



Consumer Education Project of Milk SA
(PRJ-0011-2013)
SAMPRO: Consumer Education Project of Milk SA
Year 2013 (January 2013 till December 2013)

Project goals

Goal 1 - General communication, namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers

Achievements

PROGRESS REPORT ON THE CONSUMER EDUCATION PROJECT OF MILK SA FOR THE PERIOD JANUARY TO DECEMBER 2013

1. INTRODUCTION

1.1 OBJECTIVE OF THE REPORT

The objective of this report is to provide an overview of the activities of the project for the period January to December 2013 and includes additional information from previous years where applicable.

1.2. OBJECTIVES OF THE PROJECT

- In terms of Regulation 57 issued in terms of the Agricultural Marketing Act, part of the income from the levies on dairy products should be spent by Milk SA on consumer education. In this regulation the following is stated:

“From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantage of milk and other dairy products. Informed consumers will not only contribute to the national well-being in respect of nutrition and health, but especially also to the viability and sound development of the dairy industry. The education will be conducted in such a way that it will not erode the marketing activities of any firm in the dairy industry that are aimed at differentiating its products from that of competitors.”

1.3. NATURE OF THE PROJECT

- The communication campaign consists of two elements, and the elements are executed on an integrated basis. The elements are:
 - a. General communication
General communication namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers; and
 - b. Specialised communication
Specialised communication, namely pro-active and reactive messages regarding the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society.

1.4 TARGET MARKETS

- The target market for General Communication element is LSM 6-10 as determined by the advisory committee.
- The target market for Specialised Communication element is health professionals, namely doctors, nurses, dietitians and nutritionists

1.5 COMMUNICATION CHANNELS

- To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary:
Due to the numerous opportunities which exist and which can be created, it is of extreme importance to be highly disciplined in selecting the most effective communication channels and to ensure balanced and integrated use of the channels to convey the messages to the target markets.

The communication channels that were selected for use by the project are:

- a) Television
- b) Print in the form of promotion articles (advertorials) and advertisements in consumer magazines, scientific articles in magazines aimed at health professionals and pamphlets for distribution at selected events;
- c) Schools
- d) Clinics
- e) Website
- f) Digital advertising
- g) Presentations at scientific congresses and seminars
- h) Media liaison

1.6. LAYOUT OF THE REPORT

In the next sections of the report, attention is given to the use of each of the communication channels mentioned under 1.5 in respect of firstly general communication, and secondly, specialised communication elements of the campaign.

2. GENERAL COMMUNICATION

2.1. MESSAGES

Six communication messages were determined by the advisory committee in light of the Markinor research and the scientific information regarding nutrition and health applicable to dairy products as set out below:

- a) Bone strength
- b) Muscle strength
- c) Growth, especially for kids
- d) Fat Content – dairy is lower in fat than you think
- e) Weight loss – dairy as part of a low-fat diet
- f) Nutrient Rich- dairy is nutrient rich as it contains proteins, vitamins and minerals , especially calcium
- g) The 3-A-Day dairy, ‘rediscoverdairy’ logo and website as well as the ‘dairy gives you go’ website details are indicated on all promotional material.

2.2 TELEVISION

2.2.1 Background

The communication commenced in 2008 with an emotional phase intended to reconnect the consumer to dairy products. The second phase commenced in 2009 and is an educational phase aimed at educating the consumer regarding the six messages as determined by the advisory committee.

The educational phase that started in 2009, communicated the six messages through various media channels namely TV, radio and print.

For the purpose of television, three messages were selected:

- Bone strength - Hen’s Teeth advert
- Muscle strength – Whale advert
- Weight Loss – Tortoise advert

Building on the educational phase in 2010, the two television advertisements developed in the

fourth quarter of 2010 were broadcast three times in 2011. The message of 'nutrient rich' was selected for these TV ads. The 'cow dealer' advertisements were developed with the 'Zulu' and the 'Dutch settler'.

2.2.2 In order to establish whether the five advertisements (2009/2010) could be broadcast again in 2012, a survey was conducted in 2011 with consumers of the target market. The survey was conducted by UNISA Bureau of Market research (BMR). 120 of consumers completed the questionnaire.

A synopsis of the research was as follows:

The television adverts tested were:

First campaign ads:

1. Chicken: Dairy can give you strong teeth; milk
2. Seagull: Dairy helps make you strong; cheese
3. Tortoise: Dairy can help you lose weight; yoghurt

Second campaign ads:

4. Dutch settler: The best decision you will ever make; milk; nutrient rich message
5. Zulu: The best decision you will ever make; milk; nutrient rich message

Overall findings: The research resulted in the re broadcast of the three TV ads (1, 2, & 3) in December 2011 and January 2012.

