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# INSTAGRAM

A GUIDE FOR BRANDS IN SOUTH AFRICA

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A Creative Spark Presentation

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CREATIVE  
**SPARK**  
an **M&CSAATCHI** company



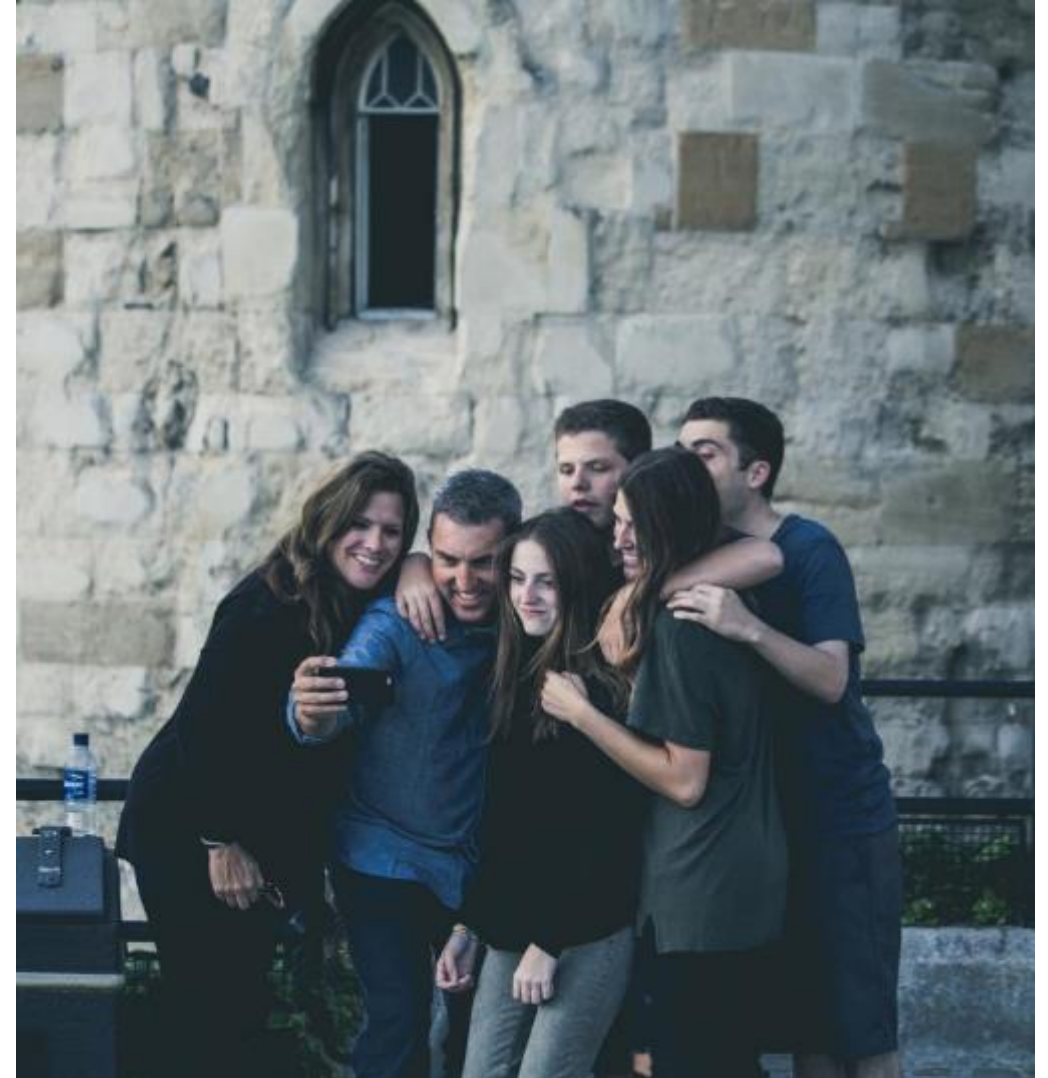
# THE STATISTICS

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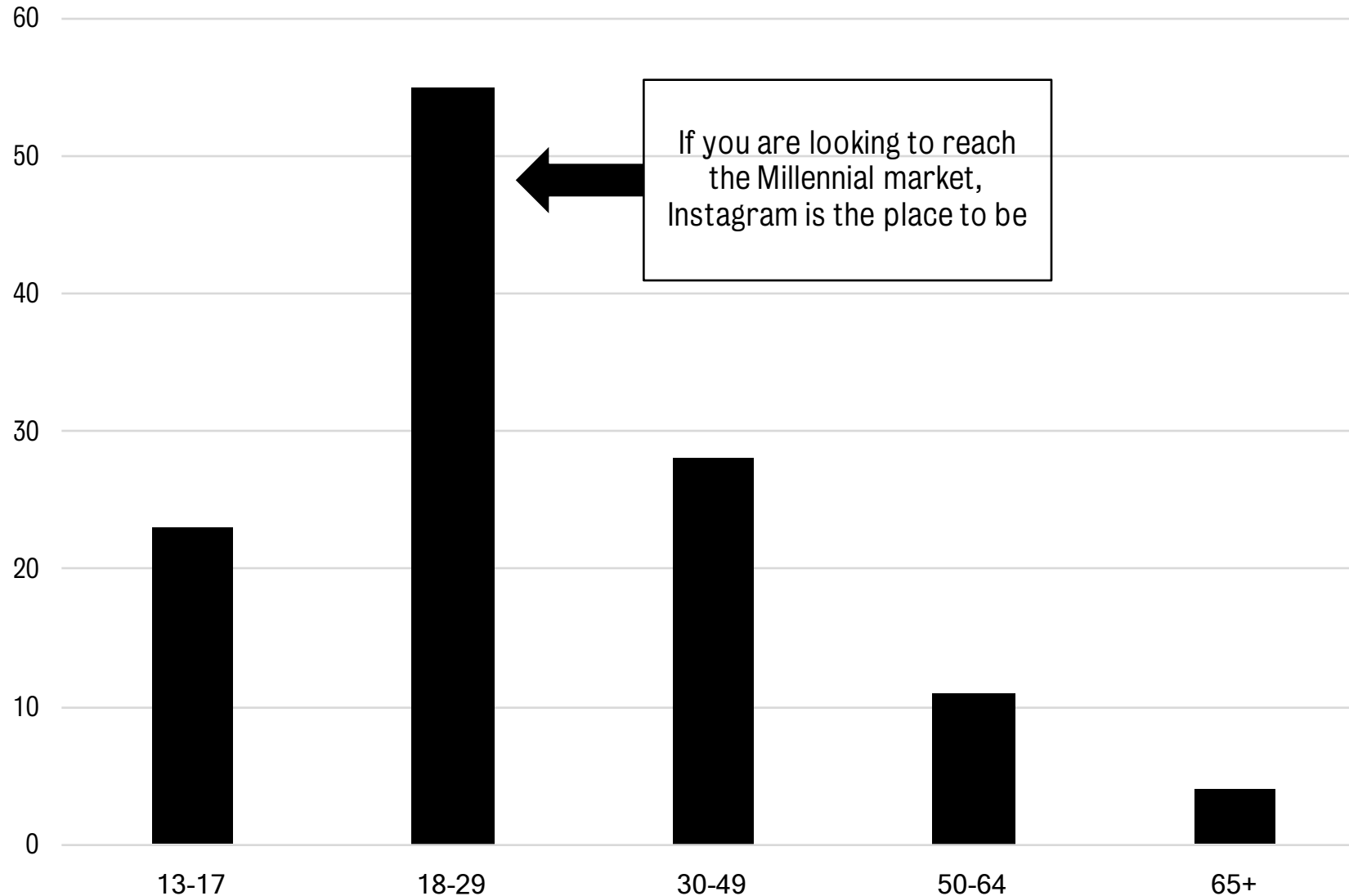
# DEMOGRAPHICS

- 600 million global users
- 59% are daily users
- 35% visit several times a day
- 31% of women and 24% of men regularly use Instagram to like, share and post.

