



Consumer Education Project of Milk SA
(PRJ-0037-2014)
SAMPRO: Consumer Education Project of Milk SA
Quarter 2 2014/2014 (April 2014 till June 2014)

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 TV ads were broadcast from 29 March – 9 April 2014. The second burst commenced on 1 July and will be reported in the 3rd quarterly report

Schedule for the first burst was as follows:

TV Channel Burst 1, 29/3 – 9/4 2014

ETV 17
SABC 1 40
SABC 2 14
SABC 3 15
MZANZI 2
MNet 5
DSTV & Viacom 1 week package/channel (11 channels)

1.1.1 Post campaign analysis:

The performance of the campaign during the 1st burst in 2014 achieved the planned targets for the burst. Since the planning for this burst is done against the primary market (LSM 6-8 teens), the performance was very good with ARs coming in 7% higher than anticipated. Performance was as expected against LSM 9-10 teens where at least 40% rub-off was anticipated. Performance exceeded expectations in respect of LSM 6-8 mothers where the project achieved 13% more ARS than we anticipated.

1st Burst: 29 March – 9 April 2014

Target Reach Frequency

Age 25-45/Mums/LSM 9 -10 Actual 45% 3.7

Planned 45% 4.2

Age 25-45/Mums/LSM 6 – 8 Actual 64% 5.2

Planned 60% 4.9

Age 13-19/LSM 9 – 10 Actual 46% 2.9

Planned 36% 3.3

Age 13-19/LSM 6-8 Actual 58% 5.3

Planned 61% 4.7

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 are 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 others may see it once, thus average frequency is an average of everybody in the target group.

1.1.2 Development of new television advertisement

The storyboard for the new television advertisement was developed. Two concepts were approved for research. See 2.6.5

1.2 MICROSITE www.dairygivesyougo.co.za

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.

- Tracking of performance and visits to the site: An advanced tracking and analytical tool on the dairygivesyougo.co.za microsite was implemented in February 2014 in order to fully understand the visitor's behaviour.
- In addition to being able to track the success of campaigns that drive traffic to the site, the project now also has the ability to go into more detail as to user experience. This has allowed the project to make tactical changes that should drive the messaging more effectively.
- The results of the analytical tool presented a variety of general observations and screen capture observations. Action points have been identified and these will be implemented as high, medium and low priority. In this quarter, the high priority actions have been completed and focussed specifically on the navigational operations of the site.
- During this quarter, the microsite was optimised for MXIT on mobile phones.
- A health quiz is on the microsite to ensure that teenagers are familiarised with the health and nutritional benefits of dairy.

- The visits to the microsite during this quarter as follows:

Month	Week 1	Week 2	Week 3	Week 4	Week 5	TOTALS
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April	98	3087	145	150	3480	
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May	3264	31	629	959	151	5034
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June	2899	1607	205	2075	6786	
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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 second burst will run from 28 June - 8 July

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 4 promotional articles were developed and published during this period

Advertorial title Magazine Date

1 Milk & sport: a winning combination Move 30 April 2014

2 Fuel up with flavoured milk Move 14 May 2014

3 Smart snacking with dairy Move 28 May 2014

4 Dairy & breakfast: a winning combination Move 11 June 2014

1.5 EDITORIAL INFORMATION FOR CONSUMER PUBLICATIONS

The project provides editorial information to publications for use by the relevant editor to their own discretion. The following editorial information was provided to Move magazine:

Benefits of dairy as part of a healthy diet – Named by Move "Delicious and nutritious dairy" – 14

May 2014 (Double-page spread)

1.6 CONSUMER LEAFLETS

The leaflets/factsheets are available to members of the industry to be distributed during any promotional activities. The leaflets can be viewed on the 'Rediscoverdairy' website under 'Resources'.

The leaflets are:

- Build strong bones
- Dairy: the whole story
- Dairy and sport

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 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.

