



**Consumer Education Project of Milk SA**  
(PRJ-0011-2013)  
**SAMPRO: Consumer Education Project of Milk SA**

**Quarter 4 2013** (October 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**

GOAL 1 - GENERAL COMMUNICATION, NAMELY MESSAGES OF A GENERAL NATURE REGARDING THE HEALTH AND NUTRITIONAL ADVANTAGES OF DAIRY PRODUCTS, CONVEYED TO CONSUMERS

During the fourth quarter of 2013 the TV ads were broadcast for the fourth burst of the year. The TV ads received awards by the organised advertising industry of South Africa 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 finalist in the International Dairy Promotions Trophy awards along with USA and Canada.

During the fourth quarter the project coordinator and the dietitian of the project participated the IDF World Dairy Summit in Japan. The project coordinator participated in the marketing conferences, the IMP standing committee meetings and the annual meeting and workshop of the Global Dairy Platform. The dietitian of the project participated in the nutrition conference and the standing committee on nutrition and health.

The television advertisements were entered into the IMP trophy and were presented at the marketing conference of the summit.

The 'Dairy gives you go' microsite carried a quiz during the fourth quarter which aimed to increase the knowledge transfer of the health and nutritional benefits of dairy to the teenagers visiting the site.

### 1 TELEVISION

The two TV ads were broadcast in 4-17 December 2013

Schedule for the fourth burst was as follows:

TV Channel 4-17 December

Burst 4

ETV 15

SABC 1 41

SABC 2 26

SABC 3 30

MNet 5

DSTV & Viacom 2 week package/channel (11 channels)

### 1.1.1 Post campaign analysis:

The performance of the campaign during the 4th burst in 2013 achieved what was set out to achieve. Due to high media pressure levels the campaign had good noting levels. Performance in the LSM 6-8 adult market was even better than the performance in the teen market despite high levels of 'Youth' and off-peak programming.

4th Burst: 4-17 December 2013

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 349 Reach 65% Frequency 5,3 (Primary)

Age 13-19 LSM 6-8; ARs 281 Reach 59% Frequency 48, (Spillover)

### 1.2 MICROSITE [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)

1.3 A microsite (mini website) namely 'Dairy gives you go' was developed by the project to enhance the impact of the TV advertisements and also create an area on the internet dedicated to dairy i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the 'Rediscoverdairy website'.

The 'Dairy gives you go' website targets teenagers and gives the health and nutritional benefits of dairy in infographic format. This microsite ran a health quiz on its website from September to December 2013. The purpose of the quiz was to ensure that teenagers were familiarised with the health and nutritional benefits of dairy. To this end, an incentive of two gym contracts for one year with Virgin Active was on offer. The winners were announced in December 2014. During this period, the microsite was viewed 39 000 times of which 19 700 people completed the quiz.

### 1.4 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.

For this period the following burst will run until end December

Bursts Date of bursts

3 1 September – 29 October

4 1 Nov – 31 Dec 2013

3rd Burst 3: 17 September - 30 October (included as results were not available for 3rd quarter report)

- 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 sec's 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).

### 2.3.2.3 4th burst: 1 November – 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 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 refers to people who visit the website more than once within a specified period of time.

In December 2013, the two winners were of the quiz announced namely Angela Wrench from Potchefstroom and Ashique Panday from Johannesburg.

## 1.5 CONSUMER PRINT CAMPAIGN

Promotional articles are written for consumer publications and aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner. The following 8 promotional articles were developed and published during this period

Advertorial title Magazine Date

- 1 Nutrient-rich dairy You Pulse 5 September 2013
- 2 Voedingstofryk suiwel Huisgenoot Pops 5 September 2013
- 3 Milk & sport a winning combination Move 23 October 2013
- 4 Melk en sport 'n wenkombinasie Kuier 23 October 2013
- 5 Nutrient-rich dairy Bona November 2013
- 6 Start the day smart with dairy Your Family November 2013
- 7 Dairy meets your needs You Pulse 5 December 2013
- 8 Suiwel voldoen aan jou behoeftes Huisgenoot Pops 5 December 2013

## 1.6 CONSUMER LEAFLETS

Three consumer leaflets were developed for this period.

