



GET WILDLY CREATIVE ABOUT SOUTH AFRICA

People-Inspired Advertising Contest Hosted by Zooppa

A GeoBranding Center Project with the Chief Marketing Officer (CMO) Council and the International Marketing Council of South Africa

Creative Brief for Contestants:

With the world's eyes upon it as host of the 2010 FIFA World Cup, South Africa is seeking to establish itself as a competitive and relevant nation brand. Contestants are invited to submit video and/or print ads that advance this objective in an innovative, meaningful and memorable way.

This is not just about selling South Africa as a great place for a holiday or a conference, though with its game parks, vineyards, beaches, breathtaking landscapes, warm and engaging people and their unique blend of cultures, the country is certainly that.

Nor is it simply about trade and investment promotion though, again, South Africa as Africa's biggest and most stable economy has plenty to recommend it on that score as well: sophisticated and well-regulated capital markets, sound economic management that focuses on long term growth rather than quick, populist fixes, first-rate infrastructure and communications, and entrée to emerging markets and developing countries in the rest of the continent.

The aim of this country branding exercise is overarching: to imprint on the minds of decision-makers, opinion leaders and trendsetters everywhere -- the target audience -- an image of South Africa as a desirable and distinctive place to visit, conduct business, invest, source products, services and ideas, host gatherings and experience a unique, unrestrained blending of cultures and hospital, friendly people. Essential nation brand ingredients include South Africa's...

- Knack for fresh, imaginative, yet practical and flexible solutions, as well as exciting and progressive innovations
- Strength and stability which is grounded in its diversity, and commitment to inclusion centered around the "I-am-because-we-are" ethos of ubuntu
- Dynamic and driven DNA manifest in icons like Nelson Mandela, Desmond Tutu, jazz great Hugh Masekela, electric car and private space launch pioneer Elon Musk, writer JM Coetzee and actress Charlize Theron

- People who have the character and desire to confront and overcome seemingly insurmountable challenges with tenacity, resilience, patience, optimism, openness, lateral thinking, humor, and a deep sense of shared humanity (ubuntu)
- Frank and open acknowledgement of the problems it continues to face, most of them no strangers to developing economies, including poverty, unemployment, crime and HIV/AIDS.
- Capacity to do difficult things well -- from building a strong, inclusive and economically robust democracy after generations of racial oppression, to engineering the world's deepest mines and largest radio telescope, to building high-end vehicles – Mercedes and BMW – for global markets, to hosting mega events like the World Cup -- in a way that consistently defies expectation and stereotypes.

In the run-up to the FIFA World Cup, there has been a steady, though latterly decreasing, drumbeat of concern that South Africa is somehow not up to hosting the world's most popular sporting event safely and efficiently. This concern owes a great deal to stereotypes about Africa.

A successful World Cup, it is hoped, will do much to lay such negative assumptions to rest. By the same token, a winning entry in this competition will be one that:

- Helps propagate a lasting set of positive themes based on the attributes and characteristics cited above.
- Causes viewers and readers to make new connections, say to themselves "I never thought about it like that before", and then promptly forward a link to everyone in their networks.
- Inspires people everywhere to believe that South Africa can make a contribution to whatever they are doing, whether it be growing shareholder value, or resolving conflict, or seeking consensus on climate change or nuclear proliferation (South Africa is the only country to have had nuclear weapons and voluntarily given them up), or developing new technologies, or appreciating wine, art and music, or simply planning a holiday.

Contestants are also encouraged, if they wish, to develop and articulate their own perspectives on what makes the South African brand strong and differentiated worldwide.

Entries should include, but not bend, twist or spindle, the national brand logo.



Contestants may find this speech helpful:

<http://www.brandsouthafrica.com/index.php/component/content/article/11-speeches/101-wefixfull.html>

The ad here http://www.youtube.com/watch?v=vWA_VO-q7fw is an example of what competition sponsor IMC has been fighting.

A wealth of background, current reporting and royalty free images can be found at <http://www.southafrica.info>, the national portal, <http://www.medioclubsouthafrica.com> and South African Tourism's <http://www.southafrica.net>.

Another useful resource is www.sagoodnews.co.za.

Summary of Research Destinations

- South Africa – Wikipedia (http://en.wikipedia.org/wiki/South_Africa)
- South Africa - The Good News (<http://www.sagoodnews.co.za/>) especially the Fast Facts (http://www.sagoodnews.co.za/index.php?option=com_content&task=view&id=34&Itemid=24)
- South Africa.info (<http://www.southafrica.info/>)
- Media Club South Africa (<http://www.medioclubsouthafrica.co.za>)
- South Africa tourism (<http://www2.southafrica.net/satourism>)
- 2010 FIFA World Cup™ official government website (<http://www.sa2010.gov.za>)
- Heartlines (<http://www.heartlines.co.za>)
- Statistics South Africa (<http://www.statssa.gov.za>)
- Nelson Mandela Foundation (<http://www.nelsonmandela.org/index.php>)
- CIA World Factbook – South Africa (<https://www.cia.gov/library/publications/the-world-factbook/geos/sf.html>)
- Who's Who South Africa (<http://www.whoswhosa.co.za>)
- South African news media links and sources (<http://www.mondotimes.com/1/world/za>)

- South Africans living abroad (<http://london.thesouthafrican.com/>)
- Travel destinations in South Africa
<http://www.lonelyplanet.com/south-africa>
http://www.sa-venues.com/tourist_attractions_south_africa.htm
http://www.places.co.za/html/popular_dest.html
- South African business and marketing news sites
<http://www.bizcommunity.com/>
<http://www.marketingmix.co.za/>
<http://www.marketingweb.co.za/>