1.7.1 PRINT COVERAGE

APRIL - JUNE 2014

Press Coverage Number of articles published Rand value

Consumer magazines 12 R 297 635.08

National newspapers 7 R 99 637.26

Regional press 10 R 87 645.33

Trade press 2 R 57 993.25

Online coverage 0 R 0.00

Health professional coverage 0 R 0.00

TOTAL COVERAGE 31 R 542 910.92

1.7.2. Press releases developed and distributed by the project

World milk day was held on 1 June 2014. The project distributed a press release to weekly and daily media.

The coverage obtained for World Milk Day was as follows:

WORLD MILK DAY 1 JUNE 2014

DATE PUBLICATION RAND VALUE

28-May-14 Bloemfontein Courant R 3 038.00

01-Jun-14 Daily Sun (KZN) R 8 756.00

Jun-14 Food & Home entertaining R 17 589.00

30-May-14 Groccott mail R 333.00

29-May-14 Kormorant R 2 343.00

01-Jun-14 Mammias en Pappas R 28 939.00

30-May-14 Mercury - Good life R 21 111.00

30-May-14 Mossel bay advertiser R 3 312.00

28-May-14 Rising sun (North coast) R 3 973.00

29-May-14 Somerset Budg R 2 141.00

30-May-14 Stellenbosch gazette R 4 174.00

27-May-14 Swartland gazette R 1 485.00

30-May-14 The bugle R 3 549.00

30-May-14 Zululander R 6 050.00

30-May-14 Mogol Post R 2 953.00

01-Jun-14 Daily sun, Sun health R 23 846.50

R 133 592.50

1.8 INTERVIEWS: The project coordinator was part of an interview for the programme Doctor's orders on SABC 3, every Friday @15h00. A video clip is available on the website under 'news snippets'.

1.9 INDUSTRY PUBLICATIONS

Trade publications such as Dairy Mail, Farm Link, Food & Beverage Reporter and Food Review 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. Two articles were published in Dairy Mail.

Advertorial title Magazine Date

1 Have milk, maas and yoghurt daily Dairy Mail April 2014

2 The end of the line Dairy Mail April 2014

1.10 SPORTS LIAISON

The sport booklet was updated with the latest research in sports nutrition and dairy. Promotional work on the sports document is on-going and the booklet is available for download on the web. Nicki de Villiers of the Health Performance Centre at the University of Pretoria liaises with sports people and coaches on an ongoing basis and distributes the booklet to relevant people.

- April 2014: A Sports Nutrition Symposium, was held at the Nelson Mandela Metropolitan University South campus auditorium. 350 copies of the booklet were distributed.

Speakers were Karlien Smit and Dr Konrad von Hagen

- 10 June 2014: Presentation to cricket academy by Nicki de Villiers. Distributed 50 booklets

1.11 NATIONAL NUTRITION WEEK (NNW)

This project runs in the fourth quarter. Two meetings have been held to date (25/2/14 and 30/5/14). The project will be involved in the NNW 2014 of the Department of health

1.12 CONSUMER GOODS COUNCIL OF SOUTH AFRICA (CGCSA)

The project attended a meeting with the CGCSA with regard to 'Healthy Food options industry engagement' with the Director-General: Health, beverage South Africa (BevSA). The aim of the engagement is a request from the DG BevSA to identify areas of collaboration with the Department in mitigating against the rise of Non-Communicable Diseases (NCDs) in South Africa.

1.13 SCHOOL CURRICULUM PROJECT

One new worksheet was developed, targeted at the intermediate phase.

The worksheets of the school curriculum project are loaded on the E-Classroom website, making CEP worksheets available to teachers and parents. It is estimated that each worksheet downloaded is used by at least thirty learners or teachers.

The worksheets were downloaded as follows:

Month No of times worksheets were downloaded

April 1225

May 1535

June 1866

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

- Dairykids website completed

- The project provided factsheets and posters for the school holiday programme with Johannesburg metropolitan – 25 and 25 June 2014

1.14 WEBSITE

1.14.1 'Rediscover dairy' website

The health professional section 'Rediscover dairy' website, was completed. This involved extensive time and effort to ensure all the scientific information is accurate. Each page includes the relevant download of the scientific advertorial and nutrition reviews.