Source: Hootsuite

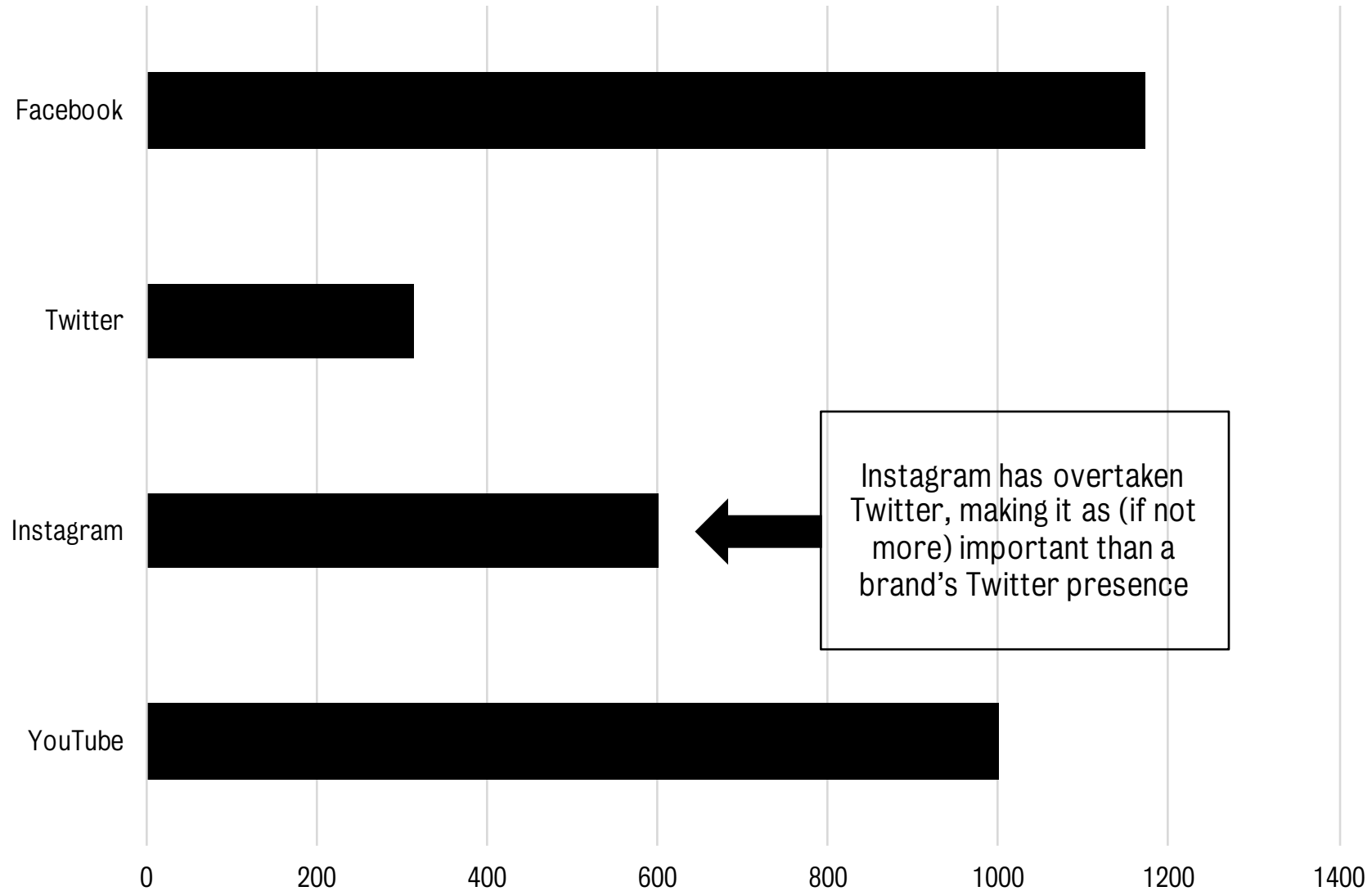


# GLOBAL ACTIVE USERS BY AGE GROUP



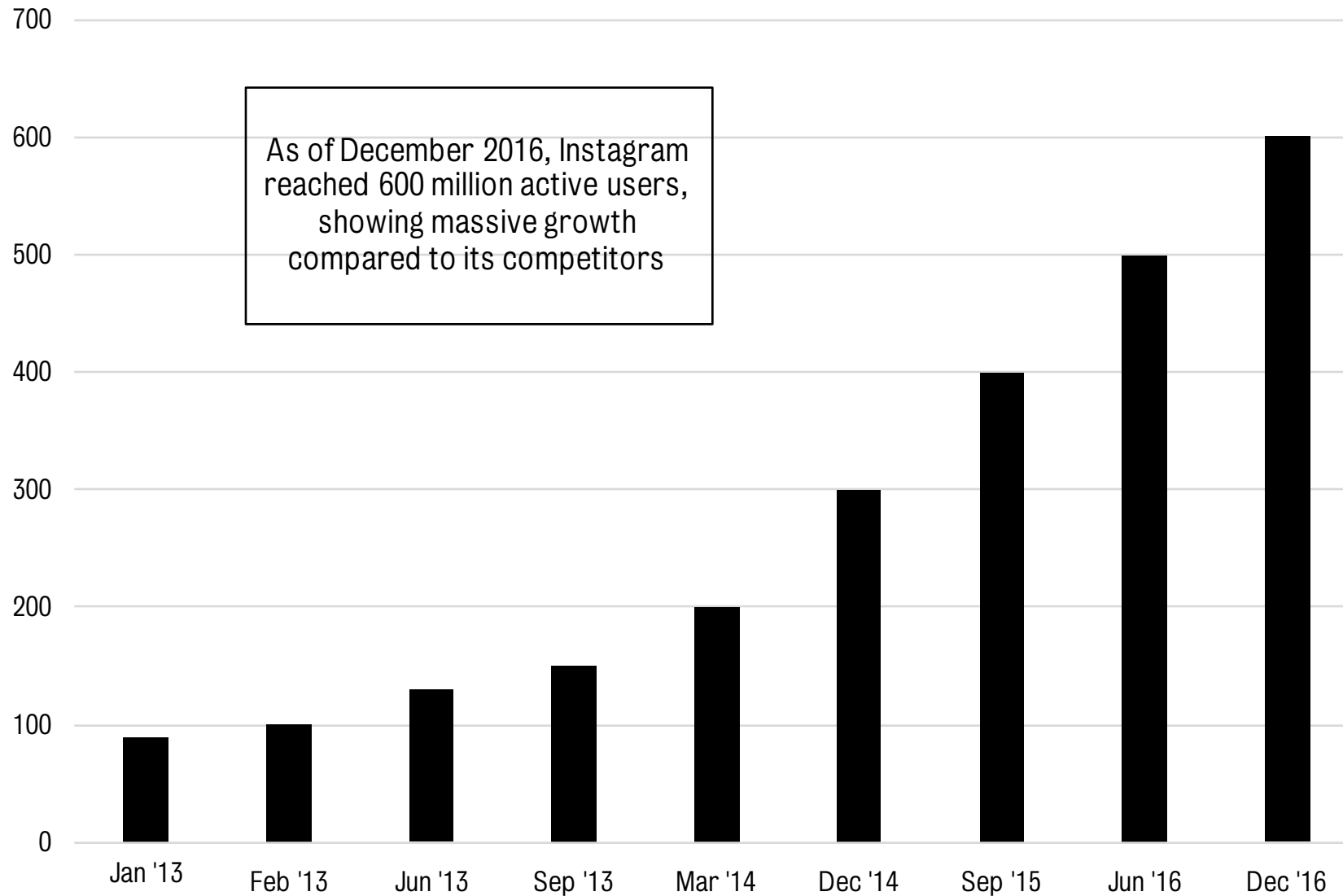
Source: Hootsuite

