



Consumer Education Project of Milk SA
 (PRJ-0069-2015)
SAMPRO: Consumer Education Project of Milk SA
Quarter 2 2015 (April 2015 till June 2015)

Project goals

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

Achievements

During the second quarter the detail of the execution of the planning for 2015, according to the approved budget for 2015 by Milk SA, was completed.

1. GENERAL COMMUNICATION

The target audience for General Communication is LSM 6-8 with a meaningful spill-over to LSM 4-5 and 9-10. Educational material is developed to meet the needs of relevant consumer/LSM group and messages are tailored accordingly.

1.1 TELEVISION

The new television advertisement i.e. the fashion model, Loretta Rush, was broadcast from 1/04/15 to 12/04/15. This was the second of four bursts for 2015.

Schedule for the second burst was as follows:

| TV Channel | Burst 2: 1/04/15 – 12/04/15 |
|---------------|-----------------------------|
| ETV | 10 |
| SABC 1 | 41 |
| SABC 2 | 14 |
| SABC 3 | 3 |
| mNet | 1 |
| Mzansi Magic | 4 |
| Discovery | 2 |
| DSTV & Viacom | Package from 1-12 April |

1.1.1 Post campaign analysis:

Burst 2: 1/04/15 – 12/04/15

The following table shows the reach and frequency for the specific burst as planned and achieved by the media planners.

| | | 1-18 Jan 2015 | | 1-12 April 2015 | |
|-------------------------|--------|---------------|-----------|-----------------|-----------|
| | | Reach % | Frequency | Reach | Frequency |
| Age 25-45/Mums/LSM 9-10 | Actual | 49 | 4.4 | 42 | 3.07 |

| | | | | | |
|------------------------|---------|----|------|----|------|
| | Planned | 52 | 3.9 | 38 | 3.3 |
| Age 25-45/Mums/LSM 6-8 | Actual | 68 | 6.9 | 66 | 5.16 |
| | Planned | 71 | 6.62 | 67 | 5.2 |
| Age 13-19/LSM 9-10 | Actual | 46 | 4.1 | 48 | 3.25 |
| | Planned | 49 | 2.89 | 38 | 3.5 |
| Age 13-19/LSM 6-8 | Actual | 66 | 5.6 | 61 | 5.18 |
| | Planned | 70 | 5.78 | 62 | 4.5 |

Terms:

Reach: The number of people in the demographic group targeted that are exposed to the ad at least once. This is expressed as a percentage.

Average Frequency: This is the number of times ON AVERAGE that individuals in the defined target audience is exposed to the message. This is NOT the number of times the ad is flighted. Some individuals in the target groups may see it 20 times and other may see it once, thus average frequency is an average of everybody in the target group.

AR (AMPS Rating): An AR is the proportion of viewers, across any time period and percentage on the total number of individual panel members in the relevant target group

General Comment:

The burst performed well under media pressure with good noting of the new creative television advert.

Whilst the natural rub-off to LSM 9-10 teens is usually in the region of 40%, this burst achieved a rub-off of 50%.

ARs against mums exceed ARs against teens despite the schedule being designed with the teens as the primary market. This is due to quality of the advertisement and the fact that mums are heavier viewers of TV. Cartoon network performed well in LSM 6-8 and 9-10 and remains a good channel to consider for TV.

The TV ads can be viewed on YouTube accessed from the www.dairygivesyougo.co.za website.

Television Awards:

The 'Loretta' Dairygivesyougo TV commercial was voted:

One of the three finalists for the IMP (International Milk Promotion) trophy award held in Denmark.

One of the four finalists of the World Dairy Innovation Awards in the Best Brand Marketing Campaign or Activation Category.

The Project coordinator is continuously involved in monitoring and planning of the television campaign with the advertising agency during this period. Weekly status meetings are held with the advertising agency.

1.2 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The DGYG Facebook page was launched in June 2014. Purpose is:

Support to TV ad

Platform to introduce the competitions

Create traffic to the microsite

Facebook competition was introduced in January 2015. Visitors to the Facebook page are invited to post a 'selfie' with the hashtag #OOTD (outfit of the day) and #OnTheGo on Facebook to enter a competition and stand a chance to win a SportsScene Voucher.

