



Facts, Fun and Figures

MAGAZINES NEWS

2010 trends] 10 communication trends for SA

By: Gisele Wertheim-Aymes

When we look at trends for 2010, it's important to understand their starting point is not here today, but that they are a result of a prolonged period of activity initiated some time ago and now progressed to being tangible, impenetrable and definitely not faddish.

Unquestionably, 2010 will be a more positive year for the South African media, marketing and communications industry, not least of which will be the fruition of many years of passion and commitment to host of the 2010 FIFA World Cup.

1. **It's a WWW world:** with the continued ascent of the third (PC) and fourth screens (mobile), more eyeballs and more money will be invested in this channel to market than ever before, with ad revenue growth rates around 20-25% year-on-year and user adoption rising dramatically with more accessible and cheaper broadband access in South Africa. Growing affordability of smart phones will put www in more South African pockets than ever before.
2. **Rise and rise of social media:** companies which took the time in the past year and made the investment in social media will better leverage it in 2010 and start realising greater benefits. Those who didn't have lots of catching up to do (if they can), as social media continues to proliferate and entrench in daily consumption habits of millions of South Africans.
3. **Augmented reality:** will give customers the ability to find and buy products that they are interested in from wherever they are. More transactions go mobile with a virtual shop in the pocket. Banks in South Africa will continue to lead the way with innovative payment and gateway solutions and more product offerings. Just look at how they offer customers solutions to transact online plus in mobile with virtual cash!
4. **Consumer activism:** expect more customer activism. Consumers are realising they have a voice and with this comes more risqué behaviour and brashness, including fair dollops of brand-bashing, as increasingly open and transparent conversations about brands and companies take place particularly online.

The nature of the web seems to encourage more forthright speak and consumers are giving more importance to word of mouth recommendations and raw dissuasion than other communications.

5. **PR prioritisation:** if ever there were a time to take the role of PR and corporate Communications seriously, it's in 2010. Companies will have to recognise the growing importance of PR. Look at how Queensland Tourism in Australia used PR last year to launch and sustain a highly successful global marketing campaign for ["The best job in the world"](#).

Companies will also need to hear and participate in the global online conversation that is taking place and have clear policies and teams to monitor and formulate response strategies. Growth in online reputation management monitoring and services as companies need to listen to social media conversations join the customer conversation and get tweeting!

6. **Collaboration:** marketers will expect more collaboration from their suppliers (creative, media, promotion, research, and design, PR et al) to deliver more relevant communication strategies for their brands that cross over all channels of communication seamlessly and relevantly in this fast changing world. This will impact on remuneration models and need for more measurement and ROI.

Definitely expect mainstream agencies to claw back into their folds areas of media strategy and web design and fulfilment.

7. **Advertising rate inflation:** a downward trend for most media with the exception of radio and print. Radio listenership remains stagnant, but rates increase dramatically. Print circulations decline, but rate increases do not accommodate this, so print media will be in for another tough year.

TV is still offering the best ROI for now, but this may change when SABC's new management team refocuses on profitability and the positive turn in recessionary conditions pushes overall TV inventory demand back to higher levels. Cinema audiences, although niche, have firmed, but will be dependent on Hollywood blockbusters for a good year.

Out of home (OOH) will grow because of innovation, affordability, inventory and creative solutions. During 2010, most media owners will try and make hay while the sun shines, hiking up rates dramatically over this time. The question is how many marketers will pay the premium, really?

8. **Gadgetfication:** more and more South Africans will buy smart phones, netbooks, Apple Macs, and of course e-readers such as the Kindle - using e-books at the expense of printed versions, bypassing brick and mortar stores and printed copies.

9. **Hybridisation:** media groups will attempt to sustain their brand prominence by hybridising their media and extending into new territory.

In the US, *Marie Claire* has launched a reality TV show that gives the public an insider's view of the day-to-day workings of this major magazine. *Vogue* has also hit the news with its film documentary *The September Issue* just released in South Africa, which shows the team under the legendary editor-in-chief Anna Wintour compiling their largest fashion issue ever.

Locally, the line between Twitter, mobile news alerts, Facebook and radio broadcasting is blurring, with customers offered various options on how to receive news or interact with their favourite radio personality.

A great example of this is [Gareth Cliff](#), the irrepressible 5FM jock who has 25 211 followers, putting him on the leader board for one of the most-followed South African personalities on Twitter.

10. **Business unusual:** the world is starting to slowly emerge from recession and South Africa too is no exception. Fundamental shifts in consumer attitudes and company margins have occurred over the past two years and this will influence the way forward.

In 2010 companies must recognise the need to be more honest, transparent and real to consumers. There will be little room to fake it and get away with it.

Importantly, this year is a really special year for South Africans as we host the 2010 FIFA World Cup. This will bring unprecedented volumes of new international visitors and media attention to our shores in a brief concentrated period of time, provide new experiences and open new gateways for the future.



Learn from it, be proud and, most of all, enjoy it!

[12 Jan 2010 10:46]

Raise a glass to Pinkie Tremble

Inez (Pinkie) Tremble, wine writer and wine educator par excellence, died in Cape Town on 5 January 2010, six weeks short of her 90th birthday.

Tremble was the editor of *Straight from the Grape*, an in-house newsletter for Spar supermarket wine managers, from 1985 to 2007. Armed with a diploma in wine from KWV, she started the magazine when she retired after working for Spar for more than 20 years.

Her newsletter featured digest-style tips for busy supermarket managers and pointers for the training and empowerment of receiving clerks, shelf-packers and cashiers whose general training hardly prepared them for the specific requirements of wine.