2.2.3 Development of new television adverts in 2012/13

2.2.3.1 General

Strategic and creative planning in 2012 of the new television advertisements took into consideration the requirements of Regulation 146 and important aspects of the communication approach were identified as opportunities for the new television advertisements.

A considerable amount of time and effort was given to the formulation of the TV briefs in 2012, by the Extended Management Committee. The briefs for the television advertisements were considered through a comprehensive process which provided for an in-depth consideration of the relevant issues, including workshops and various meetings. The essence of the outcome of the deliberations of the Extended Management Committee was that television should focus on teenagers (13-19yrs) with the main considerations being:

- Teenagers have a strongly growing purchasing power in terms of own "income" and influence on parents' purchasing decisions.
- Teenagers are more open to advertising messages than older target groups if we communicate with them in the right way – relevance is key.
- The teenagers of today are the parents of tomorrow.

Although TV will be aimed at teenagers, it should not be deduced that other targets will not be reached. A meaningful spill over will reach targets such as mothers of teenagers.

The slogan for the television campaign is: 'Dairy gives you go'. The slogan is carried through to television, the microsite (mini website) and the mobisite (designed for cell phones) in conjunction with the overarching slogan "rediscoverdairy". Just as with the "rediscoverdairy" slogan, the dairy gives you go slogan has been trademarked.

2.2.3.2 Assessment of storyboards for television advertisements

The UNISA Bureau of Marketing conducted research in order to assess the storyboards for the new television adverts for 2012/13. The aim of the study was to provide strategic insight into consumer reaction to the two concept television advertising messages proposed for 2012. The first concept i.e. the 'Dusty' ad was well received and achieved good results. Dusty was approved for production. The assessment of the second concept showed that it is acceptable but certain elements were identified which require improvement.

2.2.3.3 Dusty and Stix television advertisements

Two new TV ads were developed and produced in 2012 and were broadcast in February, June, September and December 2013.

The first burst ran from 18 February – 10 March 2013, the second burst from 22 June – 12 July 2013, the third burst ran from 16-30 September 2013 and the fourth burst from 4-17 December 2013.

TV CHANNEL BURST 1

18 FEB-10 MARCH BURST 2

22 JUNE- 22 JULY BURST 3

16 -30 SEPTEMBER BURST 4

4-17 DECEMBER

ETV 21 62 27 15

SABC 1 65 50 15 41

SABC 2 33 20 34 26

SABC 3 27 37 10 30

MNet 25 5

DSTC & Viacom 754 754 2 week package/channel (11 channels) 2 week package/channel (11 channels)

2.2.3.4 Post campaign analysis:

• In respect of the first burst that ran from 18 Feb - 10 March 2013 the post campaign results were in-line with the planned outcomes as follows:

Planned: Age 13-19 LSM 6-8 ARS 462 Reach 68% Frequency 6.8 (Primary)

Age 13-19 LSM 9-10 ARS 280 Reach N/A Frequency N/A (Spillover)*

Actual: Age 13-19 LSM 6-8 ARS 455 Reach 70% Frequency 6.6 (Primary)

Age 13-19 LSM 9-10 ARS 287 Reach 58% Frequency 4.9 (Spillover)*

• In respect of the second burst in June and July 2013, the post campaign results were as follows:

Average Reach (ARs): Achieved ARS were 1.7% down for LSM 6-8 and 8.5% up for LSM 9-10. Reach: Against LSM 6-8, planned reach was 71% and we achieved 67%. Although lower than planned, still a good result.

• Against LSM 9-10 - achieved 61% as opposed to 65%. In both cases higher average frequency would have been the consequence, which is not a negative since two different creative executions were broadcast together.

Frequency: Since both markets had slightly lower reach figures than planned, both exceeded their average frequency targets. Two different creations are being run at the same time, a high frequency would have ensured that each creative execution benefitted from sufficient break-through.

It is interesting to note that while the schedule is planned against Age 13-19, higher adult ARs (age 25+) were achieved.

Higher adult than teen ARs in this burst (+10%) against LSM 9-10 was achieved.