Analytics related to the Facebook page to date (although not the period of the report, results on Facebook are cumulative)

New fans: 1200

FB Video views: 14 500 (of Loretta Rush TV ad)

YouTube video views: 40 192 (of Loretta Rush TV ad)

Competition entries: 515

Total likes of page: 21 794

The winner of the competition is determined by the most LIKES on Facebook.

1.3 MICROSITE www.dairygivesyougo.co.za

A microsite (mini website) namely 'Dairy gives you go' was previously 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.

The health quiz is continuously active.

| Month | Visits | % New visits | Avg pages /visit |
|-------|--------|--------------|------------------|
| April | 1432 | 88 | 3.77 |
| May | 5675 | 85 | 8.7 |
| June | 974 | 69 | 2.10 |

1.4 DIGITAL ADVERTISEMENTS

The digital advertising campaign serves as support to create traffic to the Facebook page and the microsite.

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, Facebook, MXIT, 24.com. The first burst ran for the month of January 2015

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. During this period the media plan for 2015 was finalised.

1.5.1 Health 24 Campaign is an online campaign and educational advertisements are placed on the site. Viewers can click through to the 'rediscoverdairy' website.

| Date | Website | Material |
|-----------|------------------------------|---------------------|
| May 2015 | Health24 home page | Leaderboard banner |
| | | Half page banner |
| | | Background branding |
| May 2015 | Food 24 home page | Transitional banner |
| May 2015 | Diet and nutrition home page | Half page banner |
| June 2015 | Health24 home page | Leaderboard banner |
| | | Half page banner |
| | | Background branding |
| June 2015 | Food 24 home page | Transitional banner |
| June 2015 | Diet and nutrition home page | Half page banner |

Results: The number of people that noticed the information on Health 24 and clicked through to the 'rediscoverdairy' website was 587

| Total impressions | Total clicks | Total CTR (Click Through Rate) |
|-------------------|--------------|--------------------------------|
| 103155 | 587 | 0.57% |

1.6 CONSUMER LEAFLETS

There are four different leaflets / factsheets available to members of the industry to be distributed during any promotional activities. The new leaflet i.e. 'process of heat-treating milk' was printed in January 2015. The leaflets can be viewed on the 'Rediscoverdairy' website under 'Resources'.

1.7 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 and on-line 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 the publication concerned. The project does not pay for this type of coverage achieved. Note that from January 2015, on-line monitoring was included.

| APRIL - JUNE 2015 | | |
|------------------------------|-------------------------------------|-----------------------|
| Press Coverage | Number of articles published | Rand value |
| Consumer magazines | 29 | R 493 062.27 |
| National newspapers | 1 | R 3 467.96 |
| Regional press | 11 | R 88 641.92 |
| Online coverage | 29 | R 544 528.65 |
| Health professional coverage | 1 | R 7 310.97 |
| Radio | 2 | R 11 962.33 |
| TOTAL COVERAGE | 73 | R 1 148 974.09 |

1.7.1 Television interviews

None for this period

1.7.2 Trade publications

Trade publications such as Dairy Mail, Farm Link, Food and Beverage Reporter and Milk Essay 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.

| Publication | Title | DATE 2015 |
|-------------|------------------------|-----------|
| DAIRY MAIL | Off the ramp for dairy | May |

1.8 NATIONAL NUTRITION WEEK (NNW)

The National Nutrition Week (NNW) is an annual calendar event of the Department of Health and the CEP formally participates in especially the annual planning of the week. 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. NNW will take place in the fourth quarter of 2015, but planning meetings with the DOH were held on 12 May 2015.

The theme for 2015 is: Healthy Eating in the Workplace

1.9 CONSUMER GOODS COUNCIL OF SOUTHS AFRICA (CGCSA)

The aim of the engagement is to consider a request from the Department of Health to consider 'Healthy Food Options', specific to food and non-alcoholic beverage industry to support a national strategic plan for prevention and control of Non-Communicable Diseases (NCDs) in South Africa. The liaison is ongoing by means of electronic communication and meetings. The following meetings were held:

Nutrition working group 24 June 2015

Discussion on the current nutrient profiling model provided by DoH. This working group will provide an alternative to this nutrient profiling model (if a more scientific one exists). No decisions in this regard have been made.