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

The leaflets are available to members of the industry to be distributed during any promotional activities. The leaflets were presented to members of the industry at the workshops held during this period and can be viewed on the 'Rediscoverdairy' website.

## 1.6 MEDIA LIAISON

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. The following summary of the value of dairy nutrition related articles for this period are presented. A company that monitors print is contracted to ensure no publicity goes unnoticed. The rand value is calculated according to the cost for the space/size of the article in publication concerned. The project does not pay for this type of coverage achieved.

### 1.6.1 PRINT COVERAGE

#### OCTOBER - DECEMBER

Press Coverage Rand value  
Consumer magazines R 545 011  
National newspapers R 1650  
Regional press R 552 298  
Trade press R 20 000  
Health professional coverage 0  
TOTAL COVERAGE R 1 118 949

### 1.6.2. Press releases developed and distributed by the project

Press releases relating to the National Nutrition Week (1.7) were distributed during this quarter.

## 1.7 RADIO INTERVIEWS: Radio interviews are discussed under 1.7

## 1.8 INDUSTRY 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. No articles were published during this quarter.

## 1.7 SPORTS LIAISON

The sport booklet was updated with the latest research in sports nutrition and dairy. 500 copies were printed during this quarter. Promotional work on the sports document is on-going and the booklet is available for download

on the web.

In addition, the Project developed a promotional leaflet on sport 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 sporting events in 2014, at no additional cost.

The pamphlet was first used at a mountain bike event in the Cape in November.

## 1.8 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 participates in the event every year as it provides an opportunity for the project to network with the DOH and reach lower LSM groups across the country and to communicate the message of the project especially to low LSM groups.

The theme for the NNW 2013 is: Eat less! Choose your portion with caution.

Associated messages are a) choose a variety of foods from different food groups, and eat recommended amounts; b) make portion control a daily way of life and c) use salt and foods high in salt sparingly.

The target group for the NNW 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.

The project contributed to the NNW of 2013 by managing the design of the logo for the campaign and designs of all three messages.

The logo of the project appeared on all communication material related to the NNW, distributed by the DoH

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 (of which 3 were conducted with the dietitian of the project); 3 TV interviews (of which 1 was conducted with the dietitian of the project) exposure in 22 print and 9 online publications.

This resulted in an AVE of R5,897,156.74

### Social Media

A Twitter talk campaign was set up during the week of NNW 2013 a fair amount of followers were secured in a short time as well as great interaction between these followers. A twitter discussion was held, where 'portion with caution' was discussed. This twitter conversation managed to trend on twitter.

## 1.9 SCHOOL CURRICULUM PROJECT

Teacher's guides were completed and loaded onto Kids website.

The 'Guide to healthy eating poster' was updated.

Copies of all materials developed for the school curriculum project was provided to MPO for use during the school milk week in October.

All learning material can be downloaded from the 'Rediscover dairy' website under the Kids section.

The fact sheets i.e. 'From farm to fork' and 'A guide to healthy eating' were translated into Zulu and Sesotho.

The worksheets developed for the school project were adapted to the requirements of 'E-classroom' website. The worksheets were posted on the 'E-Classroom' website and linked to the

Kids website for learning support.

## 1.9 WEBSITE

### 1.9.1 'Rediscover dairy' website

The upgrade of the 'Rediscover dairy' website was planned and initiated during this period. The Health Professional section was completed and will go live early in 2014. The consumer section will be upgraded in 2014.

### 1.9.2 'Rediscover/ dairy kids' website

The new school curriculum project demanded evaluation and updating of relevant sections of the website. Although the 'Kids' website is completed and all the posters, teacher's guides and fact sheets can be downloaded from the 'Rediscover dairy' website, it is constantly monitored and updated when required.