• In respect of the third burst from 16-30 September 2013 the post campaign results are as follows:

Planned: Age 13-19 LSM 6-8 ARS 350 Reach 65% Frequency 5.3 (Primary)

Age 13-19 LSM 9-10 ARS 280 Reach n/a Frequency n/a (Spillover)

Actual: Age 13-19 LSM 6-8 ARS 350 Reach 67% Frequency 5.5 (Primary)

Age 13-19 LSM 9-10 ARS 321 Reach 63% Frequency 5.08 (Spillover)

The TV ads can be viewed on YouTube Accessed from microsite and the number of visits was as follows:

• Dusty 45" = 37 053 views (8 months)

• Stix 45" = 38 315 views (8 months)

• Dusty 120" = 1138 views (6 months, no media support)

• Stix 120" = 917 views (6 months, no media support)

• In respect of the fourth burst from 4-17 December 2013, the post campaign results are as follows:

Planned: Age 13-19 LMS 6-8 ARs 350 Reach 65% Frequency 5.3 (Primary)

Age 13-19 MS 9-10 ARs 280 Reach N/A Frequency N/A (Spillover)

Actual: Age 13-19 LMS 6-8 ARs 349 Reach 65% Frequency 5.3 (Primary)

Age 13-19 MS 6-8 ARs 281 Reach 59% Frequency 4.8 (Spillover)

General comment:

Performance in the LSM 6-8 adult market is even better than the performance in the teen market despite high levels of off-peak programming aimed at the teens. An AR ratio of 100/90 was achieved in respect of LSM 6-8 vs. LSM 9-10. This was achieved due to the additional funds. The burst in Feb/Mar achieved a 100/63 ratio so LSM 9-10 are seeing a dramatic increase in exposure due to the additional funds.

2.2.3.5 TELEVISION ADVERTISING AWARDS

Previously the TV ads were awarded the by the organised advertising industry of South Africa as follows:

In 2008, the Milk (petrol station) and the Cheese (Diner) were advertisement of the month; in 2009, the Hen, Whale and Tortoise were advertisement of the month; in 2010/11, the Settler and Zulu were winners of the IDF Innovations award.

The TV ads were awarded in 2013 as follows:

- the advertisement of the month in March 2013,
- one of the 18 finalists at the Cannes film festival in France and
- One of the three finalists in the International Dairy Promotions Trophy awards along with USA and Canada.

2.3 MICROSITE (MINI WEBSITE): www.dairygivesyougo.co.za

A microsite (mini website) was developed for the project which will enhance the impact of the TV advertisements and also create an area on the internet dedicated to the product i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the 'rediscoverdairy' website.

- The purpose of the microsite is to convey the health benefits of dairy to the target market in the format of an infographic, which is a graphic presentation of the information.
- The microsite consists of four themes i.e. Sport, Everyday, Strength and Beach body.
- Each theme consists of five infographics relevant to each with an option for the viewer to find out more about a certain topic.
- The microsite is also adapted for viewing on a cellphone
- The website address is : www.dairygivesyougo.co.za
- The Microsite was launched in December 2012

The ' Dairy gives you go' microsite of the Consumer Education Project of Milk SA ran a health quiz on its website from September to December 2013. The 'Dairy gives you go' website targets teenagers and gives the health and nutritional benefits of dairy in infographic format. In order to encourage teenagers to complete the quiz and note the benefits of dairy, an incentive of two gym contracts for one year with Virgin Active was on offer. During this period, the microsite was viewed 39 000 times of which 19 700 people completed the quiz. In December 2013, the two winners were announced namely Angela Wrench from Potchefstroom and Ashique Panday from Johannesburg. During the period when the digital advertising campaign is active, the number of visitors to the microsite increases substantially.

2.4 DIGITAL ADVERTISEMENTS

A digital advertising campaign was developed to carry the messages of the campaign and to support the microsite. Advertising banners were developed that convey the health benefits of dairy while also directing viewers to the microsite and the mobi-site. The banners appeared on social media sites visited by teenagers such as You Tube, Face Book, MXIT, 24.com. The quiz that appears on the microsite was advertised on the banners to increase traffic to the microsite

BURSTS DATE OF BURSTS

1 & 2

21/12/12/ - 17/2/13

27/2/13 – 10/4/13

3 17/9/13 – 29/10/13

4 1/11/13 – 31/12 13

2.4.3 Post campaign analysis of www.dairygivesyougo.co.za

In respect of burst 1 & 2: 21 Dec 2012 – 10 April 2013, the performance during the period 21 December 2012 – 16 September 2013 (Burst 1 and 2) were as follows:

- The site was launched in Dec 2012 1st burst with no TV ads
- The 2nd burst: 28 Feb - 11 April supported the TV ads and there were 33 825 people that visited the site of which 91.26% new visitors and 8.74% return visitors.
- During online banner phase 1: +/- 223 visitors per day, during online banner phase 2: +/- 389 visitors per day, during TVC launch burst: +/- 253 visitors per day.
- During TVC launch burst, there was a significant increase in time spent on the site (+100% increase) and a spike in international traffic.
- The mobile version of the site accounts for 25% of site visits
- The site is currently reaching a good spread of the targeted demographic around SA
- Media support i.e. digital advertising ended 14 April 2013.
- From 14 April – 30 June 2013, no media support in the form of digital advertising was active.
- During this period there were 4419 visits to the site.