Healthy Food Initiative 25 June 2015

A national food consumption survey is being headed by FoodBev to determine what the most commonly consumed foods are in the South African population.

Proposed activities:

June – Literature review of similar studies worldwide

July onwards – Actual study fieldwork and research

1.10 SCHOOL CURRICULUM PROJECT

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'.

The worksheets have been listed with E-Classroom, which is an independent website that carries worksheets for primary school teachers and learners. The website has been endorsed by the Department of Basic Education. It is estimated that each worksheet downloaded from the E-Classroom website is used by at least thirty learners or teachers. For the second quarter the worksheets were downloaded 4235 times.

| April | May | June |
|-------|------|------|
| 1137 | 1570 | 1528 |

All posters and worksheets are available in English, Afrikaans, Zulu and Sesotho.
Audio visual

A new audio visual (AV) is planned for the school project. The AV is based on the teacher's guide 'A guide to healthy eating'. During this period the detail regarding the specifications of the AV was formed and the script was developed.

1.11 WELLNESS ACTIVITY

Wellness activity is one of the communication channels used to reach the target market of primarily LSM 3-7. This sub-project of the CEP targets the low socio-economic population of South Africa and aims to convey information about the health and nutritional benefits of the inclusion of dairy products in the daily diet.

1.11.1 Interaction at Clinics 2015 'Have milk, maas or yoghurt every day'

The 'Interaction at Clinics' project for 2015 is aligned with the Department of Health's food-based dietary guideline urging consumers to 'have milk, maas or 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, as part of a balanced diet.

All the materials have been designed to meet the requirements of the target audience. Copies of the poster are given to each clinic to keep for future use during educational activities.

List of promotional material developed for this sub-project:

Leaflet in seven African languages: Northern Sotho, Venda, Zulu, Xhosa, Sotho, Tsonga, Tswana plus Afrikaans and English and serves as handout to consumers during visits to clinics.

Poster with main message i.e. Have milk, maas or yoghurt every day

Banners with the main message

Tear-drop banner with the 'Dairy gives you go' logo

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, who is 100% BEE compliant and has a level 3 contributor status, to present the health messages at clinics and hospitals in the vernacular language of the local community. The Dietitian of the CEP project is driving the clinic project and trained the Awuzwe health promoters on the key message 'Have milk, maas or yoghurt every day' and the associated nutritional and health benefits of dairy. This empowered the field workers to present the information with confidence. Each promoter was subsequently equipped with a lesson plan and visual aids, which enhanced the learning experience at the clinics. For 2015 the project will be implemented in the remaining provinces that were not reached in 2014, as well as extending to more clinics in Gauteng and KZN. For the period of April – June 2015 clinics were visited in Northern Cape, Kwazulu Natal and Limpopo. The table below presents the number of clinics and hospitals visited, where the educational presentation was presented for this period.

| Clinics and hospitals visited | | |
|-------------------------------|---------|-----------|
| April - June | Clinics | Hospitals |
| Northern Cape region | 25 | 5 |

1.11.2 Education of nutrition advisors in KwaZulu Natal and Limpopo

Training of Nutrition Advisors during this period as set out below:

| DATE | KZN 118 Nutrition advisors |
|--------|-------------------------------|
| 5 May | Uthukela District – Ladysmith |
| 6 May | Umzinyathi District – Dundee |
| 7 May | Umzinyathi District – Dundee |
| 2 June | Uthungulu District – Eshowe |

| | |
|--------------|--------------------------------|
| 3 June | Uthungulu District - Nkandla |
| 4 June | Uthungulu District – Empangeni |
| 10 June | Umkhanyakude District |
| 11 June | Umkhanyakude District |
| 12 June | Amajuba District |
| | |
| 29 & 30 June | Limpopo 53 Nutrition advisors |

Educational Tools were given to the dietitian of each district/region. For this period, 12 Educational Tools were distributed and 300 fact sheets

1.12 REGULATION 429: REGULATION RELATING TO THE LABELLING AND ADVERTISING OF FOODS: AMENDMENT

Regulation 146 on advertising and food labeling that was implemented in March 2012 has been amended. R 429 of May 2014 is said to be implemented in 2015. The project continuously updates existing promotional material to be in line with the regulations. All newly developed promotional articles conform to the regulation.

