

Nature of the project

General communication element



Messages of a scientific nature based on health and nutritional benefits of dairy, conveyed to consumers.

TARGET MARKETS	MEDIA SELECTION; COMMUNICATION AND DISTRIBUTION CHANNELS	COMMUNICATION PRODUCTS
TEENAGERS AND YOUNG ADULTS	Television..... Social media..... Websites..... Dairy online-tool..... Print/published material.....	Television advertisements Dairy gives you go: Facebook and Instagram Tasty Treat videos www.dairygivesyougo.co.za www.rediscoverdairy.co.za • Do the Dairy Diary • Ask Dairy Leaflets*: Dairy - your health and performance
PARENTS: THE MODERN MOM	Print and digital consumer publications..... Websites..... Television..... Social media.....	Promotional advertorials Fact sheets and leaflets* www.rediscoverdairy.co.za www.dairygivesyougo.co.za Television advertisements Rediscover dairy Facebook
LOW SOCIO-ECONOMIC CONSUMERS	Government clinics.....	Leaflets in 9 official South African languages distributed by health promoters and community health workers as trained by the Consumer Education Project
PRIMARY SCHOOLS: FOUNDATION PHASE GR R-3 INTERMEDIATE PHASE GR 5 and 6 TEACHERS AND SCHOOL LEARNERS	<ul style="list-style-type: none"> • Milk Processors (hosting school tours and education) • Milk Producers Organisation • Department of Basic Education, National School Nutrition Programme Website.....	School programme consisting of: Classroom posters, teacher's guides and hand outs: <ul style="list-style-type: none"> • Foundation phase: From farm to fridge • Intermediate phase: Guidelines for healthy eating • Available in English and Afrikaans • Audio visual for grades 5 and 6: Guidelines for healthy eating • Worksheets on E-Classroom website for grades R to 3 and grades 5 and 6 www.dairykids.co.za
SPORTS COMMUNITY	Printed/published material..... Websites.....	Booklet: Sport nutrition and the role of dairy Sports fact sheet Promotional articles www.rediscoverdairy.co.za www.dairygivesyougo.co.za

The diagram is a simplified representation of the target markets and applicable communication channels and products. The specific target market will not only be reached by the communication products as listed but will also be influenced by messages from other communication products.

* Fact sheets: Build Strong Bones • Sport Nutrition • Heat treating milk.

* Leaflets: Dairy - your health and performance: 1. Dairy essentials • 2. Stronger bones stronger you.

Nature of the project

Specialised communication element



Evidence-based messages of a scientific nature regarding dairy health and nutrition, conveyed to health professionals.

TARGET MARKETS	MEDIA SELECTION; COMMUNICATION AND DISTRIBUTION CHANNELS	COMMUNICATION PRODUCTS
<p>DIETITIANS</p> <ul style="list-style-type: none"> • University lecturers • Dietetic students • Tertiary training hospitals • Department of Health • Dietitians in private practice 	<p>Educational material.....</p> <p>Print:.....</p> <ul style="list-style-type: none"> • ADSA (Association for Dietetics in SA) • Nutrition & Medical Journals <p>Websites:.....</p> <ul style="list-style-type: none"> • www.rediscoverdairy.co.za • www.dairygivesyougo.co.za <p>Symposiums & Seminars.....</p>	<p>Dairy-based nutrition online resource</p> <p>Evidence-based nutrition reviews and advertorials</p> <p>Educational Tool: Healthy eating for the whole family</p> <p>Sports booklet</p> <p>CEU articles</p> <p>Dairy online tool</p> <ul style="list-style-type: none"> • Do the Dairy Diary • Ask Dairy <p>Presentations at conferences, and symposiums</p>
<p>GOVERNMENT CLINICS:</p> <ul style="list-style-type: none"> • Health promoters • Community health workers 	<p>Educational training events in collaboration with the Department of Health & government clinics</p>	<p>Training material:</p> <ul style="list-style-type: none"> • Dairy training tool for clinics • Set of 8 visual posters for educational presentation purposes • Leaflets in 9 different South African languages • Video in 5 different South African languages • Dairy-based nutrition online resource • www.rediscoverdairy.co.za • www.dairygivesyougo.co.za
<p>DOCTORS NURSES</p>	<p>Printed/published material.....</p> <p>Websites:.....</p> <ul style="list-style-type: none"> • www.rediscoverdairy.co.za • www.dairygivesyougo.co.za 	<p>Evidence-based nutrition reviews and advertorials</p> <p>Dairy-based nutrition online resource</p> <p>Dairy online tool</p> <ul style="list-style-type: none"> • Do the Dairy Diary • Ask Dairy

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