



Consumer Education Project of Milk SA
(PRJ-0011-2013)
SAMPRO: Consumer Education Project of Milk SA
Quarter 2 2013/2013 (April 2013 till June 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. TELEVISION

The two new TV ads were broadcast in 22 June – 12 July 2013

Schedule for the second burst are as follows:

TV Channel Nr of broadcasts

ETV 62

SABC 1 50

SABC 2 20

SABC 3 37

DSTV & Viacom 754

1.1.1 Post campaign analysis:

These results were not available for this report as the burst runs until 12 July

– Since launch of the TV ads in February, the YouTube visits were as follows:

o Dusty 45 – = 22 853 views (5 months with 3 months media support)

o Stix 45 – = 24 311 views (5 months with 3 months media support)

o Dusty 120 – = 334 views (3 months, no media support)

o Stix 120 – = 274 views (3 months, no media support)

1.2 MICROSITE www.dairygivesyougo.co.za

1.2.1 A microsite (mini website) 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.

1.2.2 Performance during the period 1 April – 30 June

– Media support i.e. digital advertising ended 14 April.

– From 14 April – 30 June, no media support in the form of digital advertising was active

– During this period: 4419 Visits to the site

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

For this period the second digital advertising burst ended 10 April 2013.

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 3 promotional articles were developed and published for this period

No Advertorial title Magazine Date

1 Make your food choices count Ideas May 2013

2 Maak jou voedsel keuses tel Idees May 2013

3 Boost young athletes with milk & dairy SA School Sports May 2013

4 Brittle bones: the role of dairy You Pulse 6 June 2013

5 Beendigtheid: die rol van suiwel Huisgenoot Pops 6 June 2013

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. The following dairy nutrition related articles were observed in the print media. 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 a specific publication. The project did not pay for this coverage.

1.5.1 PRINT COVERAGE

April - June 2013

PRESS COVERAGE Nr ARTICLES PUBLISHED RAND VALUE

Consumer magazines 17 R 483 638.62

National newspapers 1 R 8 819.45

Regional press 4 R 55 429.88

Trade press 4 R 208 817.44

Health professional coverage 0 R 0.00

TOTAL COVERAGE 26 R 756 705.39

1.5.2. Press releases developed and distributed by the project

World milk day was celebrated on 1 June 2013. This is an annual event. The project distributed a press release to this end.

PRESS RELEASE DATE 2013

World milk day May 2013

Coverage obtained in the media for this period is R 22 000.

1.6 RADIO INTERVIEWS: There were no radio interviews for this period

1.7 INDUSTRY PUBLICATIONS

The Dairy Mail is 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 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 2013

1.8 NATIONAL NUTRITION WEEK (NNW)

Planning commences in third quarter of 2013

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

All learning material can be downloaded from the www.rediscoverdairy.co.za website under the Kids section

1.10 SPORTS DOCUMENT

Promotional work on the sports document is on-going and the booklet is available for download on the web. All material can be downloaded from the website.

1.11 WEBSITE

1.11.1 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 splat was placed for this period.

Title Date

“Dairy gives you go”™ April 2013

1.11.2 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. 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

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 two were published for this period.

Title Publication Date

Dairy allergies and lactose intolerance SA J of Child Health April 2013

Can dairy products lower high blood pressure? Nursing Practice May/June 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 website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. One nutrition review article was published for this period.

Title Website Date

Hypertension www.rediscoverdairy.co.za June 2013

2.3 CLINICS

2.3.1 Continuing Professional Development (CPD):

As part of the CPD activity, the project participated in the Continuing Nutritional Education (CNE) event, held on 11 April 2013 in Sandton, Gauteng. Nutrition Solutions organised the event which 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

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. 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 following universities were visited:

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

Total distributed to date 249

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 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 is ongoing for 2013 and will be broadcast from June-September 2013 in 50 clinics in Gauteng.

2.4 WORKSHOPS

2.4.1 Two different types of workshops are planned for 2013

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

b. Workshops for the industry and manufacturers of dairy products. There will be four workshops held in four different regions. The purpose of the workshop is 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.

c. During the second quarter, the planning of the workshops started in terms of contact list of people to invite, venues etc.

2.5. TECHNICAL ADVISORY COMMITTEE ANNUAL MEETING

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. 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.

2.6 CONFERENCES AND PRESENTATIONS

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

b. South African Symposium for Dairy Technology (SASDT) was held from 15-18 April. The project co-ordinator and the dietitian of the project attended the symposium and each presented

as follows:

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

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

d. Global Dairy Platform and International Milk Promotion mid-year workshop held in Belfast, Northern Ireland, 23 â€“ 28 June 2013. The project coordinator attended the workshops â€“ see pt 2.6 below.

2.7 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 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 will be announced at the WDS-IDF in Japan in November 2013.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	June 2013.pdf
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