1.13 WEBSITE

1.13.1 ‘Rediscover dairy’ website

The ‘Rediscoverdairy’ website is continuously monitored and changed as required.

| rediscoverdairy.co.za analytics for April to June 2015 | | | | | | |
|--|-------|-----------|-------------------|---------------|---------------|-----|
| | Users | Pageviews | Pages per session | % New visitor | % Bounce rate | Re |
| April | 224 | 892 | 2,96 | 67,4 | 53,82 | 131 |
| May | 721 | 1619 | 1,93 | 83,4 | 73,13 | 417 |
| June | 400 | 773 | 1,64 | 82,2 | 74,36 | 200 |

1.13.2 ‘Rediscover/ dairy kids’ website

The ‘Kids’ website provides a platform where posters, teacher’s guides and fact sheets can be downloaded from the ‘Rediscover dairy’ website. It is constantly monitored and updated when required.

1.13.3 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 and 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: 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

The target market for Specialised Communication includes health professionals i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific information on dairy nutrition and health. The project makes use of the Technical

Advisory Committee of the project who work independently from the project, and are specialists in the field of nutrition.

Communication channels include:

Print in the form of scientific advertorials and nutrition reviews.

Educational material for dietitians, nutritionists and nutrition advisors.

Educational material for dietetic students at universities.

Liaison directly with health professionals through the CPD (Continuing Professional Development) events for dietitians, seminars and conferences.

A comprehensive website with specific reference to the section on 'Dairy-based nutrition'.

2.1 HEALTH PROFESSIONAL PRINT

2.1.1 Scientific advertorials are written on new topics 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. Scientific

advertorials are written on new topics 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.

| TITLE | PUBLICATION | DATE |
|--|----------------|----------|
| Can dairy help to lower blood pressure | Nursing Update | May/June |

2.1.2. Association for dietetics in South Africa (ADSA), online advertising

As part of the Health Professional print campaign, the project creates awareness on the ADSA website, especially to inform dietitians of the new Dairy Health Forum, which appears on the 'rediscoverdairy' website.

During this quarter one placement was made on the website i.e.

| INFORMATION POSTED ON ADSA WEBSITE | DATE |
|------------------------------------|------|
| Dairy Health Forum | June |

2..2 NUTRITION REVIEW ARTICLES

A nutrition review explores a new topic in dairy health and nutrition that warrants further investigation. The nutrition reviews allow for extensive and detailed information on a specific topic without a limitation to the number of words used. The nutrition reviews are posted on the www.rediscoverdairy.co.za website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. The following nutrition review was developed during this period.

| NUTRITION REVIEWS |
|--|
| Vitamin D - the key in calcium metabolism to ensure optimal health |

2.2.1 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 (Nutrition review) 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. Two Milkspats were developed in the 2nd quarter.

| TITLE OF NUTRITION REVIEW / SUMMARISED IN MILK SPLAT | DATE |
|--|------|
| Can milk aversion be reversed | MAY |
| Is cow's milk that contains rBST safe to drink | JUNE |

2.2.2 DAIRY HEALTH FORUM

This is a new addition to the www.rediscoverdairy.co.za website with the purpose to increase traffic to the 'rediscoverdairy' website by introducing a section on the website to focus on a topic of interest. The forum is written by various health professionals for consumers wanting to know more about nutrition and dairy. The aim of the Forum is to showcase the latest information on a topic of interest, with the assistance of experts in the field of nutrition or other fields of interest. The first Dairy Health Forum was on 'All About Sport'. Three sport dietitians and one

physiotherapist took part as the expert panel. Questions addressed were:

Can an athlete get all their nutritional requirements from food?

What about supplements? Is it vital or is it a foe?

What specific nutritional advice can I follow in order to increase my strength training?

How does nutrition play a role in "rest time"?

Your single hot tip to athletes...

What does it mean to "rest" or take a "rest day" and why is it important?

Injury can be detrimental to an athlete or sport enthusiast. What tips can I follow to minimize injury?

If I get injured what is the first step to healing? When, what and where?

