

Africa's time has come



2010
National Communication
Partnership Conference

POSITIONING OPPORTUNITY FOR THE CONTINENT

Yvonne Johnston : CEO International Marketing Council (IMC)



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



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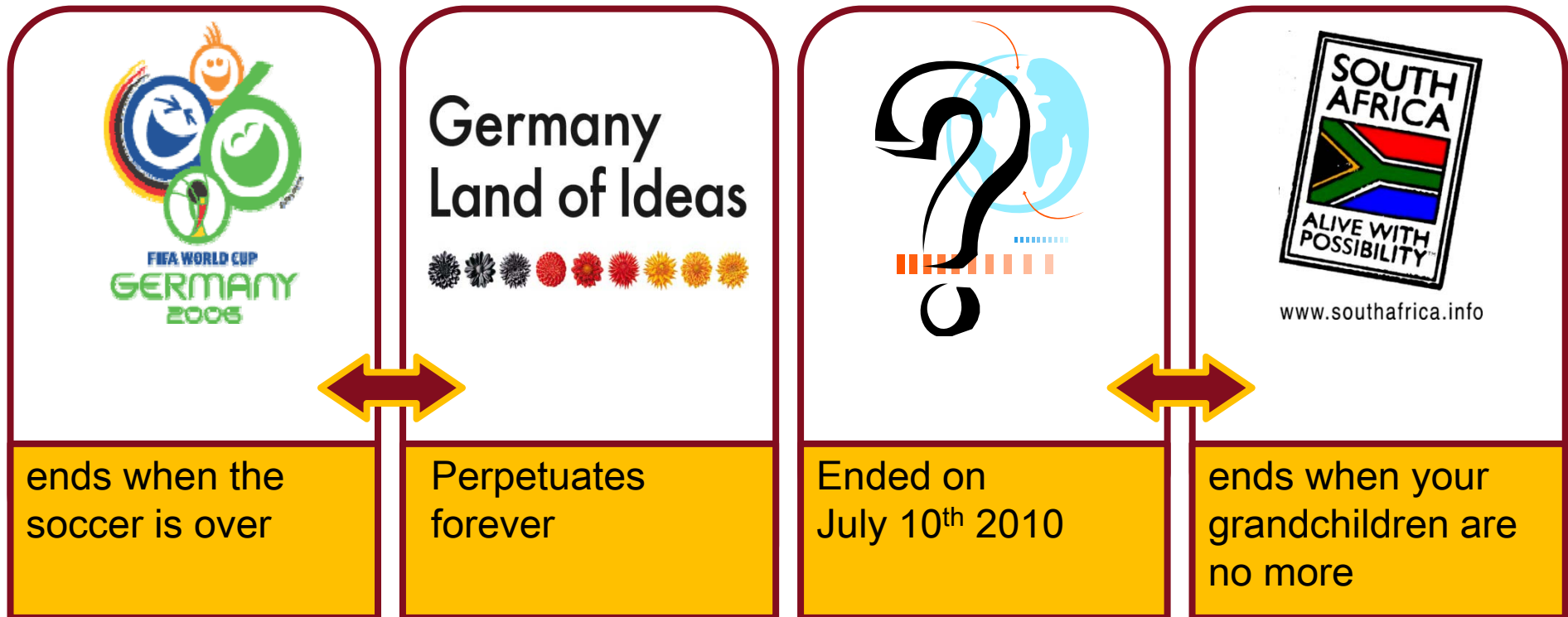


