate Clothing.

j. Promotional items

Promotional items are classified as those that are used as brand extensions at events, functions, community gatherings and anywhere that the EMM promotes its services. There are a great many and varied promotional items available but the items listed below are generally used more often.

•Bunting

Typically plastic triangles attached to nylon cord and used to demarcate specific areas. Bunting is required to be produced in the colours of the EMM logo. For a festive look, each triangle can in a different logo colour. For a more formal event, single colours may be more suitable. The EMM brand symbol (logo) can also be printed on alternative triangles to promote the EMM brand (logo).

•Banners

Banners of all shapes and sizes (horizontal, vertical, teardrop, oblong, A-Frame) are cost effective branding tools for all audience groups. Banners have a dual purpose of creating brand awareness while promoting a specific event such as sport gatherings, exhibitions, departmental promotional days, and can mostly be used many times providing they promote the right messages to the right audience groups.

•Marquees, Umbrellas, Chairs

More costly than banners, marquees and umbrellas should be viewed as an investment and be preferably branded with the logo only to ensure currency.

•Corporate Flags

Each EMM building that has flagpoles should display the EMM flag to the left of the National Flag. Flags can be ordered through the C&M department.

2.2.2 CORPORATE IDENTITY (As detailed in the Corporate Identity policy)

All Advertising and Promotions outputs that are visible, printed and produced with the intension of promoting an event, function, service message, etc must be produced inline with the Corporate Identity policy that details the correct usage of the corporate logo. The symbol of the Ekurhuleni Metropolitan Municipality is its logo and its brand name. Inconsistent use of the logo (brand name) dissipates the brand among all audience groups. The Communications and Marketing Department are the custodians of the brand name and will recall printed material, promotional items and other material that display the organisation's brand name incorrectly. The cost of re-printing and re-producing these items with the correct logo (brand name) will be for the account of the originating department.

2.3 GUIDELINES FOR THE DEVELOPMENT AND IMPLEMENTATION OF ADVERTISING AND PROMOTIONS CAMPAIGNS AND PROJECTS

The Communications and Marketing Department of the EMM is responsible for the conceptualisation of the communication, marketing, advertising and promotional activities in our organisation. It executes communications projects either in-house expertise or by sub-contracting and project managing independent suppliers. Any department that elects to execute advertising and promotions campaigns without the assistance or approval of Communications and Marketing, will retain full responsibility for these projects, and may risk having the project or campaign delayed or cancelled should it not conform to the guidelines set out in this policy or those detailed in the Corporate Identity policy

For reasons of integrity, professional image and credibility in our Advertising and Promotions activities it is imperative that we endeavour to convey the right message, at the right time to the right audience and that we do so in a consistently credible and professional manner and, that we have these aspects agreed to and in place before embarking on an advertising and promotions campaign.

Conveying the right message

Right messages are those that are in line with the Ekurhuleni Metropolitan Municipality's overall mission and vision that meet the EMM's corporate objectives.

For example: Communicating messages that oppose the corporate objectives will damage the image of the EMM. At best it will communicate that the EMM is divided in its decision-making. At worst it will tell our audience groups that we have limited knowledge of our own business.

Conveying the right message ... at the right time

The right time to communicate the desired messages is when the messages can be matched to the operational procedures of the department concerned and be backed up with the necessary financial, human and equipment and technological resources.

Example: A department should not advertise a contact number if it has none or too few employees who are trained to manage or re-route the calls in a professional manner.

Conveying the right message, at the right time ... to the right audience...

The broadly segmented audience of the EMM consists of a primary audience (the audience that our communications are generally intended to reach and influence in some way) and a secondary audience (the audience that our communication reaches and influences either negatively or positively regardless of whom the messages are intended for.) It is important to establish, as accurately as possible, how an audience group may interpret an intended message before the message is communicated.

