



Consumer Education Project of Milk SA
(PRJ-0011-2013)
SAMPRO: Consumer Education Project of Milk SA
Quarter 3 2013 (July 2013 till September 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 16 Sept – 30 Sept

Burst 3

ETV 27

SABC 1 15

SABC 2 34

SABC 3 10

MNet 25

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

1.1.1 Post campaign analysis:

These results are not available for this report as the burst runs until end September.

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](http://rediscoverdairy.co.za) website.

During the September burst, a quiz was introduced to the microsite in order to create more interest and enhance the educational focus of the microsite. The quiz can be viewed on www.dairygivesyougo.co.za

1.2.2 Performance during the period 3 September – 3 October 2013

The visits to the site increased due to the digital advertising campaign that runs in conjunction with the television advertisements.

Microsite

– During this period, the microsite has been viewed 9,073 times by 6,465 unique visitors*.

– The average time on site has increased from around 30 sec's to just under 50 sec's which shows us that people are using the site to find answers for the Quiz as intended.

QUIZ

â€¢ Since launching, the quiz has been viewed 5,730 times by 3,850 unique users.

â€¢ The average user has spent 1:32mins on the Quiz site

â€¢ From all these visitors, we have had 15 successful entries. (People getting 4/4 and posting to Facebook).

*Unique visitors refers to people who visit the website more than once within a specified period of time

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 YouTube, Facebook, MXIT, 24.com.

The quiz that appears on the microsite is advertised on the banners to increase traffic to the microsite

For this period the following burst will run until end October

Bursts Date of bursts

2 17/9/13 â€“ 29/10/13

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 5 promotional articles were developed and published for this period

No Advertorial title Magazine

1 Add value to your lifestyle with dairy Woman & Home

2 Dairy and breakfast a winning combination Move

3 Suiwel by ontbyt â€” wenkominasie Kuier

4 Nutrient-rich dairy You Pulse

5 Voedingstofryk suiwel Huisgenoot Pols

1.5 CONSUMER LEAFLETS

Three consumer leaflets were developed for this period.

â€¢ Dairy: The whole story â€” whatâ€™s in the milk isle

â€¢ Bones: Remember to take care of your bones

â€¢ Sport Nutrition: Give athletes a boost with dairy

The leaflets are available to the industry to be distributed during any promotional activities. The leaflets were presented to the industry at the workshops held during this period.

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 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.

1.6.1 PRINT COVERAGE

JULY - SEPTEMBER 2013

Press Coverage Number of articles published Rand value

Consumer magazines 18 R 602 481.34

National newspapers 2 R 30 425.10

Regional press 11 R 78 079.24

Trade press 2 R 126 742.62

Online coverage 0 R 0.00

Health professional coverage 1 R 44 929.99

TOTAL COVERAGE 34 R 882 658.28

1.6.2. Press releases developed and distributed by the project

PRESS RELEASE DATE 2013

Dairy and hypertension August 2013

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

1.8 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 2013

DAIRY MAIL More dairy August 2013

Milk essay Milk SA's dairy education project September 2013

1.9 NATIONAL NUTRITION WEEK (NNW)

Planning commences in fourth quarter of 2013 (9-13 October)

1.10 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.

1.11 SPORTS DOCUMENT

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.

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.

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. Although the "Kids" website is completed and all the posters, teacher's guides and fact sheets can be downloaded from the site, it is constantly monitored and updated where required.

1.11.3 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

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

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 three were published for this period.

Title Publication Date

Dairy and hypertension: Have milk, maas and yoghurt every day SAJCN September 2013

Dairy allergies and lactose intolerance CME September 2013

Dairy allergies and lactose intolerance Nursing Practise August September 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. No nutrition reviews were written for this period.

2.6 CLINICS

2.6.1 Continuing Professional Development (CPD):

This is an annual event as this activity is completed for the year

2.6.2 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.

2.6.3 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 on-going for 2013 and was broadcast from June-September 2013 in 50 clinics in Gauteng. The advertisement is flighted 14 times per day giving a total of 15400 flightings per month.

2.7 WORKSHOPS: Two different types of workshops are planned for 2013

2.7.1 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 was on 18 July. Annexure 1A provides a summary of the outcomes of this workshop.

2.7.2 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.

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

2.8 TECHNICAL ADVISORY COMMITTEE ANNUAL MEETING

Liaison with the Technical Advisory Committee is ongoing

2.9 CONFERENCES AND PRESENTATIONS

2.9.1 The project participated in the SAMA National Council conference, where pens and the sports nutrition booklet were placed in conference bags

2.9.2 SAAFoST 20th Biennial International Congress: 7-10 October 2013. Two presentation were presented at SAAFoST:

â€¢ The Project coordinator presented: Dairy: Nutritional value for money for SA consumers

â€¢ Prof Pierre Joubert presented: Strategic insights to the consumer education project of Milk SA

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	Aug 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