During her supermarket years, Pinkie published three magazines for Spar - for housewives, dealers, as well as in the ethnic Black languages. She was also the national judge for Operation Upgrade and speaker at various Spar dealer conventions.

She was an honorary member of the SA Wine Writers Association, and a prolific freelance writer on a wide variety of subjects - ranging from food and wine to entertainment and the arts. In her heyday her articles appeared in popular magazines such as *Personality*, *Car*, *Wynboer*, the Cape column of the now-defunct *The Retailer* and the Malawi Airlines in-flight magazine *Reflections*. She also produced material for the radio medium, with more than 400 radio scripts to her credit. Her series *They made the headlines*, ran for over two years on Springbok Radio and her *Requiem for a Superstar - the Judy Garland Story* - was broadcast on the old English Service at prime listening time. She was also a regular contributor to the *Woman's World* programme.

[13 Jan 2010 10:51]

Beyond magazines

Issued by: Thought24, By: Jonathan Harris

Magazine publishers run complex businesses that do something pretty hard to get right, they entice a person to read, do it so well they love the experience and repeat the cycle over and over again. The next few years are going to be the real game changers for the industry and how effective publishers are at making the right calls is going to directly impact returns for marketers. Those that aren't re-thinking everything they do right now will not make it into the new media future.



Jonathan Harris - CEO / Publisher
Thought24

If publishers leverage the uniquely complex intellectual property they own about information gathering, filtering and delivery and innovate around this, both off and online, they will survive and thrive in 2010 and beyond.

The litmus test for current innovation marketers should apply, is to ask publishers why they are online. Only do this if their online strategy doesn't involve Facebook or twitter, because then they don't have a strategy. Most probably they won't tell you about the fundamental need they have identified and are now fulfilling or the unique value add they are bringing to their offline readers, but more likely they'll say that's where we thought you and your ad money were going.

The future for publisher's hinges on a need for a fundamental shift in the predominantly passive relationship they have adopted around technology and how people are changing the way they use information and then consume brands.

Strategies must become more aggressive, for example, about how vertical the offline and online experience becomes, what information publishers use to drive this and how they increase their potential to influence it. This will require measurable returns redefining the way publishers are benchmarked. Publishers must look to develop their accountability model,

combining cost per thousand with a cost per engagement measure spanning both offline and online, a tough challenge but an inevitable one.

Information in the future will form into measurable streams of personalised content constantly adjusting based on need. Publishers must define their role and then help marketers become a part of that stream. Future big media players and the ones marketers should be talking to now will establish a new media model understanding that consumers have access to more information than they can consume and that playing a role in the delivery of only the most relevant and targeted content is going to become increasingly more important.

Growth and increasing returns for marketers will come from smart publishers regardless of genre, those to watch out for are:

1. Redefining what they do - they are not in the business of publishing but rather information intelligence. Those that are simply uploading more content to the web won't make themselves or their advertisers rich but the ones shaping

information streams and how they are consumed might. Understanding how the relationship between offline and online works is a special kind of information intelligence marketers need to get access to.

2. Building technology - it's easier than you think. Publishers willingly handed over readers to the Internet and then found themselves re-considering their future because of it. They have forgotten that building relationships is harder than building technology, so identify publishers that hire technology people, collaborate with them or buy their companies. Those that stay ahead of the technology curve will drive marketers ROI up and offer unique and creative ways for brands to form part of the information stream.
3. Research driven - no business on the planet knows or is able to predict more about consumer behavior than a publisher. How interactions and experiences, influence attitudes, perceptions and beliefs, that in turn drive engagement and ultimately impact consumer behavior is not only a publishers business but they also have a meaningful influence over the whole process. Publishers investing in research about their consumers, their brands and those of their advertisers, in a world where the need for the feedback loop to be increasingly complete, are the ones that will add value to marketers today and shape consumer relationships in the future.

Not every publisher can rule the world but the ones that lead the kind of fundamental change needed in this industry over the next five years might just make the short list, make sure you pick the winners.

Source: This editorial piece was first published in [Marketing Mix](#).

ABC relaxes rule on cut-price copies' sales

NEWSWATCH: The Audit Bureau of Circulation has relaxed its rules so that copies of magazines and newspapers sold for less than 50% of their cover price can be counted as ABC-endorsed copy sales, but the move may have opened a new front in the battle between the Sunday papers, writes Gill Moodie in *Moneyweb*.



13 Jan 2010 11:47

SA Media Interest Core Group

Janet Smith on FIFA Media Channel

Janet informed that those who did not attend the draw have only got until 31 January 2010 to get accredited for the Games. They have to join the media channel.

Janet does not think anyone who applies after 31/01/2010 will get accreditation.

2010 FIF World Cup South Africa, Media Representative Accreditation Terms and Conditions have been posted on the MPASA website.

2010 FIFA WORLD CUP NEWS

FIFA - every game has its rules

With the recent spate of marketers, agencies and media owners receiving a firm rap over the knuckles from FIFA, OHMSA (Out of Home Media South Africa) has found it necessary to remind the industry and marketers of the marketing and advertising guidelines related to the 2010 Soccer World Cup in South Africa.



Released by FIFA and promulgated as bylaws in a number of the host cities already, the guidelines stipulate how the various logos, emblems, pay-off lines and event titles may be used. The aim of the bylaws is to protect the FIFA and its business associates against ambush marketing.

INM Outdoor has compiled an effective presentation that sums up the main points of the FIFA 2010 World Cup Soccer and the limitations placed on marketing opportunities during this time. Below are the salient points of the presentation

For more on FIFA world Cup News go to [Bizcommunity.com](#)

