



Consumer Education Project of Milk SA
(PRJ-0011-2013)
SAMPRO: Consumer Education Project of Milk SA
Quarter 1 2013/2013 (January 2013 till March 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

1.1 TELEVISION

The two new TV ads were developed in December 2012/Jan 2013 and were broadcast in Feb 2013.

Schedule for the first burst 18 February – 10 March 2013

TV Channel Nr of broadcasts

ETV 21

SABC 1 65

SABC 2 33

SABC 3 27

DSTV & Viacom 754

1.1.1 Post campaign analysis:

– Launch burst: 18 Feb - 10 March 2013

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)*

– YouTube views for the period was 45000 for both ads combined

– The above means excellent performance

1.2 MICROSITE www.dairygivesyougo.co.za

1.2.1 A microsite (mini website) was developed for the project to 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.

1.2.2 Performance during the period 21 December 2012 - 11 April 2013

– 33 825 people visited the site

– 91, 26% new visitors, 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

â€¢ The mobile version of the site accounts for 25% of site visits

â€¢ The site is currently reaching a good spread of the targeted demographic around SA

1.3 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 will appear on social media sites visited by teenagers such as You Tube, Face Book, MXIT, 24.com.

For this period the following two bursts were applied.

Bursts Date of bursts

1 21/12/12/ - 17/2/13

2 27/2/13 â€“ 10/4/13

1.3.1 Post campaign analysis

Phase 1: 21 Dec 2012 - 15 Jan 2013

â€¢ Over 7 million ad views have been served since the display and Google campaign went live generating 12 004 clicks to site.

â€¢ The display campaign has yielded an average click-through rate of 0.17% which is slightly below the consumer packaged industry average of 0.22%, (according to MediaMind).

â€¢ The "dairy gives you go"™ banner ads have reached over 270 000 unique ad views thus far, with an average cost per 1000 reach of R 695.73, this means that on average the cost to reach 1000 unique users is R 695.73.

â€¢ The Homepage Takeovers generated over 50 000 unique impressions and 264 unique clicks at a click-through rate of 0.46%.

â€¢ The Google Search campaigns have yielded an average cost per click of R9.14.

â€¢ The Google Display campaigns began on 7 January 2013 and has yielded over 5.6 million ad views which has resulted in 5 849 clicks to the "dairy gives you go"™ landing page. This, at an average cost per click of R 8.05.

â€¢ Average position improved towards the end of the campaign, improving from 2.4 to 2.1. Cost-per-click also improved, decreasing from R8.62 to R8.52. The ads showed more than 6 million times, and were clicked on over 10 000 times.

Phase 2: 28 Feb 2013 - 6 Mar 2013

â€¢ Over 18 million ad views have been served since the display and Google campaign went live generating 56 245 clicks to site.

â€¢ The display campaign has yielded an average click-through rate of 0.27% which is higher than the consumer packaged industry average of 0.22%, (according to MediaMind).

â€¢ The rich media banners have been successful in creating user engagement with an above average expansion rate of 18.72%.

â€¢ Facebook has performed well thus far, driving 4 222 clicks to the "dairy gives you go"™ landing page via the ASU ads, this at a low average cost per click of R 4.00.

â€¢ InMobi has performed well thus far generating 583 471 impressions and 6 775 clicks to the "dairy gives you go"™ landing page

â€¢ The MXIT media placements for the campaign performed well generating over 1.7 million ad views and generating 28 964 clicks, this across all MXIT elements for this campaign

â€¢ The Google Search campaigns have generated a total of 5 632 clicks between online and mobile channels, this at an average cost per click of R 8.56.

â€¢ The Google Display Mobile campaigns has yielded over 1.5 million ad views which has resulted in 5 190 clicks to the "dairy gives you go"™ landing page. This, at a low average cost per click of R 3.33.

â€¢ Average position improved slightly from 1.4 to 1.3. Average cost-per-click continued to improve, dropping from a R 6.65 to R 6.47. The adverts have shown over 2.8 million times.

1.4 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 7 promotional articles were developed and published for this period

No Advertorial title Magazine

1 Give young athletes a boost with milk & dairy Hola ma highschool

2 Smart snacking with dairy Move

- 3 Peusel slim met suiwel Kuier
- 4 Fuel up on flavoured milk Move
- 5 Kry "n hupstoot met gegeurde melk Kuier
- 6 Make your food choices count Ideas
- 7 Maak jou voedsel keuses tel Idees

1.5 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.

