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## UNITED KINGDOM COUNTRY REPORT

The period under review was characterised by ongoing, focused efforts to contextualise the South African story. At the same time we sought to empower both South Africans and British opinion leaders to buy into and narrate the attributes of the South African brand, and to inspire others to become involved.

The reputation management strategy employed by the United Kingdom Country Manager (UKCM) focused on finding story tellers in the media fraternity, the investment community and among the many South Africans who have made the United Kingdom their home.

### GLOBAL SOUTH AFRICAN NETWORK

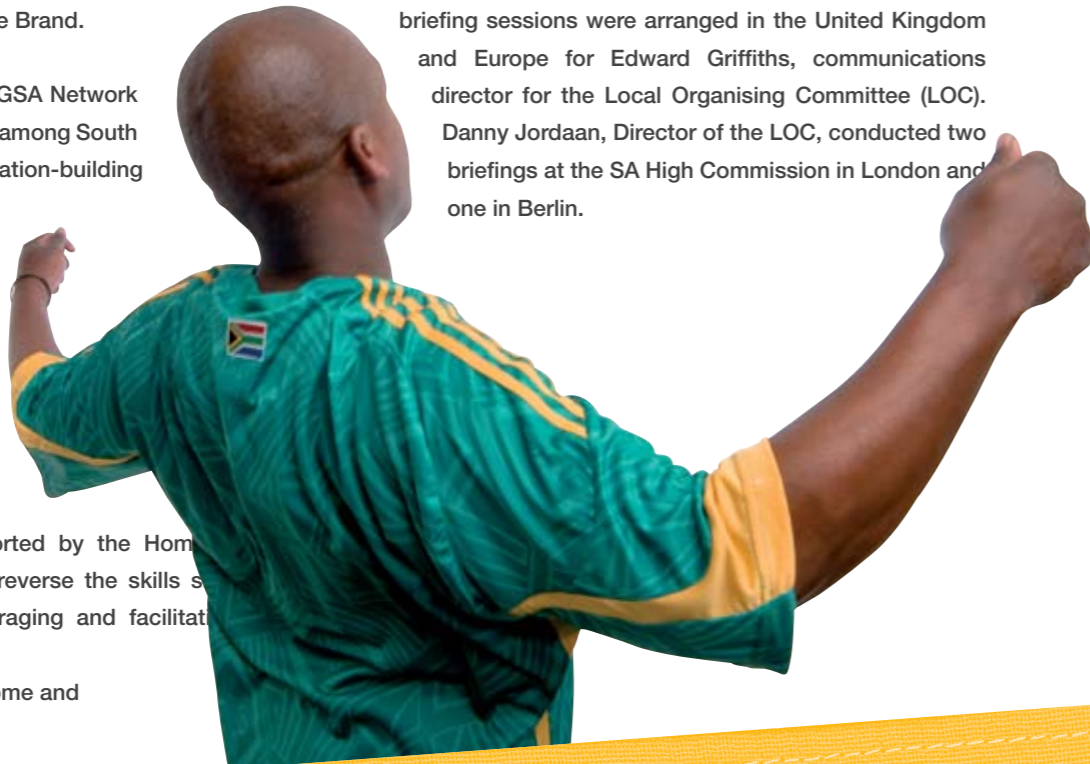
Following the launch of the Global South African Network (GSA), it is becoming clear that the network is extending its reach and expanding its influence. This was evidenced by the participation of Eskom Chairman, Bobby Godsell, and Lesetja Kganyago, Director-General of the National Treasury in interactions with JP Morgan and Deutsche Bank amongst others. Such interactions set the tone for coverage in major financial publications which, in turn, positively impacted the Brand.

A further benefit engendered by the GSA Network is the gradual forging of a brain-bank among South Africans living abroad to assist with nation-building and, ultimately, to help direct more foreign investment into the country. The GSA Network could, in time, promote the creation of a South African Fund along the lines of the Ireland Fund which has been so helpful in building the Ireland country brand.

The GSA Network was ably supported by the Home Revolutions – an NGO that aims to reverse the skills situation in South Africa by encouraging and facilitating the journey of South Africans who want to return home and contribute to building the country.

### 2010 FIFA WORLD CUP™

The unprecedented marketing opportunity made possible by the 2010 FIFA World Cup™ was exploited by implementing awareness-raising campaigns. Briefings were conducted at news organisations, key companies and investment conferences in the United Kingdom and Ireland. The UKCM conducted two briefings in Dublin and several in the United Kingdom, while briefing sessions were arranged in the United Kingdom and Europe for Edward Griffiths, communications director for the Local Organising Committee (LOC). Danny Jordaan, Director of the LOC, conducted two briefings at the SA High Commission in London and one in Berlin.



### BRAND-BUILDING OPPORTUNITIES

To ensure consistent communication of the Brand's values and constant reinforcement of key messages, the UKCM identified and pursued diverse opportunities to interact with key audiences. Examples of such interactions are as follows:

- Serving on the steering committee and executive of the South African Chamber of Commerce in the UK.
- Addressing and advising the Southern African Business Forum. This Forum will soon merge with the West African Business Council to become the African Business Council.
- Partnering with the developing world-oriented Global Emerging Markets Summit in London and helping South Africa gain access into the Africa programme.



- Providing assistance in developing the South African Institute of International Affairs; foreign policy conference.
- Preparing the programme and candidates for the writers' tour that coincided with the Confederations Cup.

### BREAKING STEREOTYPES

Nothing changes perceptions about South Africa as decisively as experiencing the magic of the country yourself and reporting about it. Motoring celebrity Jeremy Clarkson experienced a stereotype-changing take on Johannesburg. Guardian correspondent, David Smith, had a similar experience after taking a ride on a Soweto train, and former Financial Times correspondent, Alec Russell, authored a groundbreaking book titled "After Mandela: the struggle for the Soul of South Africa".

Journalists are displaying an increasing tendency to give South Africa the benefit of the doubt – a sure sign that progress is being made in developing and socialising the South African Brand.