2.3 CLINICS

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

In 2014 the 'Teaching Aid File' 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 USB tool is distributed to 2nd and 4th year dietetics students at all the universities in the country that offer the degree. The memory stick carries all the scientific information regarding dairy health and nutrition as developed by the project. Included on the memory stick is the sports booklet, advertorials, nutrition reviews and an overview of the project.

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 USB tool was also printed in the form of a booklet for distribution at Provincial Training Hospitals.

At these events, the reaction of the recipients is very positive and in most cases more material such as posters, fact sheets and booklets are requested. These are then distributed by the project, upon request, to the different institutions.

2.3.2 Educational Tool

The A3 Educational tool is developed for dietitians in provincial hospitals and clinics for use to educate patients on nutrition required during certain life stages. On an ongoing basis, the Dietitian of the project visits each hospital (as listed below) and presents the tool to the dietitians.

Distribution of the USB memory stick and Educational Tool

USB memory sticks and the booklet 'Sports nutrition and the role of dairy' have been distributed to 11 final year Bio kinetic students from the University of Pretoria.

At the Nutrition Advisors training sessions (refer 1.11.2); various Hospital and DoH dietitians requested the educational tool and other educational material. 12 Educational Tools and 300 fact sheets were distributed

No universities / hospitals were visited in this period.

2.3.3 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.

A CPD activity was presented by Nutrition Solutions on 14 April. A CPD article on "*The effect of production system and management practices on the environmental impact, quality and safety of milk and dairy products*" was handed out to dietitians attending the CNE. 30 answer sheets have been received and processed.

2.3.4 Mystery observer study: 'Interaction at Clinics'

Measurement of the project: Throughout the implementation period of the project, CEP conducted a mystery-observer study to determine the impact of the project as an indication of effective return on investment. This field-based research technique involves independent, trained fieldworkers posing as consumers to gather specific information about a product and service delivery as well as to experience how it feels to be a consumer of a specific company or product.

The mystery evaluation study was implemented to monitor the 'Interaction at Clinics' sub-project. The report on the Mystery evaluation was presented 20 April 2015. The full report can be viewed on the 'rediscoverdairy' website under 'member's login'.

2.3.5 South African Dietitians' / Nutrition professionals' and Nutrition Advisors' attitudes and barriers related to consumption of selected dairy products

A survey is being conducted in 2015 of SA dietitians', nutrition professionals' and nutrition advisors' attitudes, perceived norms and behavioural control to consumption of selected dairy products, of which the results will be made available to the advisory committee by the end of

2015 and made public in September 2016.

2.4 CEP INDUSTRY WORKSHOPS

Workshops for the industry members of Milk SA, SAMPRO, MPO and other are held every second year and the next workshop will be in 2016.

2.5 CONFERENCES AND PRESENTATIONS

Continuing Professional Education: Nutrition Solutions. 14 April. Johannesburg Country Club. CPD activity/ article provided: *"The effect of production system and management practices on the environmental impact, quality and safety of milk and dairy products"*

SASDT (SA Symposium for Dairy Technology). 14, 15 & 16 April. Cape St Francis Resort, Southern Cape.

Presentations: Project Coordinator: Consumer Education Project of Milk SA: Television and Social Media Campaign

Dietitian of the Project: Not all proteins are the same.

13 May 2015: ADSA Gauteng South Branch – So what is in your milk?

21 May 2015: University of Pretoria / Nestle CNE – Milk proteins and Health

The annual CNE was held at University of Stellenbosch, Tygerberg campus, on 24-25 June 2015 in Cape Town. The dietitian of the project attended the conference.

Global Dairy Platform, midyear meetings. 20-23 June. Denmark. The coordinator of the project attended the meetings and workshops.

International Milk Promotion (IMP) Midyear meetings: 23/4-26 June. Denmark. The coordinator attended the meetings.

Presentations: Country report and the CEP Television and social media campaign was presented as an IMP Trophy Entry.

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

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

No Non-achievements / underperformance has been reported

Income and expenditure statement

| | |
|------------------------------------|----------------------------------|
| Income and expenditure statement | CEP may 2015.pdf |
| Unnecessary spending during period | No |

Popular Report

No file has been uploaded

Additional documentation

[Business report 2nd quarter 2015, 15 July 2015.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