In respect of the 3rd Burst from 17 September - 30 October: A quiz was introduced to the microsite to increase traffic and to ensure teenagers note the information.

- Since the Quiz has gone live, there has been a spike in traffic on the microsite also.
- During this period, the microsite has been viewed 9,073 times by 6,465 unique visitors.
- The average time on site has increased to 1:32mins which shows that people are using the site to find answers for the Quiz as intended.
- From all these visitors, we have had 15 successful entries. (people getting 4/4 and posting to Facebook).

In respect of the 4th burst, from 1 November to 31 December 2013, the visits to the site increased due to the digital advertising campaign that runs in conjunction with the television advertisements.

- During this period the microsite has been viewed 32 566 times by 30 021 unique visitors.
 - Since launching the quiz, it has been viewed 13 977 time by 12 0062 unique visitors
 - The ave time spent was 1:28 seconds on the quiz and site
 - From all these visitors, there were 89 successful entries (people getting 4/4 and posting the entry on Facebook as required by for a successful entry.
- *unique visitors refer to people who visit the website more than once within a specified period of time.

2.5 CONSUMER PROMOTIONAL ARTICLES

2.5.1 Promotional articles: the content of these articles expand on the six key messages and inform consumers why it is important to include dairy in their daily diet and the rational for the consumption of three portions of dairy per day. Twenty one insertions were placed in 2013 for this period, as follows:

NO ADVERTORIAL TITLE MAGAZINE ISSUE DATE

- 1 Give young athletes a boost with milk & dairy Hola ma highschool January 2013
- 2 Smart snacking with dairy Move 27 March 2013
- 3 Peusel slim met suiwel Kuier 27 March 2013
- 4 Fuel up on flavoured milk Move 27 March 2013
- 5 Kry 'n hupstoot met gegeurde melk Kuier 27 March 2013
- 6 Make your food choices count Ideas May 2013
- 7 Maak jou voedsel keuses tel Idees May 2013
- 8 Brittle bones: the role of dairy You Pulse 6 June 2013
- 9 Beendigtheid: die rol van suiwel Huisgenoot Pols 6 June 2013
- 10 Boost young athletes with milk & dairy SA School Sports May 2013
- 11 Add value to your lifestyle with dairy Woman & Home July 2013
- 12 Nutrient-rich dairy You Pulse 5 September 2013
- 13 Voedingstofryk suiwel Huisgenoot Pols 5 September 2013
- 14 Dairy and breakfast a winning combination Move 11 September 2013
- 15 Suiwel by ontbyt 'n wenkombinasie Kuier 11 September 2013
- 16 Milk & sport a winning combination Move 23 October 2013
- 17 Melk en sport 'n wenkombinasie Kuier 23 October 2013

- 18 Nutrient-rich dairy Bona November 2013
- 19 Start the day smart with dairy Your Family November 2013
- 20 Dairy meets your needs You Pulse 5 December 2013
- 21 Suiwel voldoen aan jou behoeftes Huisgenoot Pols 5 December 2013

2.6 CONSUMER LEAFLETS

Three consumer leaflets were developed. These are intended to communicate health and nutrition messages to consumers. The leaflets are valuable to members of the industry to be used in their communication to consumers.

- Dairy: The whole story – what's in the milk isle
- Bones: Remember to take care of your bones
- Sport Nutrition: Give athletes a boost with dairy

2.7 MEDIA LIAISON ACTIVITY

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists who then communicate the information to the target markets as it serves the own interest of the reporter and media. Relevant information published in the media on dairy is monitored by an independent firm who specializes in such work namely News Clip. Updates are received daily in electronic format. The following table show the print coverage achieved in this regard:

PRESS COVERAGE: JANUARY – DECEMBER 2013 NUMBER OF ARTICLES PUBLISHED RAND VALUE

Consumer magazines 76 R 2 965 669.00
 National newspapers 17 R 153 800.00
 Regional press 64 R 772 869.50
 Trade press 8 R 367 022.21
 Online coverage 1 R 8 000.00
 Health professional coverage 2 R 50 083.46

TOTAL COVERAGE 168 R 4 317 444.17

2.7.1 Press releases developed and distributed by the project
 The following press releases were distributed to selected media

PRESS RELEASE DATE 2012

New FBDG highlights importance of milk, maas and yoghurt Jan 2013
 World milk day May 2013
 Dairy and hypertension August 2013
 National Nutrition Week: Choose your portion with Caution October 2013

2.7.2 Public relations campaign on the new Food based dietary guideline

In January 2013 a PR campaign was launched to promote the new food based dietary guideline for dairy i.e. 'New Year resolution 2013: Have milk, maas or yoghurt every day!' The campaign entailed placing an advertorial in health professional publication and distributing a press release to all media (print, on-line and radio) the following coverage was achieved (values are included in 1.5.1). Coverage included four print articles, two online articles and three radio interviews. Total value of the PR campaign was R 104 000 at no cost to the project.