# GLOBAL ACTIVE USERS 2016 (MILLION)



Source: Statista

# GLOBAL MONTHLY ACTIVE USERS (MILLION)

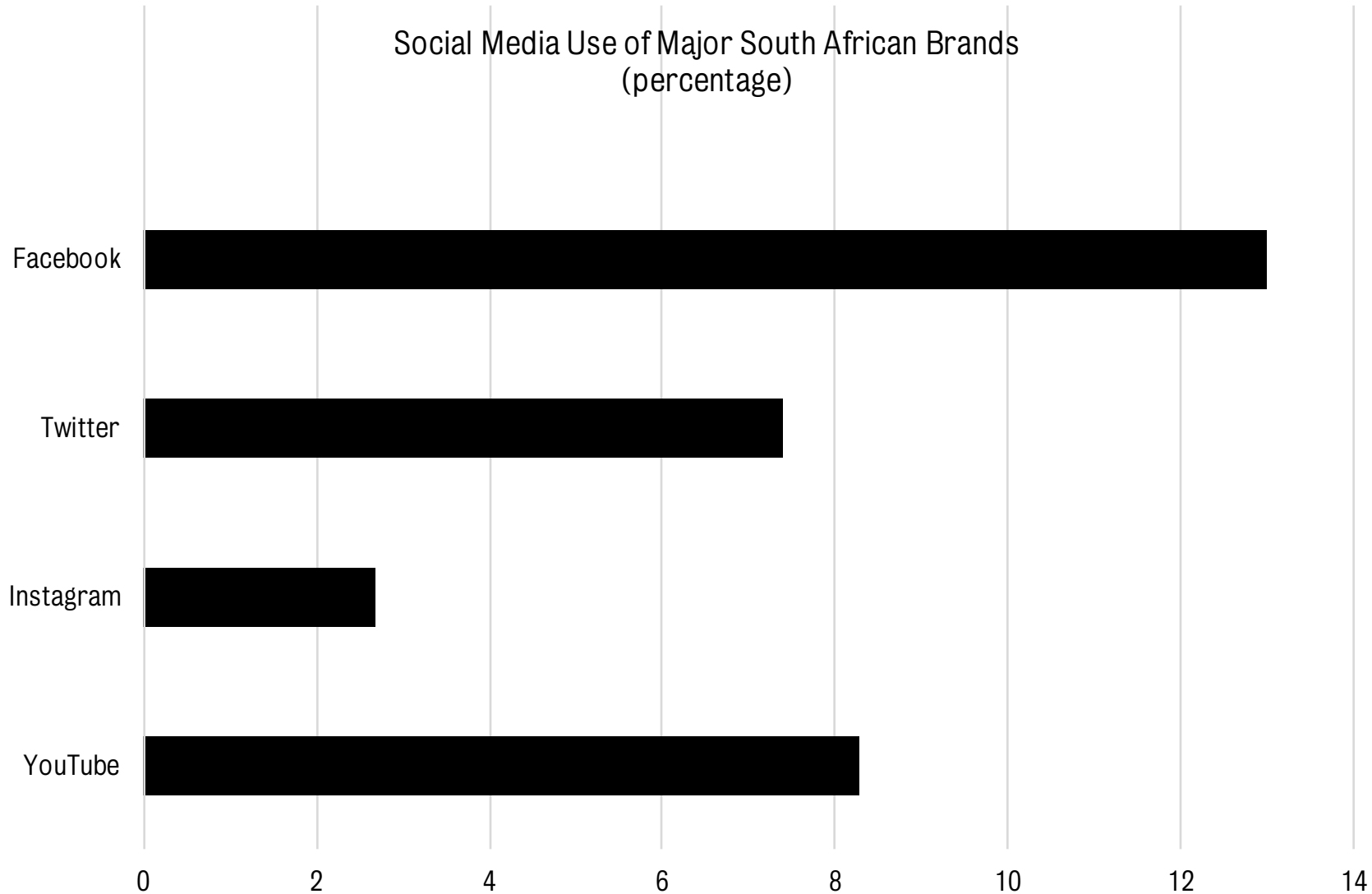


Source: Statista

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# SOCIAL MEDIA IN SOUTH AFRICA

Social Media Use of Major South African Brands  
(percentage)



26% intend to embrace Instagram in 2017, and 16% will expand to YouTube.