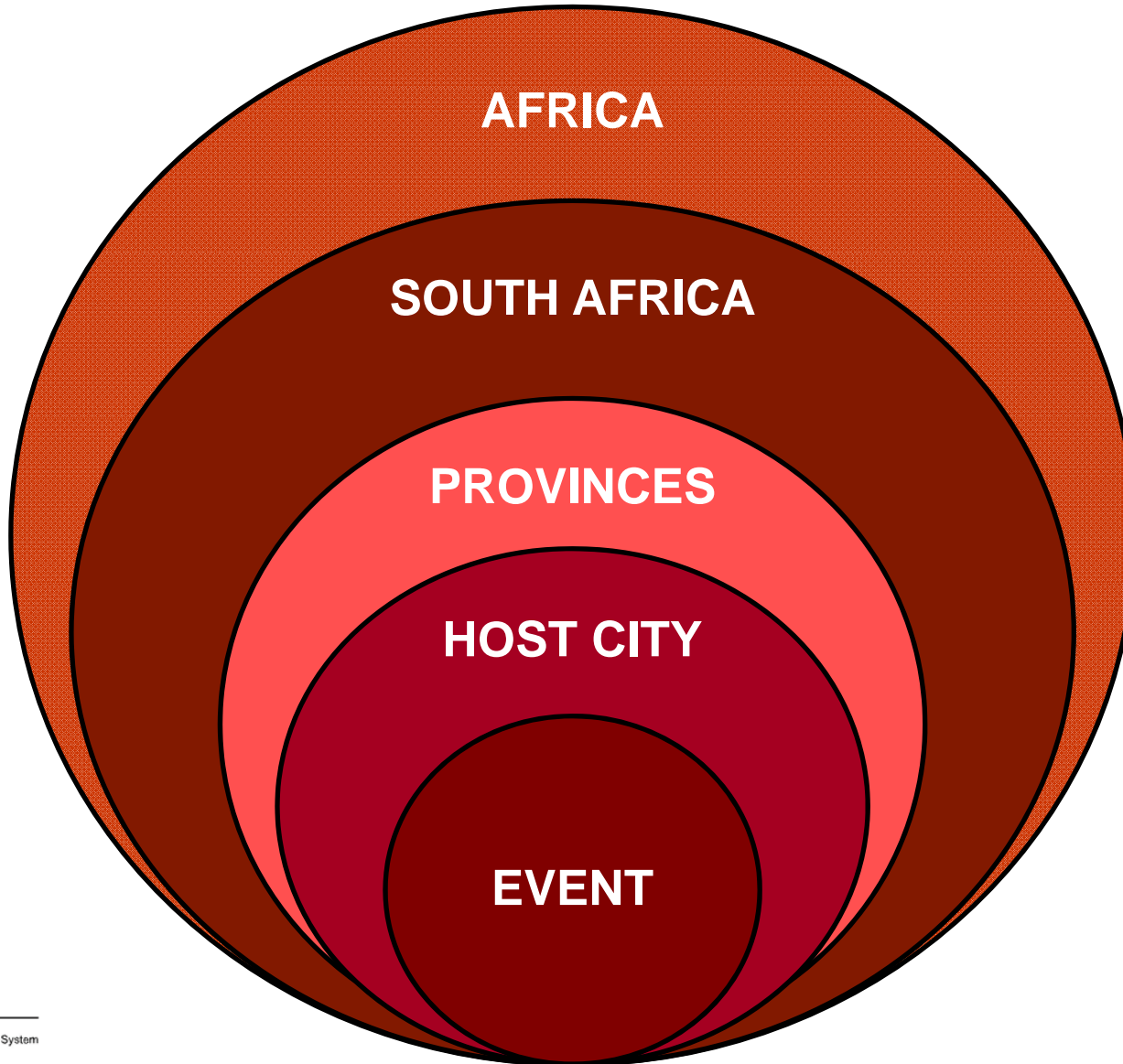
WHO IS INTERNATIONAL MARKETING COUNCIL?

- Brand custodians of Brand South Africa
- Presidential Project formed to create compelling brand image for South Africa, to put South Africa in the consideration set for trade, investment and tourism
- IMC is not responsible invest influx or tourism numbers but lays the foundation on which specific marketing initiatives by private and government entities are built
- Nation branding - With nations realizing China and India's superior positioning in attracting investment, they are having to look inward for those features that make them unique and give them a competitive edge.
- Every nation is looking for its area of differentiation



RELATIONSHIP WITH LOC / FIFA







WHAT WILL THIS INTERNATIONAL EVENT DO FOR AFRICA?

- Growth in economy as in the case of Germany after 2006
- Growth in investment and tourism – huge employment drivers
- Give us global airtime in people's headspace over a concentrated period of time
- Perception change
- Mobilise our people behind a common cause
- Common cause creates unity



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BENEFITS OF ALIGNMENT

- Professionalism
- Consistency of messaging – this is what builds brands!