2.7.3 Radio interviews

'Radio Sonder Grense' recorded five interviews with the project. The interviews were broadcast between 5h30 and 6h30 on the slot 'Landbou sake' .

TOPICS OF INTERVIEWS DATE OF BROADCAST

Overview of project 23 March
 Different types of milk on the market 2 April

Dairy through the life cycle 9 April
Lactose intolerance and myths 16 April
Q & A re dairy and the diet 23 April

2.7.5 Trade publications

Trade publications such as Dairy Mail, Farm Link, Food and Beverage Reporter, are used as a vehicle to communicate with the dairy industry and the food industry respectively. Informative articles on the project and other relevant topics are published in relevant issues.

| PUBLICATION TITLE | DATE | 2013 |
|--|------------|------|
| DAIRY MAIL Melk mites | 1 February | |
| MILK ESSAY Brand new TV ads for | 2013 March | |
| FARM LINK Importance of taking care of your bones | January | |
| DAIRY MAIL Wiele aan die rol vir suiwel reklame | April | |
| DAIRY MAIL Boost for milk, maas or yoghurt | May | |
| DAIRY MAIL Promoting a health dairy community | June | |
| Food and Beverage Reporter Untapped opportunities for flavoured milk | May | |
| MILK ESSAY Milk SA, Dairy Consumer Education Project | September | |

2.7.6 Media liaison in respect of the role of dairy and sport

The communication on the role of dairy in the sports arena has created an awareness of dairy and its role in the diet of the sports person. For this reason the Consumer Education Project (CEP) developed promotional material which highlights the benefits of dairy for athletes participating in events such as mountain bike races, distance and trail running, soccer or rugby. These are available to members of the dairy industry involved in organising promotional and awareness events in 2014, at no additional cost. The pamphlet was first used at a mountain bike event in the Cape in November.

2.8 NATIONAL NUTRITION WEEK

The National Nutrition Week (NNW) is an annual calendar event of the Department of Health. The event reaches out to the whole population including low socio economic groups. The project participated in the event every year as it provides an opportunity to network with the DOH and reach lower LSM groups across the country.

The theme for the National Nutrition Week (NNW) 2013 is: Eat less! Choose your portion with caution. The associated messages were:

- Choose a variety of foods from different food groups, and eat recommended amounts.
- Make portion control a daily way of life.
- Use salt and foods high in salt sparingly.

The target group for the National Nutrition Week 2013 'Choose your portion with caution' campaign was the general public, reached via interpersonal communication and media. Messages for health workers were communicated via the Department of Health and through targeted publications.

Project involvement

The project contributed to the NNW of 2013 by managing the design work of all the logo for the campaign and all the messages. The logo of the project appeared on all communication material related to the NNW.

To strengthen the message: "Eat less, choose your portion with caution" and to capitalise on the awareness that is already created by the DOH, a media campaign was linked to the event during this time.

Media coverage

A Public relations agency was contracted to manage the PR activities around the NNW. Press release and snippets were distributed to all relevant media. Media motivations with all the key messages of National Nutrition Week 2013 campaign were compiled and sent to all relevant

media across all platforms, resulting in free editorial exposure as well as interest for interviews.

The coverage included: 17 radio interviews; 3 TV interviews; exposure in 22 print and 9 online publications.

This resulted in an AVE of R 5 897 156.74

Social Media

A Twitter account was set up during the week of NNW 2013. A twitter talk was hosted on 9 October 2013 for one hour. NNW partners, selected dietitians and 3 media outlets were invited to participate. Four questions were pre-set and answered during the talk. The conversation was moderated from the ADSA twitter handle and publicized through a selection of tweets and posts the week leading up to the talk. The twitter talk resulted in 49 twitter handles participating in the talk and a possible audience of 96 815 people reached.

2.9 SCHOOL CURRICULUM

The school curriculum project is aimed at grades 1-7. It consists of two main themes i.e. A guide to healthy eating and 'From farm to fridge'. It provides for teachers guides, posters and fact sheets. The fact sheets are available in Afrikaans, English, Zulu and Sesotho.

Teacher's guides were completed and loaded onto kid's website. Five hundred copies of the teacher's guide were printed and are available for schools where internet is not available.

The 'Guide to healthy eating poster' was updated.

Copies of all material developed for the school curriculum project has been provided to MPO for reproduction.

The table below lists all the products available under the school project.

