



## QUARTERLY REPORT FOR STATUTORY PROJECT

**PROJECT TITLE**                      **CONSUMER EDUCATION PROJECT OF MILK SA**

**REPORTING PERIOD**                **JANUARY 2014 TO MARCH 2014**

### **A.     PROJECT GOALS: ACHIEVEMENTS**

**GOAL 1 - GENERAL COMMUNICATION, NAMELY MESSAGES OF A GENERAL NATURE REGARDING THE HEALTH AND NUTRITIONAL ADVANTAGES OF DAIRY PRODUCTS, CONVEYED TO CONSUMERS**

During the first quarter the detail of the execution of the planning for 2014, as approved by the advisory committee was completed.

**Achievements:**

## 1 TELEVISION

The two TV ads were broadcast in 29 March – 9 April 2014

Schedule for the fourth burst was as follows:

TV Channel	Burst 1, 29/3 – 9/4 2014
ETV	17
SABC 1	40
SABC 2	14
SABC 3	15
MZANZI	2
MNet	5
DSTV & Viacom	1 week package/channel (11 channels)

### 1.1.1 Post campaign analysis:

The performance of the campaign during the 1<sup>st</sup> burst in 2014 achieved the planned targets for the burst. Since the planning for this burst is done against the primary market (LSM 6-8 teens), the performance was very good with ARs coming in 7% higher than anticipated. Performance was as expected against LSM 9-10 teens where at least 40% rub-off was anticipated. Performance exceeded expectations in respect of LSM 6-8 mothers where the project achieved 13% more ARS than we anticipated.

1st Burst: 29 March – 9 April 2014

Target		Reach	Frequency
Age 25-45/Mums/LSM 9 -10	Actual	45%	3.7
	Planned	45%	4.2
Age 25-45/Mums/LSM 6 – 8	Actual	64%	5.2
	Planned	60%	4.9
Age 13-19/LSM 9 – 10	Actual	46%	2.9
	Planned	36%	3.3
Age 13-19/LSM 6-8	Actual	58%	5.3
	Planned	61%	4.7

Terms:

- **Reach:** The number of people in the demographic group targeted that are exposed to the ad at least once. This is expressed as a percentage.
- **Average Frequency:** This is the number of times ON AVERAGE that individuals in the defined target audience are exposed to the message. This is NOT the number of times the ad it flighted. Some individuals in the target groups may see it 20 times and other may see it once, thus average frequency is an average of everybody in the target group.

## **1.2 MICROSITE [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)**

1.3 A microsite (mini website) namely 'Dairy gives you go' was developed by the project to enhance the impact of the TV advertisements and also create an area on the internet dedicated to dairy i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the 'Rediscoverdairy website'.

The 'Dairy gives you go' website targets teenagers and gives the health and nutritional benefits of dairy in infographic format.

A variety of advanced tracking and analytical tools on the [dairygivesyougo.co.za](http://dairygivesyougo.co.za) microsite were implemented in February 2014 in order to fully understand the visitor's behaviour.

- In addition to being able to track the success of campaigns that drive traffic to the site, the project now also has the ability to go into more detail as to user experience. This will allow the project to make tactical changes that will drive the messaging more effectively.

A health quiz is on the microsite to ensure that teenagers are familiarised with the health and nutritional benefits of dairy.

The results are preliminary and will be available later in 2014.

## **1.4 DIGITAL ADVERTISEMENTS**

A digital advertising campaign was developed to carry the messages of the campaign and to support the microsite. Advertising banners were developed that convey the health benefits of dairy while also directing viewers to the microsite and the mobi-site. The banners appeared on social media sites visited by teenagers such as You Tube, Face Book, MXIT, 24.com. The first burst ran from 29/3 – 9/4.

## **1.5 CONSUMER PRINT CAMPAIGN**

Promotional articles are written for consumer publications and aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner. The following 2 promotional articles were developed and published during this period

	Advertorial title	Magazine	Date
1	Dairy meets your needs	You	27 March 2014
2	Suiwel voel doen aan jou behoeftes	Huisgenoot	27 March 2014

## **1.6 CONSUMER LEAFLETS**

The leaflets are available to members of the industry to be distributed during any promotional activities. The leaflets can be viewed on the 'Rediscoverdairy' website.