- Greater marketing impact
- Cost efficiencies – through economies of scale



HOW DO WE MAKE THIS AN AFRICAN WORLD CUP?

- Work towards changing perceptions of the continent
- Halo effect of a successful tournament
- African communicators to use world spot-light on SA/Africa to profile the “majesty, spirit, energy, and successes of Africa”
- Active reputation management
- Support and communicate about the legacy projects



WHAT DO YOU DO?

- Tell the world about our successes – take control of the story
- Key stakeholder alignment
- All to carry “ONE message”

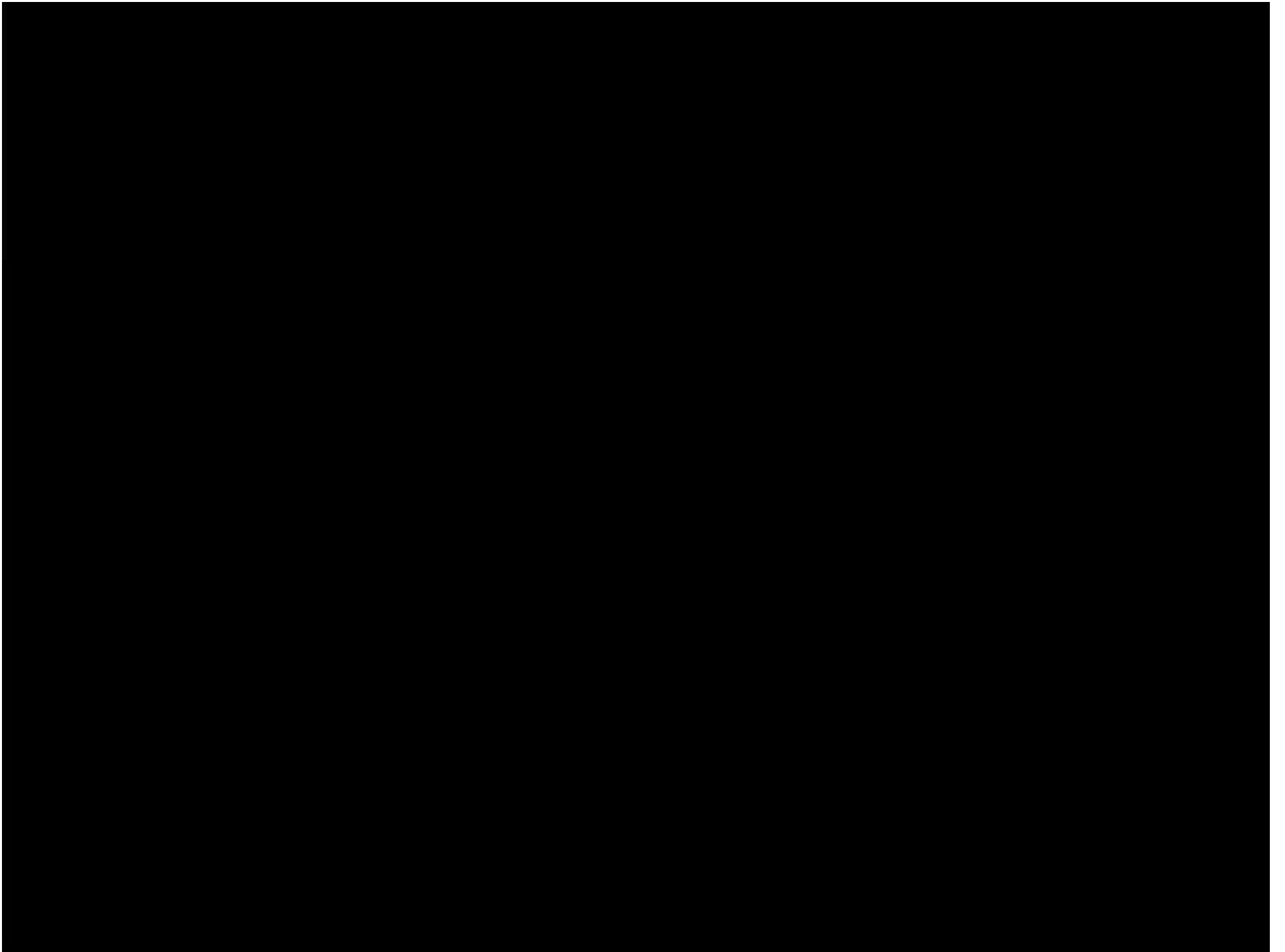




Don't get bored with the message >>> Flog It
To Death ... (or Life)