SCHOOL PROJECT ITEM GRADES DESIGNATION

- 1 Guidelines for healthy eating – Interactive poster ENG Grades 4 to 6 Poster
- 2 Riglyne vir gesonde eetgewoontes – Interactive poster AFR Grades 4 to 6 Poster
- 3 Guidelines for healthy eating – Visual poster ENG Grades 4 to 6 Poster
- 4 Riglyne vir gesonde eetgewoontes – Visual poster AFR Grades 4 to 6 Poster
- 5 Your food guide to healthy eating - ENG Grades 4 to 6 Fact sheet
- 6 'n Voedselgids vir gesonde eetgewoontes AFR Grades 4 to 6 Fact sheet
- 7 Dairy gives you go Grades 4 to 6 Fact sheet
- 8 Guidelines for healthy eating - ENG Grades 4 to 6 Teacher's guide
- 9 Riglyne vir gesonde eetgewoontes - AFR Grades 4 to 6 Teacher's guide
- 10 From farm to fork - ENG Grades 1 to 3 Poster
- 11 Van die plaas na die yskas – AFR Grades 1 to 3 Poster
- 12 From milking to milkshakes – ENG Grades 1 to 3 Poster
- 13 Van melk tot melkskommels – AFR Grades 1 to 3 Poster
- 14 From farm to fridge - ENG Grades 1 to 3 Fact sheet
- 15 Van die plaas na die yskas – AFR Grades 1 to 3 Fact sheet
- 16 Dairy gives you go Grades 1 to 3 Fact sheet
- 17 From milking to milkshakes – ENG Grades 1 to 3 Teacher's guide
- 18 Van melk to melkskommels – AFR Grades 1 to 3 Teacher's guide

2.10 Rediscoverdairy/ dairy kids website

The new school curriculum project demanded that this part of the website should be updated. Through a major exercise the content of the website was updated and loaded on the website during the fourth quarter. The 'Kids' website is completed and all the posters, teacher's guides and fact sheets can be downloaded from the site.

No Non-achievements / underperformance has been reported

Goal 2 - Specialised communication, namely pro-active and reactive

messages regarding the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society

Achievements

3 SPECIALISED COMMUNICATION

Specialised Communication includes all activities of the project to reach health professionals namely doctors, dietitians and nurses.

3.1 Scientific advertorial placements

Scientific advertorials are written by experts in their field. All advertorials are evaluated by the CEP Technical Advisory committee. New research in the field of dairy nutrition and health are monitored through various sources such as the IDF, Global Dairy Platform and by monitoring other international dairy and health websites. These are published in various health journals in order to inform health professionals and to promote the awareness of the role of dairy products in respect of health and nutrition. For each advertorial, a full review article is written (nutrition reviews see 3.2), which elaborated more on the topic. This was loaded on the website at the same time as when the advertorial was published. Eleven placements were placed in 2013:

NO ADVERTORIAL TITLE MAGAZINE ISSUE DATE

- 1 New year resolution 2013: have milk, maas or yoghurt every day! SAMJ February 2013
- 2 Dairy trans fatty acids and cardiovascular disease CME February 2013
- 3 Dairy trans fatty acids and cardiovascular disease CME March 2013
- 4 New year resolution 2013: Have milk, maas or yoghurt every day! Nursing Practice Feb March 2013
- 5 Dairy allergies and lactose intolerance SA J of Child Health April 2013
- 6 Can dairy products lower high blood pressure? Nursing Practice May/June 2013
- 7 Dairy and hypertension
Have milk, maas and yoghurt every day SAJCN September 2013
- 8 Dairy allergies and lactose intolerance CME September 2013
- 9 Dairy allergies and lactose intolerance Nursing Practise August September 2013
- 10 Dairy and hypertension SAMJ October 2013
- 11 Have milk maas and yoghurt every day SACJN December 2013

3.2 Nutrition review articles

Nutrition reviews explore a new topics in respect of dairy health and nutrition that warrants further investigation. The nutrition review allows for extensive and detailed information without a limitation to the number of words used. The nutrition reviews are posted on the 'rediscoverdairy' website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. For 2013, three nutrition reviews were completed.

TITLE OF NUTRITION REVIEW

Hypertension
Milk Protein: New insights into quality and function
Vitamin B 12 in dairy: Vital for brain health

3.3 Milk Splat

The MilkSplat was created for the 'rediscoverdairy' website. The purpose for the menu item is to summarise recent research on a dairy nutrition related topic and place a summary on the web. The summary is also mailed to health professionals and they are encouraged to read the summary and contact the project for the peer reviewed article. This further creates an opportunity for the project to build a database of health professionals and monitor the success. The summary articles highlight the scientific integrity of the project.