This will see image and video sharing networks join the top table currently occupied by Facebook and Twitter.

Source: World Wide Worx

“

Instagram has been the **fastest growing social media platform** among consumers for the past three years, and is now generating similar enthusiasm among major brands.

By the end of 2017, it will have taken its place firmly alongside Facebook, YouTube and Twitter as an **essential platform for audience building.**

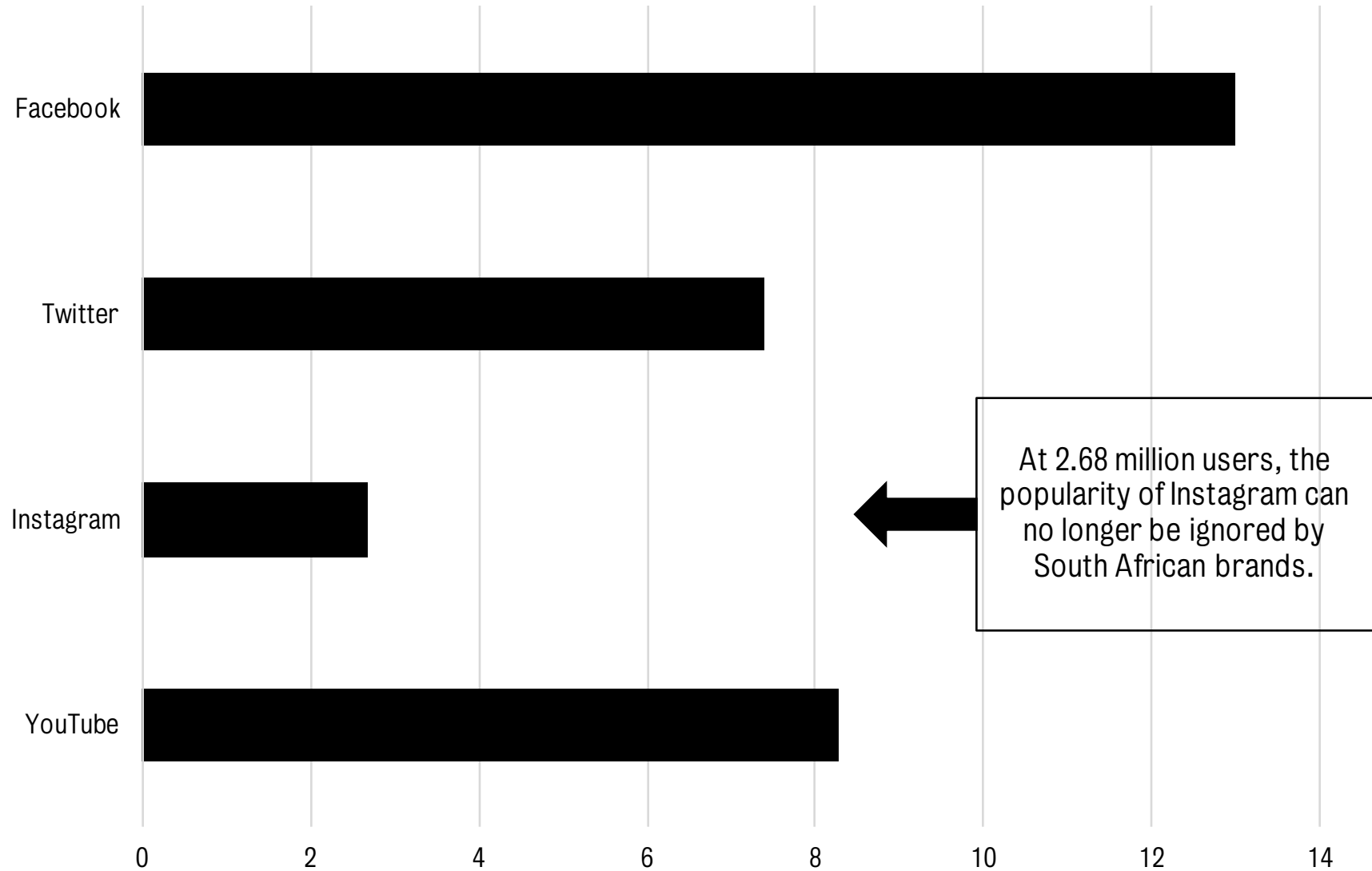
~ Arthur Goldstuck

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# INSTAGRAM USERS IN SOUTH AFRICA



At 2.68 million users, the popularity of Instagram can no longer be ignored by South African brands.