Mobilize domestically (In own countries)







KEY TALKING POINTS

- A country **Alive With Possibility**, on a continent of **Boundless Opportunities**
- We will deliver a magnificent World Cup
- Our competitive positioning:
 - ✓ 'Can Do' spirit
 - ✓ Resilience and tenacity
 - ✓ Memorable experience
 - ✓ We can teach the world a new way of doing things

What can we learn from Germany?

GERMANY pre
2006 World Cup

Cold
Efficient
Depressed
Unfriendly
Self sufficient
Divided

GERMANY post
2006 World Cup

Fun
Flexible
Friendly
Welcoming
Booming
United

South Africa pre
2010 World Cup

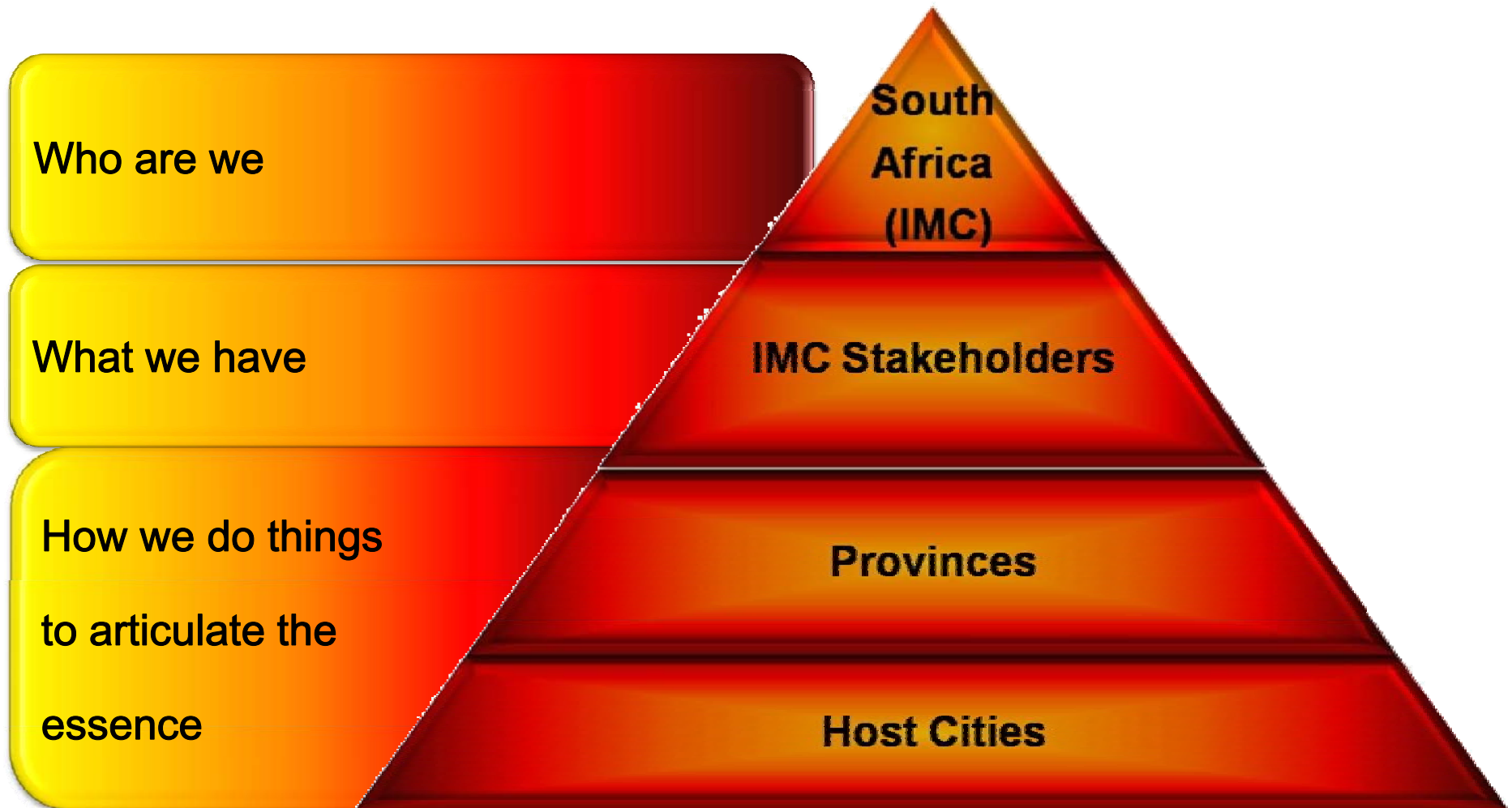
Fun
Flexible
Friendly
Colourful
Welcoming
Booming