3.4 TECHNICAL ADVISORY COMMITTEE

The Technical Advisory Committee (TAC) was established to ensure that all communication messages developed and published by the project are scientifically sound. The TAC consists of experts in the field of dietetics, dairy science and technology. Among other, an annual meeting is held with the TAC to present the progress of the project and to identify concerns and trends in dairy nutrition. The meeting was held on 12 June 2013.

4 CLINICS

4.1 Continuing Professional Development (CPD)

The CPD activity provides the project with an opportunity to communicate directly with one of the health professional target markets i.e. dietitians / nutritionists, who, in turn, gain from the activity as Continuous Education Units are earned by participating in the activity.

In 2013, a Nutrition Workshop was held by Nutrition Solutions and supported by ADSA (Association for Dietetics in South Africa). As part of the CPD activity, the project participated in the Continuing Nutritional Education (CNE) event, held on 11 April 2013 in Sandton, Gauteng. The event attracted 150 health professionals which included (among other) dietitians and nutritionists.

There were four main speakers of which two were international speakers. The project contributed to the event in the form of providing each delegate with a Dairy-Based Nutrition USB tool and a peer reviewed article on dairy nutrition was provided as part of the CPD activity for dietitians. The dietitian of the project was afforded an opportunity to present the highlights of the project.

The article provided as CPD activity was:

Soedamah-Muthu SS, Verberne LDM, Ding EL, Engberink F & Geleijnse JM. 2012. Dairy Consumption and Incidence of Hypertension: a dose-response meta-analysis of prospective cohort studies. Journal of American Heart Association.

The same article and CPD activity was repeated in the Western Cape region with their annual CNE at Stellenbosch University. This event attracted 250 dietitians and nutritionists. The Dairy-based Nutrition USB tool was also provided to all delegates as part of their congress bag.

A total of 67 completed CPD questionnaires were received and certificates were issued.

4.2 Teaching Aid File/ Dairy-based nutrition USB (Universal Serial Bus) tool

The teaching aid file that was reviewed and updated and produced in electronic format i.e. a USB memory stick is now referred to as the Dairy-Based Nutrition USB tool. As part of the communication activities with dietitians, the revised USB tool was distributed to 2nd and 4th year dietetics students at all the universities in the country that offer the degree. The project coordinator and the dietitian of the project visited the universities and presented the USB tools to the students after giving a lecture on the overview of the CEP. The Dairy Based Nutrition booklet was printed for distribution at Provincial Training Hospitals.

The following universities were visited in April, May and June 2013.

UNIVERSITY NR OF DAIRY-BASED NUTRITION TOOLS DISTRIBUTED.

University of North West 55
University of Limpopo 40
University of Stellenbosch 35
University of Western Cape 65
University of Cape Town 15
Nelson Mandela Metropolitan University 11
University of Pretoria 28
University of the Free State 68
Total distributed to date 317

4.3 Wellness TV

Wellness TV is one of the communication channels used for Specialised Communication. The target market is primarily LSM 3 – 7. The concept entails education TV in the waiting rooms of

provincial government clinics. The message of the TV advertisement was updated and changed taking in account the feedback received from MQ marketing in Jan 2013. The Wellness TV ad was also updated with sub-titles in Zulu.

Wellness TV was broadcast from June-September 2013 in 50 clinics in Gauteng. The advertisement was flighted 14 times per day giving a total of 15400 flightings per month.

5 WORKSHOPS

5.1 Two different types of workshops were planned for 2013

a. Workshop for members of Milk SA and the advisory committee of CEP. The purpose of this workshop was to consider planning of the project from 2014 and was held on 18 July.

b. Workshops for the industry and manufacturers of dairy products. Four workshops were held in August and September in four different regions. The purpose of the workshop was to share information regarding the project and especially the communication products of the project in order to promote communicating of the health and nutritional benefits of dairy to the South African society.

Below is a summary of the workshops and a more detailed summary is provided in Annexure 1B

| REGION/ VENUE | DATE OF WORKSHOP | NUMBER OF ATTENDEES |
|----------------------------|------------------|---------------------|
| Gauteng/ SAMPRO Office | 15 August 2013 | 14 |
| KZN/ Fern Hill | 22 August 2013 | 12 |
| Eastern Cape/PE | 4 September 2013 | 12 |
| Western Cape / Durbanville | 5 September 2013 | 12 |

6 REDISCOVER WEBSITE

The 'rediscoverdairy' website is constantly upgraded and monitored. The website forms an integral part of the media liaison activity in that relevant information for editors of different publications can be obtained on the web. It serves as an important communication channel for the project with consumers, health professionals, members of Milk SA, MPO and SAMPRO

Rediscoverdairy/ dairy kids website

The new school curriculum project demanded that the content of the website is updated and resources for teachers and learners uploaded. The Dairy Kids website was updated to become more interactive and serve as support for the 'E-classroom' website which carried all the worksheets develop for the school project.