The consumer section has been completed and the 'Rediscover dairy' website was transferred to the Wordpress 2014 format, which makes the upgrades more user friendly.

1.14.2 '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.

1.14.3 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 - Specialized communication, namely proactive and reactive messages re. the health and nutritional advantages of dairy products conveyed to selected groups that are opinion formers in the SA society

Achievements

2. SPECIALISED COMMUNICATION

2.1 HEALTH PROFESSIONAL PRINT

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. The following scientific advertorial was published for this period.

TITLE PUBLICATION DATE

Milk protein: new insights into functions and quality SAJCN May/June 2014

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 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 later in 2014.

- a) Update on diabetics and the role of dairy in their diet
- b) Dairy and sarcopenia

2.3 CLINICS

2.3.1 CONTINUING PROFESSIONAL DEVELOPMENT (CPD):

This event which was a joint venture with ADSA (Association for Dietetics in SA). There are one CPD events planned for 2014.

April 2014: Nutrition Solutions. Johannesburg Country Club.

The dietitian of the project presented a short introduction of the CEP and Prof Walsh presented on behalf of the project: 'Not all proteins are equal'.

A peer reviewed article was provided for the dietitians as part of their CPD accreditation, which

was managed by the dietitian of the project.
The leaflets were handed inserted in the delegate hand-outs.

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 is distributed to all 2nd and 4th year dietetics students at all the universities in the country that offer the degree, on an ongoing basis.

The following universities have been visited during this period:

University	Number of tools distributed
Nelson Mandela University	26
University of KZN	36
University of Free State	70

2.3.3 EDUCATIONAL TOOL

The A3 Educational tool is developed for dietitians in provincial hospitals and clinics for use to educate patients on certain life stages. On an ongoing bases, the dietitian of the project visits each hospital (as listed below) and presents the tool to the dietitians. To date, three hospitals have been visited and three copies of the A3 tool were given to each hospital plus fact sheets and a poster of the clinics project i.e. 'Have milk, maas and yoghurt every day'. The A3 educational tool was distributed to the following hospitals.

- PE Provincial hospital
- Livingston Hospital
- Dora Nganza Hospital

2.3.4 CLINIC PROJECT: WELLNESS ACTIVATION: 'HAVE MILK, MAAS AND YOGHURT EVERY DAY'

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 and the role out of this wellness activation in clinics commenced in February 2014 and will continue until August 2014.

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, within a balanced diet.

A leaflet and a poster, that advocate the goodness of adding dairy to the daily diet, were developed for this project. 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 serves as a hand-out to consumers during the show. Copies of the poster are 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

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, who are 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 driving the clinic project trained the Awuzwe health promoters on the key message 'Have milk, maas and 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.

This project was implemented in five provinces, reaching a total of 359 clinics and 36 hospitals. KwaZulu-Natal, however, required a different training approach in that trained nutrition advisers are available in government clinics. This presented a unique opportunity for CEP to promote

dairy awareness amongst the advisers, who could, in turn, educate the patients and visitors on an ongoing basis at their respective clinics. The nutrition advisers were also equipped with a set of educational tools for use during their presentations. The KwaZulu-Natal implementation can therefore be considered a long-term investment.

It is estimated that up to 180 people were reached at each clinic during this roll-out. Overall the CEP will reach approximately 100 000 people of the target audience with this message (including KZN) on completion.

A podcast has been developed which captures this project. It can be viewed on the www.rediscoverdairy.co.za website, under 'news snippets'.

The table below lists the number of clinics that have been visited during this quarter:

The table below presents the regions and number of clinics and hospitals visited during this period, where the educational presentation was presented:

Clinics	Hospitals	Fam Health	Edushows	Community Events
Gauteng	57	11	5	5
Mpumalanga	42	7	1	0
KZN	164	0	1	0
Eastern Cape	10	6	0	0
TOTAL	273	24	7	5

The following 80 nutrition advisers were trained during this period in KwaZulu Natal

Date Name of clinic/region Venue Number of clinics represented.

