

Project Name	West Africa Integrated Marketing and Communication
Marketing Communications Business Challenge	Research findings show that there is insufficient real/authentic content available about South Africa and its leisure offering. We rank poorly on all key travel attributes, except for wildlife.
Big Things to be done	Refer to <u>Snapshot_2026/2027 Africa Big Things to be Done</u>
Background	South Africa is perceived as unwelcoming, intimidating, and closed-off to its African visitors. We're Africa's "Big Brother", rather than Africa's friendly neighbor.
Supporting evidence	"I want to engage with you and learn about your culture and customs. BUT you are arrogant and make me feel unwelcomed". African Traveller CENTRE OF GRAVITY CONSUMER INSIGHT: They don't just want to travel they want to travel for REAL They want those authentic moments that turn a trip into a memory They want to interact with the locals
Overarching content position	We want to create and share authentic South African stories that will give people ACCESS TO REAL INFORMATION that will excite them about the country and will dispel concerns. These stories must build positivity, create desire (before they travel to SA) and drive consideration to travel to South Africa. Our Brand Essence = Breaking new ground "The Break that breaks new ground" Traveling to South Africa is not just about taking an out of the ordinary break. It's also about breaking new ground because this is what travelers (versus tourists) do. So "breaking new ground" means "expanding my world through the thrill of immersing myself or fully participating in the ultimate country of exploration, that's new and different too." We must never forget that we are <u>inviting</u> people to holiday in South Africa. The difference is that they can experience an incredible mix of functional benefits (a place of discovery, adventure, urban vibe and affordable luxury) and the emotional benefits (awesome sensory impact, real wonder, fusion & beat and freedom & humanity). The essence of the strategy lies in creatively mining the "breaking new ground" experience in a <u>provocative and evocative way</u>. So we move the audience from an existing state of "is it possible" or "it is impossible" to challenging them to expand their comfort zones on their own terms with an affirmative "it is possible" mentality; to finally take a new higher ground with the mindset that says "nothing is impossible" or "everything's possible".
Deliverables	Below are the detailed deliverables from the Integrated Marketing Agency: Using the Regional Come Find Your Joy Communication Strategy, develop a localized integrated Marketing and Communications strategy and execution for the West Africa Hub (Nigeria and Ghana).



	Showcase the following; • Consumer - led creative development, covering all the consumers across the two markets. The creative proposal must factor all the holidays seasons (Summer, Festive (December) and Easter holidays). • Innovatively integrate experiential marketing and showcase how that can be deployed, highlighting a cohesive thread in all the integration areas. • Develop and showcase how the Media Strategy, planning and buying aligns to the digital and brand experiential execution elements. • Identify partners that SA Tourism Africa West Africa can collaborate with for content generation and distribution. ○ Agencies are encouraged to showcase how they would leverage their existing clientele to benefit South African Tourism's business objectives where applicable. ○ How would you ensure that South African Tourism adheres to current and future legislative/governmental guidelines and or requirements that govern marketing activities in the region (Nigeria and Ghana). • Integrate the digital channel strategy focused on customer acquisition, Conversion, and customer retention and loyalty (long-term engagement) into the overall plan. ○ The strategy needs to be West Africa (Nigeria and Ghana) specific and take into consideration the need for tailored initiatives that will build the SA brand and ensure the campaigns reach the targeted audience. ○ Taking into consideration the current market perception of South Africa due to the increased travel barriers, Show how community management is executed to address the travel barriers. ○ Demonstrate brand interactions using different paid, owned and earned media touchpoints. ○ Demonstrate how you'll grow our social media engagements and following Evaluation Criteria • The localization of creativity as per appropriate platforms and the production thereof, in terms of resource requirements. • Defined and conceptualized campaign mechanics to deliver engaging and innovative brand experiential activation. • Creative implementation per appropriate platforms and the production thereof, in terms of resources and language requirements. • An Integrated media strategy/approach reflecting a clear understanding of destination South Africa brand's challenge, marketing objectives, the regional media landscape, and the consumer media behaviour, both digital and traditional media. • A digital strategy development in conjunction with other marketing disciplines to enable campaign integration across the various online platforms and activities, utilizing innovative mechanisms to enhance campaigns and brand.
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- Digital and social media content creation including localisation and origination of creative community management.