## **1.6 MEDIA LIAISON**

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists who then communicate the information to the target markets as it serves the own interest of the reporter and media. The following summary of the value of dairy nutrition related articles for this period are presented. A company that monitors print is contracted to ensure no publicity goes unnoticed. The rand value is calculated according to the cost for the space/size of the article in publication concerned. The project does not pay for this type of coverage achieved.

### 1.6.1 PRINT COVERAGE

JANUARY - MARCH 2014		
Press Coverage	Number of articles published	Rand value
Consumer magazines	4	R 110 798.00
National newspapers	0	R 0.00
Regional press	3	R 10 792.00
Trade press	4	R 97 185.00
Health professional coverage	0	R 0.00
<b>TOTAL COVERAGE</b>	<b>11</b>	<b>R 218 775.00</b>

### 1.6.2. Press releases developed and distributed by the project

No press releases were developed for this period.

**1.7 INTERVIEWS:** A podcast was recorded for the Clinic project (under 2.3.4) and will be posted on the 'Rediscover dairy' website

### 1.8 INDUSTRY PUBLICATIONS

Trade publications such as Dairy Mail, Farm Link, Food & Beverage Reporter and Food Review are used as a vehicle to communicate with the dairy industry and the food industry respectively. Informative articles on the project and other relevant topics are published in relevant issues. Two articles were published in Dairy Mail.

	Advertorial title	Magazine	Date
1	Dairy and sport	Dairy Mail	January 2014
2	Dairy gives you go	Dairy Mail	March 2014

### 1.9 SPORTS LIAISON

The sport booklet was updated with the latest research in sports nutrition and dairy. Promotional work on the sports document is on-going and the booklet is available for download on the web.

### 1.10 NATIONAL NUTRITION WEEK

This project runs in the fourth quarter

### 1.11 SCHOOL CURRICULUM PROJECT

Two new worksheets were developed. One targeted at the foundation phase and the other at the intermediate phase.

The worksheets of the school curriculum project are loaded on the E-Classroom website, making CEP worksheets available to teachers and parents. It is estimated that each worksheet downloaded is used by at least three learners or teachers.

Presentations regarding the promotional material available were presented at two event in Gauteng on 11 and 17 February.

The worksheets were downloaded as follows:

Month	No of times worksheets were downloaded
January	1237
February	1156
March	1310

All posters and worksheets are available in English, Afrikaans, Zulu and Sesotho.

## 1.9 WEBSITE

### 1.9.1' Rediscover dairy' website

The health professional section 'Rediscover dairy' website, was completed. This involved extensive time and effort to ensure all the scientific information is accurate. Each page includes the relevant download of the scientific advertorial and nutrition reviews.

### 1.9.2 'Rediscover/ dairy kids' website

The new school curriculum project demanded evaluation and updating of relevant sections of the website. Although the 'Kids' website is completed and all the posters, teacher's guides and fact sheets can be downloaded from the 'Rediscover dairy' website, it is constantly monitored and updated when required.

### 1.9.3 Member's log-in section

A section on the website has been created for Members of the dairy industry. This section contains all the reports and presentations presented by the project at different meetings of events. The login-in details are the same for all members i.e. username: members, password: agendas

None

**GOAL 2 - SPECIALISED COMMUNICATION, NAMELY PRO-ACTIVE AND REACTIVE MESSAGES REGARDING THE HEALTH AND NUTRITIONAL ADVANTAGES OF DAIRY PRODUCTS CONVEYED TO SELECTED TARGET GROUPS THAT ARE OPINION FORMERS IN THE SOUTH AFRICAN SOCIETY**

**Achievements:**

**2. SPECIALISED COMMUNICATION**

**2.1 Health professional print**

Scientific advertorials are written on new topics in regarding nutrition, health and dairy. These are aimed at health professionals and are published accordingly in publications read by this target audience. Each advertorial is accompanied by a nutrition review article. The following two scientific advertorials were published for this period.

TITLE	PUBLICATION	DATE
Can dairy products lower high blood pressure?	Nursing Update	February 2014
Dairy allergies and lactose intolerance	Nursing Update	March 2014

**2.2 Nutrition review articles**

A nutrition review explores a new topic in dairy health and nutrition that warrants further investigation. The nutrition review allows for extensive and detailed information without a limitation to the number of words used. The nutrition reviews are posted on the [www.rediscoverdairy](http://www.rediscoverdairy) website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. One nutrition review was written for this period.

TITLE OF NUTRITION REVIEW
Milk Protein: New insights into quality and function

The following three topics were identified and advertorials and nutrition reviews have been developed. These will be published later in 2014.