13 May 2014 Ilembe district Amatigulu training centre 12

14 May 2014 Ilembe district Amatigulu training centre 14

20 May 2014 Ethekewini district Inkosi Albert Luthuli Hospital 20

21 May 2014 Ethekewini district Inkosi Albert Luthuli Hospital 23

22 May 2014 Ethekewini district Inkosi Albert Luthuli Hospital 11

TOTAL: During May 108 Nutrition advisers were trained from 80 different clinics in the two districts in KZN

In June, an additional 55 Nutrition advisers were trained. Clinics and districts were not available at the time of the report.

2.4 TECHNICAL ADVISORY COMMITTEE

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. The annual meeting was held on 7 April 2014.

2.5 WORKSHOPS

Workshops for the industry i.e. members of Milk SA, SAMPRO and MPO will be repeated in the third quarter of 2014.

The invitations were sent to all producers and processors of milk and dairy products.

The dates for the workshops are as follows:

Region Dates 2014 Venue

Gauteng 14 August Shere Wood Lodge, Pretoria

KZN 21 August Fern hill Hotel, Howich

Eastern Cape/Port Elizabeth 3 September Slipperfield, Port Elizabeth

Western Cape 4 September Durbanville Hills, Durbanville.

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.

Two summary reports were completed during this quarter i.e.:

- Research into the incidence of Milk intolerance in the South African population
- Research into vitamin D intake and deficiencies in the South African population

2.6.2 Consumer insights research

Extensive meetings and investigation regarding the need and profile of consumer research were held during this quarter and a proposal was developed which was presentation to the Advisory Committee in April 2014.

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) and the outcome will be presented to the Advisory Committee in April 2014.

2.6.4. Mystery observer study

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 following observations and interviews have been conducted for this period. The results will be available on completion of the project:

Region	Number of clinics	Number of hospitals	Edu-show	Number of interviews
Gauteng	2	2	0	20 (10 at clinics; 10 at hospitals)
Mpumalanga	2	2	0	20 (10 at clinics; 10 at hospitals)
KZN	2	1	8	

2.6.5 Storyboard research

The overall aim of the study is to provide strategic insight into consumer reactions to the two concept television advertisement messages proposed for the 2014 'Dairy-gives-you-go' campaign. Feeling-related reactions associated with the two concepts as well as message takeout needed to be established. The exploratory nature of this research does not lend itself to the formulation of hypotheses. However, the following research questions were posed to investigate the emotive response to two concept advertisements:

- Are emotive differences evident in response to the two concepts respectively?
- Does the envisaged target market for the concept advertisements respond favourably to the advertising format and message?
- Are differences apparent between younger and older teenagers?
- Are differences apparent between male and female teenagers?

The research to test the storyboards of the new television concepts was conducted on 4 June 2014 with 103 consumers of the target audience.

The report of the research results is available on the website under the member's log in sections.

2.7 CONFERENCES AND PRESENTATIONS

• The project coordinator, dietitian and consumer scientist of the Project attended the first CNE (Continuing Nutrition Education) seminar:

CNE, 11 April 2014; Johannesburg Country Club.

The dietitian of the project presented a short introduction of the CEP and Prof Walsh presented on behalf of the project: 'Not all proteins are equal'

• SA Society of Dairy Technology, 47th Annual AGM & Symposium 2014 DAIRY SYMPOSIUM, 22, 23, 24 APRIL 2014. Lagoon Beach Hotel, Milnerton, Cape Town. The project coordinator presented at the symposium: 'Connecting the consumer with dairy'.

• Continuing Nutrition Education (CNE), Main Auditorium, CPUT, (Cape Peninsula University of Technology), 28 May 2014 - 29 May 2014. The dietitian of the project attended the conference.

• International Milk Promotion (IMP) and Global Dairy Platform (GDP) midyear meetings. 21-27 June 2014. CNIel, Paris. Project coordinator presented the Clinic project as one of the Trophy awards entries.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	May 2014.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