Communication Message Strategy

(Identifies basis upon which we expect consumers to consume our brand in preference to competition)

Benefit(s) of taking a holiday in SA	An awe-inspiring experience that: - Immerses all my senses making me feel fully alive. - Reconnects me with realness. - Enriches me through a world of new experiences. - embraces me into the SAcan family. She impacts and expands all the senses in an awesome way. She lets you see as if for the first time again. You hear her beat in your heart and feel her fusion in your veins. Her humanity and the freedom that it brings touches you in places you never thought you had. Her wonder is so real that you can taste it. Even your sense of smell will never be the same again. South Africa liberates the senses to inspire new and different ways. We leave them with ground breaking experiences and breath-taking, enriching memories and so enable a transformation of quality of life...																		
Reason to Believe	Brand Key Pillars: Adventure, Discovery, Urban Vibe & Affordable luxury. The products we offer to substantiate our claim to enrich. The choice will depend on the target and the country. They will always be shown in a way that communicates “Breaking New Ground” Our unique combinations of People, Place, Culture, diversity and ubuntu that makes South Africa so different - so breakthrough - so Possible! These combinations unlock surprising, refreshing and delightful possibilities for travellers and a totally unique and enriching experience. The combinations are limitless and include anecdotes and experiences of place, pace, people, cuisine, music, climate, culture, urban, rural, fauna and flora, icons, mountains, deserts, beaches, luxury, affordability, haute couture, street fashion, design, style, language...etc. <table border="1"> <thead> <tr> <th></th><th>Diversity</th><th>Possibility</th><th>Ubuntu</th></tr> </thead> <tbody> <tr> <td>Place</td><td>Mile wide. Mile deep Real wild to pampering Diverse Flora + Fauna Urban vibe Diverse Icons</td><td>World Class Infrastructure Discovery/Untouched Trans frontier Parks Unparalleled adventure Pampering/Affordable Luxury</td><td>Eco Tourism Conservation of biological + cultural diversity Local culture, flora + fauna New ways to live</td></tr> <tr> <td>People</td><td>Vibrancy/Energetic Adventurousness Strength in Diversity Rainbow Nation Colorful + Fun Risk taking</td><td>Boundary Breakers Fresh/ Young/Winning Spirit Can Do Ness/Creativity Beat/Fun Innovation Freedom</td><td>Embracing/Helpful Camaraderie Hospitality/Inclusiveness Welcoming/Show/Engage Close encounters/</td></tr> <tr> <td>Culture</td><td>Europe/Africa/East Many Languages, Traditions/Legends Cultural Fusion Cross cultural (old + new) Cultural Richness</td><td>Spice of life New Perspectives Progressive Culture Africa’s Call/Beat Enrichment/Growth African Renaissance</td><td>Cultural Fusion Unity/Reconciliation South Africa’s Humanity Realness/Authenticity Soul of Africa</td></tr> </tbody> </table>				Diversity	Possibility	Ubuntu	Place	Mile wide. Mile deep Real wild to pampering Diverse Flora + Fauna Urban vibe Diverse Icons	World Class Infrastructure Discovery/Untouched Trans frontier Parks Unparalleled adventure Pampering/Affordable Luxury	Eco Tourism Conservation of biological + cultural diversity Local culture, flora + fauna New ways to live	People	Vibrancy/Energetic Adventurousness Strength in Diversity Rainbow Nation Colorful + Fun Risk taking	Boundary Breakers Fresh/ Young/Winning Spirit Can Do Ness/Creativity Beat/Fun Innovation Freedom	Embracing/Helpful Camaraderie Hospitality/Inclusiveness Welcoming/Show/Engage Close encounters/	Culture	Europe/Africa/East Many Languages, Traditions/Legends Cultural Fusion Cross cultural (old + new) Cultural Richness	Spice of life New Perspectives Progressive Culture Africa’s Call/Beat Enrichment/Growth African Renaissance	Cultural Fusion Unity/Reconciliation South Africa’s Humanity Realness/Authenticity Soul of Africa
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Values	The “tone of voice” we use when we deliver this message must reflect who we are: - Authentic/ “Can do” attitude/Fusion:																		