### 1.9.3 Member's log-in section

A section on the website has been created for Members of the dairy industry. This section contains 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

## ***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***

## 2. SPECIALISED COMMUNICATION

### 2.1 Health professional print

Scientific advertorials are written on new topics in regarding nutrition, health and dairy. These are aimed at health professionals and are published accordingly in publications read by this target audience. Each advertorial is accompanied by a nutrition review article. The following two scientific advertorials were published for this period.

#### TITLE PUBLICATION DATE

Dairy and hypertension SAMJ October 2013

Have milk maas and yoghurt every day SACJN December 2013

### 2.2 Nutrition review articles

A nutrition review explores a new topic in 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 [www.rediscoverdairy](http://www.rediscoverdairy) website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. One nutrition reviews was written for this period.

#### TITLE OF NUTRITION REVIEW

Milk Protein: New insights into quality and function

The following three topics were identified and advertorials and nutrition reviews have been developed. These will be published in 2014.

- a) Milk protein: New insights into functions and quality
- b) Update on diabetics and the role of dairy in their diet
- c) Dairy and sarcopenia

### 2.3 CLINICS

### 2.3.1 Continuing Professional Development (CPD):

This is an annual event which is a joint venture with ADSA (Association for Dietetics in SA).

### 2.3.2 Teaching Aid File/ Dairy-based nutrition USB 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 all 2nd and 4th year dietetics students at all the universities in the country that offer the degree. Distribution for the year is completed.

### 2.3.3 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 educational 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. Broadcast for the year was completed in September 2013.

### 2.3.4 Wellness programme: 'Have milk, maas and yoghurt every day'

The planning for the clinic project that will commence in February 2014 required development of various promotional material during this period. The clinic project for 2014 is aligned with the Department of Health's food-based dietary guideline urging consumers to 'have milk, maas and yoghurt every day'. The project entails an educational event that demonstrates not only the importance of dairy in the diet but also how dairy can easily be added to daily meals for extra goodness. It will roll out in 126 clinics and 36 hospitals across all nine provinces.

A leaflet and a poster, that advocate the goodness of adding dairy to the daily diet, were developed during this period. All the materials have been designed to meet the requirements of the target audience. The leaflet is available in English, Afrikaans, isiZulu and Sesotho and will serve as a hand-out to consumers during the show. Copies of the poster will be given to each clinic to keep for future use during educational activities.

List of promotional material developed by the project

- a) Leaflet in four languages
- b) Poster with main message i.e. Have milk, maas and yoghurt every day
- c) Banners with the main message
- d) Tear-drop banner with the 'Dairy gives you go; logo

## 2.4 TECHNICAL ADVISORY COMMITTEE ANNUAL MEETING

Liaison with the Technical Advisory Committee (TAC) regarding technical issues is ongoing. The TAC adds great value to the Project with regard to the scientific integrity of the project.

## 2.5 WORKSHOPS

Workshops for the industry i.e. members of Milk SA, SAMPRO and MPO, were completed in September 2013 and therefore the detail is included in the this quarterly report.

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.

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	12

## 2.6 RESEARCH

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

The TAC was requested to evaluate and report on existing research material regarding the

above two topics. This activity is current and a report will be generated in the first quarter of 2014.

#### 2.6.2 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.

#### 2.6.3. 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).

#### 2.7 CONFERENCES AND PRESENTATIONS

The project coordinator and the dietitian of the Project participated in 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 (which is also the logo of the SA campaign accepted in 2008). The coordinator of the project participated actively in the marketing conference; the standing committee meeting of marketing; the annual meetings of the IMP and the annual meeting and workshop of the Global Dairy Platform. The television advertisements were presented at the marketing conference. The dietitian of the project participated in the standing committee meetings of nutrition and health and the nutrition conference. Both delegates participated in the conference on child school milk as this conference formed part of marketing and nutrition.

***No Non-achievements / underperformance has been reported***

## Income and expenditure statement

Income and expenditure statement	<a href="#">December 2013.pdf</a>
Unnecessary spending during period	No

## Popular Report

No file has been uploaded

## Additional documentation

[December 2013.pdf](#)

[Business summary October - december 2013.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