- a) Milk protein: New insights into functions and quality
- b) Update on diabetics and the role of dairy in their diet
- c) Dairy and sarcopenia

**2.3 CLINICS**

### 2.3.1 Continuing Professional Development (CPD):

This event which is a joint venture with ADSA (Association for Dietetics in SA). There are two CPD events planned for 2014

### 2.3.2 Teaching Aid File/ Dairy-based nutrition USB tool

The teaching aid file that was reviewed and updated and produced in electronic format i.e. a USB (memory stick) is now referred to as the Dairy-Based Nutrition USB tool. As part of the communication activities with dietitians, the revised USB tool is distributed to all 2nd and 4th year dietetics students at all the universities in the country that offer the degree, on an ongoing basis.

### 2.3.3 Wellness television

Wellness TV was one of the communication channels used for Specialised Communication. The target market is primarily LSM 3 – 7. The concept entails educational TV in the waiting rooms of provincial government clinics. In 2014, the wellness TV will not run and is replaced by a Wellness activation in government clinics and hospitals.

### 2.3.4 Clinic project: Wellness activation: 'Have milk, maas and yoghurt every day'

The role out of the wellness activation in clinics commenced in February 2014.

The clinic project for 2014 is aligned with the Department of Health's food-based dietary guideline urging consumers to 'have milk, maas and yoghurt every day'. The project entails an educational event that demonstrates not only the importance of dairy in the diet but also how dairy can easily be added to daily meals for extra goodness.

A leaflet and a poster, that advocate the goodness of adding dairy to the daily diet, were developed during this period. All the materials have been designed to meet the requirements of the target audience. The leaflet is available in English, Afrikaans, isiZulu and Sesotho and will serve as a hand-out to consumers during the show. Copies of the poster will be given to each clinic to keep for future use during educational activities.

List of promotional material developed by the project

- a) Leaflet in four languages
- b) Poster with main message i.e. Have milk, maas and yoghurt every day
- c) Banners with the main message
- d) Tear-drop banner with the 'Dairy gives you go; logo

The table below lists the number of clinics that have been visited during this quarter:

Province	Gauteng
Clinics	57
Hospitals	11
Family Health Edushow	8

## 2.4 TECHNICAL ADVISORY COMMITTEE

Liaison with the Technical Advisory Committee (TAC) regarding technical issues is ongoing. The TAC adds great value to the Project with regard to the

scientific integrity of the project. The annual meeting is planned for the second quarter.

## **2.5 WORKSHOPS**

Workshops for the industry i.e. members of Milk SA, SAMPRO and MPO will be repeated in the third quarter of the 2014.

## **2.6 RESEARCH**

### **2.6.1 Investigation into lactose intolerance and Vitamin D deficiency in South Africa.**

The TAC was requested to evaluate and report on existing research material regarding the above two topics.

Two summary reports were completed during this quarter i.e.:

- Research into the incidence of Milk intolerance in the South African population
- Research into vitamin D intake and deficiencies in the South African population

### **2.6.2 Consumer insights research**

Extensive meetings and investigation regarding the need and profile of consumer research were held during this quarter and a proposal was developed presentation to the Advisory Committee in April 2014.

### **2.6.3. Survey on selected products usage 2007 – 2012.**

The Bureau of Market Research, UNISA conducted a desktop survey on selected dairy product usage as provided by SAARF AMPS data base (All Media Products Survey) and the outcome will be presented to the Advisory Committee in April 2014.

## **2.7 CONFERENCES AND PRESENTATIONS**

The project coordinator, dietitian and consumer scientist of the Project attended the first CNE (Continuing Nutrition Education) seminar: CNE, 11 April 2014; Johannesburg Country Club.

The dietitian of the project presented a short introduction of the CEP and Prof Walsh presented on behalf of the project: Not all proteins are equal.

### **Non-achievements / Underperformance & reasons & planned remedies:**

None

## **B. QUARTERLY INCOME AND EXPENDITURE STATEMENT**



A quarterly income and expenditure statement must be attached.

**C. STATEMENT**

The undersigned declares that the information provided in this report (including the Annexures) is correct.

Alwyn Kraamwinkel  
Chair of the Management Committee

Christine Leighton  
Name of person responsible for the project <sup>1</sup>

(Sent via email)  
Signature of the person responsible for the project

15 April 2014

KWVSVO...

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<sup>1</sup> The person must be representing the organization to which the contract was assigned.