	▪ Fusion - We value the diversity of people and viewpoints and are inspired by the fact that fusion fuels the discovery of solutions that are both greater and more special than the sum of the individual ingredients. We know that fusion sparks creativity and the discovery of new, different and better ways of doing things ▪ Can-do-ness - This value embraces our positive, optimistic nature, our desire to please and a belief that anything can be done. It also relates to our brand of “hospitality” which has heart and is warm, welcoming, generous and inclusive. Small wonder that there is no indigenous word for “stranger” here. ▪ Authenticity - In an increasingly fake, artificial and virtual world, people long for realness: real human contact, real answers and the joy of real sensation. For us this value also means being true to one-self, natural, rooted, simple and unpretentious.
Personality	An energetic, vibrant, colorful host, whose “can do” attitude surprises, inspires and uplifts you.
Essence (Overall equity)	Breaking New Ground - This is the shorthand of what we want to leave in consumer’s minds. What makes us different from all the other places...We offer a sense of discovery that enriches the traveller who visits us
Positioning Statement	Travelling to South Africa is not just about taking a break. It’s also about breaking new ground: expanding my world through the thrill of immersing myself into a new and different place that’s the ultimate country of exploration on my own terms.

What Behaviour do we want to Change?	
Current (Think/Feel/Believe)	Desired (Think/Feel/Believe)
Travelling for me to my dream destination is a once in a lifetime opportunity, and I have a sense of achievement while doing this. I really want to experience the country in a pure authentic way; I don’t want to do the country in a ‘touristy’ manner as it is not a true reflection of a country or its people -interacting with the locals offers me the true culture of the country. South Africa is not a dream destination but I will consider it. I acknowledge and am inspired by South Africa’s levels of development, beautiful landscapes and rich culture, but that doesn’t justify their arrogance. South Africa is unfriendly, unsafe and it’s difficult to obtain a visa. I’m more positive about other destinations as they are more appealing and I don’t have to stress about my personal safety.	SA is a dream destination and I’m rewarding myself with a holiday to this beautiful country. Travel exposes me to a world of ideas, I can bring back knowledge to advance both my business and my country. I believe that SA offers me a rich and diverse cultural experience and will allow me to meet and discover its diverse and welcoming people. I am looking forward to discovering unique, fun and exciting things to do in South Africa. I cannot wait to immerse all my senses and feel truly alive again SA offers me an easy holiday that allows me to break away from my daily routine. It is liberating and relaxing at the same time and as it offers good value for money therefore it is a trip well worth investing in.
Current Behaviour	Desired Behaviour
I know that I am going on a holiday this year, I have considered a number of destinations based on discussions with friends and family but SA is not at the top of my list. I recently visited SA for business and shopping so I’ll probably choose another destination to enjoy my holiday this year. Although I do want to enjoy a holiday in SA at some point, other destinations are more appealing now. South Africa is not Welcoming, its unfriendly and this deters me from investing in a holiday there. Information on SA’s holiday offering is not freely available.	My next holiday has to be SA - I know what the country offers, I know what I want to do there and I am going to book it. I’ve been inspired by the information available on all channels and after hearing from friends and family who have taken holidays to SA, I am now convinced. The variety of experiences on offer is very appealing. I am already gathering information, looking at itineraries and comparing prices, SA will definitely be the next country I visit. There is no other destination which has such a rich history and culture that can offer me this value.



What's getting in the Way? List all functional and emotional barriers

- South Africa scored a 10 (lowest ranking in comparison to our competitors) on “Welcoming people you can interact with”
- Nigerian travellers have asked for a better and relaxed visa process. They perceive the current process to be very complex and find it difficult to get a South African visa. Ghana has a 90-day visa-waiver with South Africa.
- Safety was the most important issue for travellers as they had either faced or heard about various crime related incidents in South Africa.

Our Target Market

Who are we talking to? List all audiences

- Repeat travelers based in the following countries/cities (Hubs):

West Africa:

- Nigeria = Lagos, Abuja, Port Harcourt
- Ghana = Accra and Kumasi

For more insights on “Who our traveler is” please refer to:

1. Research Website: <https://www.southafrica.net/gl/en/corporate/category/strategic-research-and-reports>

What are they looking for?

Functional Needs:

- A variety of unique tourism experiences (heritage, history and culture)
- Value for money
- Ease of travel/hassle free
- *Safety & Security*

Emotional Needs:

- “Accomplish their dreams” - African travellers consider trips to their dream destinations as a once in a lifetime opportunity, and have a sense of achievement while doing this
- “Feel Respected” - African travellers expect impartial treatment and want to be respected like travellers from developed countries
- “Expand their horizons” - African travellers consider travelling as a way to learn new things - this helps them to gain knowledge and be better individuals