South Africa post
2010 World Cup

Professional
Efficient
Good infrastructure
Influential
Booming
United



HOW CAN WE ALIGN?





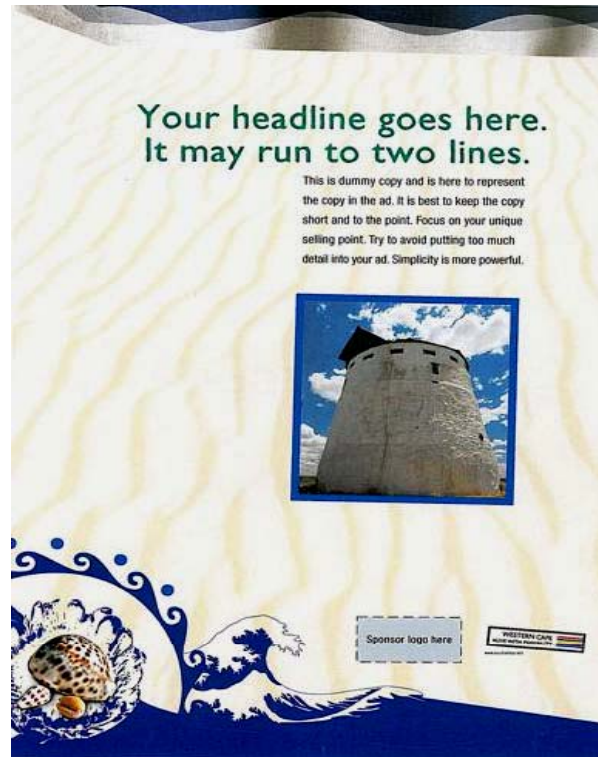
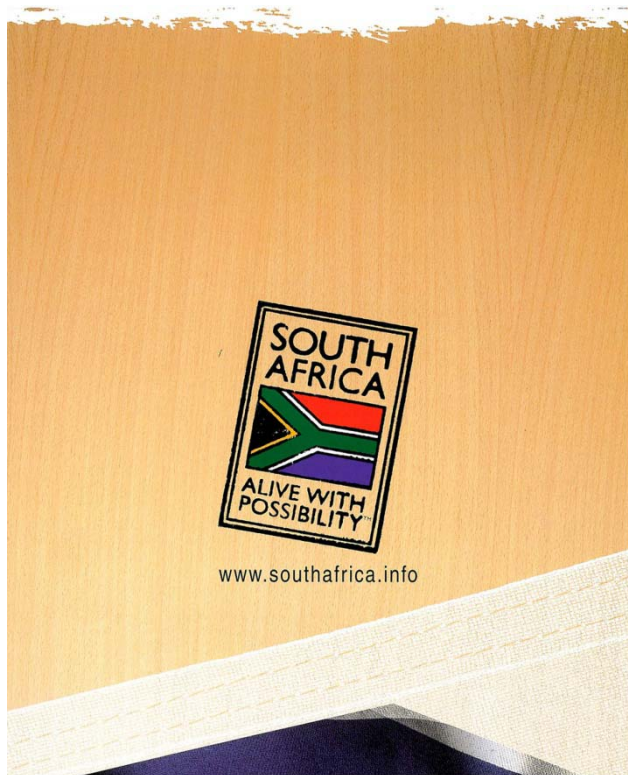


We are not saying use the 'Alive with Possibility' slogan, We say the essence can be articulated in different ways:

- **Live the Promise**
- **Live the Brand**
- **Deliver the Brand in whatever format you choose as long as the end result is the same**



Examples of what we are working on with the provinces



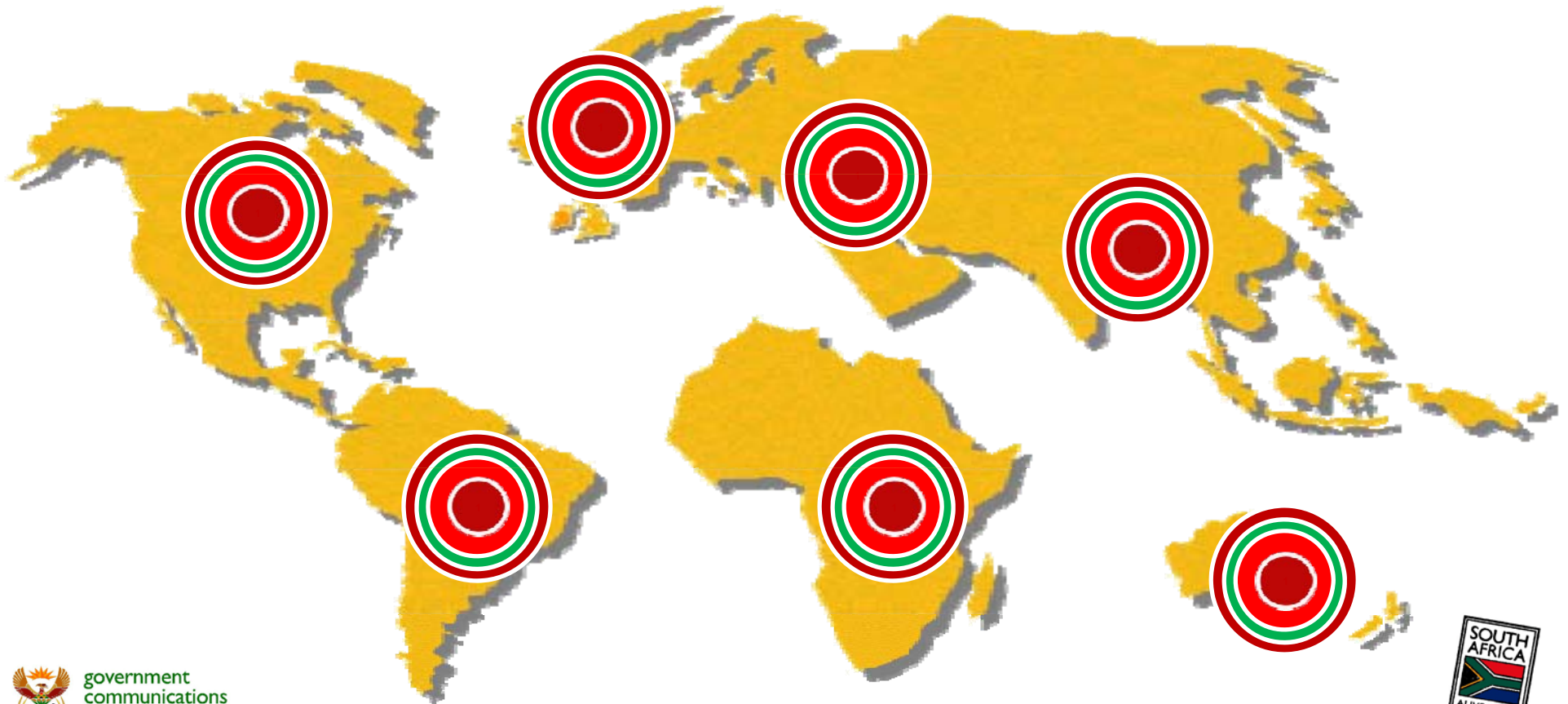


CLUSTERS SESSION PROGRAMME

- How do we carry the message as a collective?
- How do we align?
- Action Plan



BENEFIT OF ALIGNMENT





Africa's time has indeed come!



So what keeps me awake at night?

I feel so sorry for the next world cup host – They will find it very hard to beat the standard that we are going to set !!!!!!!