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**“INSTAGRAM DELIVERS 58 TIMES MORE  
ENGAGEMENT THAN FACEBOOK, AND 120 TIMES  
MORE ENGAGEMENT THAN TWITTER”**

~ Spredfast

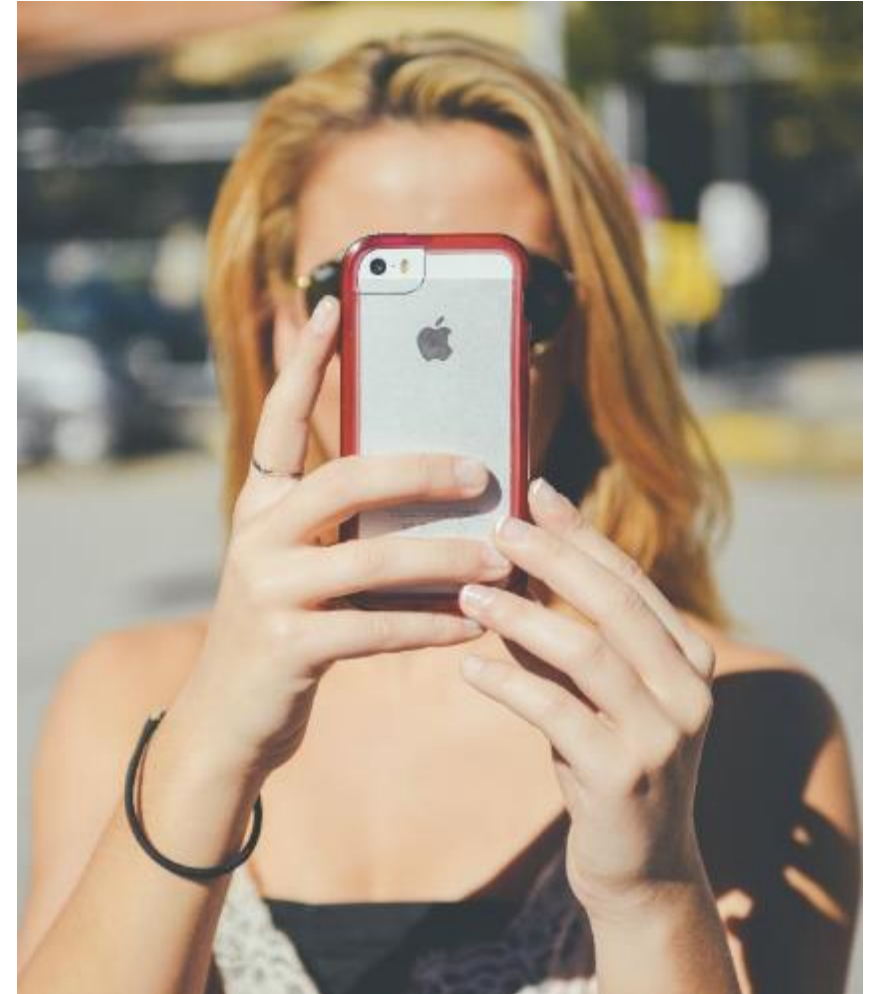
The background of the slide is a dark, almost black, space filled with a dense shower of golden sparks and bokeh lights. The sparks are small, bright, and radiating, creating a sense of movement and energy. The bokeh lights are larger, out-of-focus circles of light in various shades of gold and yellow, scattered throughout the scene. The overall effect is one of a bright, celebratory event, possibly a firework or a large-scale performance.

