



2010 NATIONAL COMMUNICATIONS PARTNERSHIP MARKETING AND ADVERTISING FUNCTION

1. POSITIONING

The Marketing and Advertising Cluster (MAC) will underpin the activities of all clusters by providing assistance with marketing and advertising insights and where possible assist with developing marketing and advertising strategies. The MAC will work closely with the Media and Communications Cluster to leverage the 2010 NCP with media and strategic partnerships.

2. STRUCTURE

A team will be drawn from marketing and advertising practitioners across all four clusters and where necessary be supplemented by inviting specialist input from the Local Organising Committee (LOC) and other relevant structures. Through the Association for Communication and Advertising, Marketing Association, PRISA and others, the MAC will extend its reach and representation beyond South Africa into our continent.

3. OBJECTIVES

The primary objective will be to help align all marketing and advertising undertaken by 2010 NCP with FIFA and LOC guidelines and to assist 2010 NCP members with information and referrals to FIFA/LOC appropriate desks for help. Through its constituent members, the MAC will encourage marketing and advertising practitioners to portray a positive image of our country and our continent, beyond 2010.

4. ENGAGEMENT STRATEGY

The MAC will present “best practice” guidelines to its constituent members and urge the marketing and advertising fraternities to share a positive outlook with their target audiences as we build up to 2010.