1.5.1 PRINT COVERAGE

January " March 2013

PRESS COVERAGE Nr ARTICLES PUBLISHED RAND VALUE

Consumer magazines 21 R 1 182 106.81

National newspapers 1 R 116 205.73

Regional press 13 R 85 922.46

Trade press 1 R 11 462.15

Online coverage 1 R 8 000.00

Health professional coverage 1 R 5 153.47

TOTAL COVERAGE 38 R 1 408 850.62

1.5.2. Press releases developed and distributed by the project

The following press release was distributed to selected media

PRESS RELEASE DATE 2013

New FBDG highlights importance of milk, maas and yoghurt Jan 2013

1.5.3. Public relations campaign.

In January 2013 a PR campaign was launched "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)

CEP Analysis 2013

Print Publications Article Date Headline Value

Beeld (Main Body) 2013-02-07 Mmm Melk R 2 156.00

Gazette: Drakenstein 2013-02-08 Do you have the lunchbox blues R 2 853.24

Grocotts Mail 2013-02-08 Delicious dairy solves lunchbox blues R 254.47

Gazette: Stellenbosch, Franschhoek, Pniel, Kylemore 2013-02-12 Do you have the lunchbox blues R 8 192.40

Total Print R 13 456.11

Online Publications

Woman online.co.za 2013-01-16 Dairy for quick & healthy lunchbox treats n/a

Health 24 2013-02-06 Look to dairy for quick & healthy lunchbox treats n/a

Total Online

Electronic

Bush Radio 2013-01-14 The Importance of Eating Dairy Every Day R 8 800.00

RSG 2013-01-16 The Importance of Eating Dairy Every Day R 71 400.00

Total Electronic R 80 200.00

Total Print, Online and Electronic R 103 273.73

1.5.4 RADIO INTERVIEWS: Radio Sonder Grense recorded six interviews with the project. The interviews are broadcast between 5h30 and 6h30 on

Landbou sake programme.

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

1.5.5. INDUSTRY PUBLICATIONS

A. The Dairy Mail will be used as a vehicle to communicate with the dairy farmers and industry. Informative articles on the project and other relevant topics will be published in every issue.

Publication Title DATE

DAIRY MAIL Melk mites 1 February 2013

MILK ESSAY Brand new TV ads for 2013 March 2013

FARM LINK Importance of taking care of your bones January 2013

1.6 NATIONAL NUTRITION WEEK (NNW)

Planning commences in May 2013

1.7 SCHOOL CURRICULUM PROJECT

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

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.

1.8 SPORTS DOCUMENT

Promotional work on the sports document is on-going and is available for download on the web.

1.9 WEBSITE

1.9.1 Rediscover dairy website

The MilkSplat is a menu item on the rediscover website. The purpose for this menu item is to summarise recent research on a dairy nutrition related topic for the website. The summary is also mailed to health professionals and they are encouraged to read the summary and contact the project for the full article. This further creates an opportunity for the project to build a database of health professionals and monitor the success. The following milk splats were placed for this period.

Title Date

New year's resolution "have milk, maas or yoghurt every day February 2013

Dairy gives you go campaign April 2013

1.9.2 Rediscover/ dairy kids website

The new school curriculum project demanded that this part of the website is updated and rewritten. Extensive time and resources have been spent on updating this section of the website during the first quarter.

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 and relevant topics in dairy nutrition and health. These are aimed at health professionals and are published accordingly. The following four were published for this period.

Title Publication Date

New year resolution 2013: have milk, maas or yoghurt every day! SAMJ February 2013

Dairy trans fatty acids and cardiovascular disease CME February 2013
Dairy trans fatty acids and cardiovascular disease CME March 2013
New year resolution 2013: Have milk, maas or yoghurt every day! Nursing Practise Feb March 2013

1. SA Journal of Clinical Nutrition
2. Contnuing Medical Education

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 website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. No nutrition review articles were published for this period.

2.3 CLINICS

2.3.1 Continuing Professional Development:

This annual activity is planned for the 2nd quarter

2.3.2 Teaching Aid File

The teaching aid file was reviewed and updated and produced in electronic format i.e. a USB tool that carries the CEP logo. All the topics have been revised by the Technical Advisory Committee of the project. The USB tool allows CEP to share more comprehensive information of the project to a greater target market. The memory sticks will be distributed in the second quarter of the year to dietetic students as well as qualified dietitians 1000 were produced.

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 education TV in the waiting rooms of provincial clinics. The message was updated and changed taking in account the feedback received from MQ marketing.

Wellness TV is ongoing for 2013 and will be broadcast in the 3rd quarter for 4months.

2.4 CONFERENCES AND PRESENTATIONS

None for this period

2.8 GLOBAL DAIRY PLATFORM

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

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	No file has been uploaded
Unnecessary spending during period	No

Popular Report

No file has been uploaded

Additional documentation

No file has been uploaded

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