**IS INSTAGRAM RIGHT FOR  
YOU?**

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# WHY YOUR BRAND SHOULD BE ON INSTAGRAM

- It's the ideal smartphone app
- Users engage on Instagram
- Hashtags are effective
- Your brand will reach millennials
- You can authentically collaborate with influencers



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# WHY YOUR BRAND SHOULD BE ON INSTAGRAM

- You can create branded channels to segment your audience  
e.g. @nikewomen
- You can easily advertise
- You can communicate in real time with your audience with Instagram Stories and Live
- It elevates your offering beyond what it looks like and how it functions
- You can educate your audience about your brand values

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**“ONE OF THE KEY FINDINGS OF THE SOUTH AFRICAN SOCIAL  
MEDIA LANDSCAPE 2016 STUDY IS HOW DEEPLY ENTRENCHED  
MOBILE SOCIAL APPS HAVE BECOME IN SOUTH AFRICA.”**

~ SME South Africa

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# INSTAGRAM BEST PRACTICES

WHAT WORKS	WHAT DOESN'T
Simple, beautiful photography	Overdesigned and overbranded artwork
Aspirational content	Strong sales pushes
Storytelling	Content that relies on outbound links
Video	Non-aesthetically pleasing subjects
Visual creativity	Infrequent posting
Real people, real stories	Poor image quality
An emotional connection	Reposting of memes

A close-up photograph of a lit sparkler against a dark background. The sparkler is the central focus, with a bright orange and yellow flame at its base. Numerous sparks are flying outwards, creating a starburst effect. Some sparks are in sharp focus, while others are blurred, creating a bokeh effect. The overall color palette is dominated by warm tones of orange, yellow, and red, contrasting sharply with the deep black background.

# CASE STUDIES



# TACOBELL: A SHOW OF CREATIVITY

Using a clever mix of photography, illustration, and design, Taco Bell has created Instagram content that is unique, has a simple message, and a massive global following.



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# IKEA: A VISUAL SHOWCASE

Ikea showcases their furniture and decor in beautifully styled magazine-style images, giving their product offering context, and their audience advice and inspiration on how to incorporate these pieces into their own homes.



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# DEADPOOL: ACTION ATTRACTION

Considered to be groundbreaking social media campaign work in its field, the Deadpool movie marketing team used Instagram to create pre-screening hype, poke fun at pop culture, and also gave its audience a look behind the scenes. All using Deadpool's signature cheeky rhetoric.





# WHAT WE DO

We produce fully-integrated and creative digital solutions at scale, from strategy through to execution.

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# A TEAM OF DIGITAL EXPERTS



## Fast & Agile

Flexible & adaptable. We are here to make your life easier.



## Strategic

Experienced, senior digital talent. Smart, analytical and creative experts.

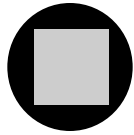


## Holistic approach

Solutions that marry technical, marketing, content & design.

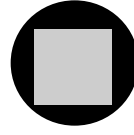
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# OUR INSTAGRAM SERVICES



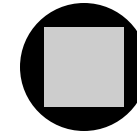
## STRATEGY

- Instagram specific content strategy
- Monetisation strategy
- Setup of Instagram account
- Analysis & reporting
- Instagram account auditing



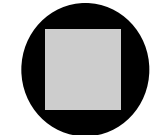
## CONTENT

- Instagram content calendar
- Community management
- Tactical content



## CREATIVE

- Campaign concepts
- Multimedia design incl. animation & GIFs
- Video production
- Media creative



## MEDIA

- Instagram advertising

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# CONTACT US

Please feel free to get in touch with us,  
we'd love to hear from you.

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# THANK YOU

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