Member's log-in section

A section on the website has been created for Members of Milk SA, SAMPRO and MPO. This section will contain all the reports and presentations presented by the project at different meetings of events. The login-in details are the same for all members i.e. username: members, password: agendas

7 RESEARCH

7.1 Investigation into lactose intolerance and Vitamin D deficiency in South Africa.

The Technical Advisory Committee was commissioned to investigate the existence of research studies on the above two topics and to report back on the availability of such studies. This activity is current and a report will be generated in the first quarter of 2014.

7.2 Millward Brown

Millward Brown conducted a Newcomer report on the Television advertisements. Historical and Newcomer data is the first measure from the Adtrack database. This is asked, two weeks post the launch date and the AR's, are over the initial three weeks at launch.

This measure is directly compatible to the newcomer measure (first measure) of an execution.

7.3 Survey on selected products usage 2007 – 2012.

The Bureau of Market Research, UNISA conducted a desktop survey on selected dairy product usage as provided by SAARF AMPS data base(All Media Products Survey).

8 CONFERENCES AND PRESENTATIONS

The CEP personnel identified seminars and conferences relevant to the project. The following seven events were identified and participated in.

8.1 Nutrition Solutions, Continuing Nutrition Education, 11 April 2013, Discovery Building, Sandton. The project coordinator, dietitian and consumer scientist of the project attended the symposium.

8.2 South African Symposium for Dairy Technology (SASDT) was held from 15-18 April 2013. The project co-ordinator and the dietitian of the project participated the symposium and each presented as follows:

- Christine Leighton: Affordability of dairy nutrients for low-income South African consumers
- Maretha Vermaak: Flavoured Milk: the beverage of choice for the new age.

8.3 Continuing Nutrition Education Symposium, 2013. Held at the University of Stellenbosch on 30 & 31 May 2013. The dietitian of the project attended this symposium.

8.4 Global Dairy Platform and International Milk Promotion mid-year workshop held in Belfast, Northern Ireland, 23 – 28 June 2013. The project coordinator participated the workshops – see pt 2.6 below.

8.5 The project participated in the SAMA National Council conference, where pens and the sports nutrition booklet were placed in conference bags. 4-5 Oct, Birchwood Hotel, Boksburg.

8.6 SAAFoST 20th Biennial International Congress: 7-10 October 2013. Two presentation by the CEP were presented at SAAFoST:

- The Project coordinator presented: Dairy: Nutritional value for money for SA consumers
- Prof Pierre Joubert presented: Strategic insights to the consumer education project of Milk SA

8.7 International Dairy Federation – World Dairy Summit 28 October – 1 November 2013, Yokohama, Japan. International Milk Promotion group trophy entry presented by the project coordinator of the project.

8.7.1 The project coordinator and the dietitian of the Consumer Education Project of Milk SA attended the IDF – World Dairy Summit in Yokohama, Japan from the 28 October 2013 – 1 November 2013. The theme of the conference for 2013 was Rediscover Milk. The marketing conference and the nutrition conference were the main focus areas of the two attendees from the Consumer Education Project. The project coordinator attended the marketing conference and the dietitian of the project attended the health and nutrition conference. The conference on child school milk was also attended by both delegates.

9 GLOBAL DAIRY PLATFORM AND INTERNATIONAL MILK PROMOTION OF THE INTERNATIONAL DAIRY FEDERATION (IMP/IDF)

a. Communication with the GDP is on-going and all new information received from the GDP is acknowledged by the project and consulted where applicable.

b. The mid-year workshop that was held in Belfast, Northern Ireland was attended by the project coordinator. These workshops are held for the dairy industry and countries with generic health promotion campaigns. As part of the workshops, delegates are afforded the opportunity to present and country report, enter into the IMP trophy competition and present a case study. The television adverts, microsite and digital advertising campaign of the project were entered in the IMP trophy competition. This element of the campaign was presented by the project coordinator and was voted one of the top three entries. The finalists were announced at the WDS-IDF in Japan in November 2013 at USA won the trophy.

No Non-achievements / underperformance has been reported

Income and expenditure statement

| | |
|------------------------------------|-----------------------------------|
| Income and expenditure statement | December 2013.pdf |
| Unnecessary spending during period | No |

Popular Report

No file has been uploaded

Additional documentation

[Status report jan-dec 2013\(28 Feb 2014\).doc](#)

Statement

| | |
|---|-----|
| Levy funds were applied only for the purposes stated in the contract | Yes |
| Levy funds were applied in an appropriate and accountable manner | Yes |
| Sufficient management and internal control systems were in place to adequately control the project and accurately account for the project expenditure | Yes |
| The information provided in the report is correct | Yes |