*Example: The current corporate **Go East >>** print campaign is primarily directed at Ekurhuleni rate-payers (residents and businesses) and at the internal audience – our employees. However the audience groups that are influenced by the campaign include all target markets in both the primary and secondary audience groups. The interpretation of the campaign was tested through presentations to management employees and politicians of the overall creative concept and the resultant advertisements. Some advertisements were adjusted to incorporate the comments received from these primary target markets.*

Primary Audience

- Our employees
- Existing residents
- Existing investors (businesses)
- EMM Council
- Provincial and National Government

Secondary Audience

- Residents, businesses and stakeholders beyond our borders
- Political organisations not directly affiliated to the EMM
- Government organisations (Escom, Erwat, etc)
- Local Government (other local authorities)
- The media (print, radio and TV journalists local and international)
- Opinion shapers (celebrities, community leaders)

It stands to reason that the primary and secondary audience groups will swap positions depending on the messages we wish to communicate. For example, corporate investment marketing messages will not be primarily directed at existing businesses but at prospective investors although existing businesses may also be influenced by the communication.

Conveying the right message, at the right time, to the right audience
...in a consistently credible and professional manner

The messages we communicate should state facts correctly, be well written and comply with the moral and ethical codes of conduct of the EMM. If we suspect that our audience may, in any manner whatsoever, question the validity of the messages we communicate, we have to re-evaluate the content of the messages to ensure that what we eventually communicate is fully supported by management and can be backed up by adequate service provision. In short we must not advertise or promote a service that we do not or may not offer. We must not promote a concept, thought, idea or plan that cannot or may not be implemented. We must not make statements that cannot be validated. We must not create expectations that cannot be fulfilled.

Example: Producing a display sign that advertises the opening times of a park as say, from 08:00 to 17:00 when in reality the park can only open at 10:00. Or, stating in an advertisement that the EMM will establish service levels that in reality it is unable to meet because of long-term human or financial incapacity.

2.4 Conceptualisation and Advertising and or Promotions campaigns

In line with the objectives of communicating the right messages and the right time, to the right audience in a consistently credible and professional manner, departments or individual employees who wish to enter into any form of advertising and promotion on behalf of the EMM must consult with C&M on the following aspects.

Stage	Verbalising your need	Communications and Marketing will provide guidance on:
Concept	The 'idea' of the advertisement or promotional activity. <i>What do you want to communicate to whom, when and how?</i>	<ul style="list-style-type: none"> ▪ Content and Design ▪ Market Segmentation ▪ Media selection (advert, editorial, brochure, exhibit, etc) ▪ Printing and Distribution ▪ Monitoring of responses ▪ Follow up activities
Design and Production	The actual visual image you have in mind regarding the advert or promotional item you want to have produced.	<ul style="list-style-type: none"> ▪ The feasibility of the design concept ▪ Approximate cost of design ▪ Alternative options of producing the campaign
Placement or delivery of advert or promotional item	Your envisaged Implementation Plan	The media that will best meet your needs and budget such as: <ul style="list-style-type: none"> ▪ Daily, weekly and Sunday newspapers ▪ Community newspapers ▪ Radio and TV ▪ Magazines ▪ Mailings ▪ Handouts and Brochures ▪ Signage ▪ Exhibitions ▪ Promotional gifts

2.5 Development and Implementation of Advertising and Promotions, Campaigns or Projects

The development and implementation of Advertising and Promotions strategies as practiced by C&M, essentially follow an IMC matrix that allows departments to determine the communications elements they can implement to communicate their messages to their target audiences. (See Annexure B for an example of an Integrated Marketing Communications matrix for a given EMM department.)

3. DEPARTMENTAL BUDGET ALLOCATION

It is the responsibility of every department wishing to undertake an Advertising and/or Promotions campaign or project to ensure the necessary budget is made available to the Communications and Marketing Department before such campaigns or projects are proposed. C&M will endeavour to provide a reasonably accurate proposed budget based on the information provided by the participating department to assist departments in their planning processes.