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121 P.O. Box 1014 Johannesburg 2000

Telefax

The Star Building

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Webtel.mobi Intercontinental Challenge

During the course of 2010, I was approached by two organisations to do presentations on the Challenge. This followed informal meetings with people in the advertising and marketing industries who had followed my writings on my experiences

The first was marketing agency Kezi Communications, which has an events arm which does regular lectures, lunches and breakfast meetings for the advertising sector and for specific clients.

The second was by a company which does training work for the Sector Education Training Authority (Seta), a government-mandated body which oversees the media, marketing and advertising sectors. Specifically, the presentation was aimed to be part of a regular series of talks about international issues related to marketing and which are aimed at those studying for a qualification as a Chartered Marketer and those who are already qualified.

Kezi's presentations (delivered by me) were to a variety of different clients from the advertising and marketing sectors, including people from the customer service, creative and strategic sections of their respective companies.

All of the presentations (there were more technical marketing points made in the series aimed at marketers, for example) were intended to spread some of the experiences of the Challenge and specifically how to attract large audiences with comparatively small budgets. For the marketers, there was a specific emphasis on branding and brand messaging.

During July this year, I will be doing the presentation for the VWV group – strategic and creative personnel -after they expressed interest in the technical and media aspects of the event. The VWV Group is the biggest experiential company in Africa and was responsible for producing the opening and closing ceremonies at the 2010 Fifa World Cup, which was held in Johannesburg.

I would also certainly agree that the combined advertising value of the media coverage generated by the event could be as much as US\$ 20 billion. The TV coverage saw an effective "roadblocking" of channels in Europe and a similar phenomenon in Asia and the Americas, for a time during the live broadcast of the event. That airtime alone would have been worth billions of dollars, but the highlights of the event were later syndicated to, and aired by, more than 5 000 TV channels (and networks) around the globe. It is virtually impossible to calculate the value of that exposure, in terms of standard advertising rates, as there are just too many organisations which used the material.

I stressed in my presentations, and in what I have written about the Challenge, that this value of exposure is estimated purely on the 1:1 advertising value of the airtime (to say nothing of the associated huge volume of print, radio and Internet stories). In many cases, PR consultants are guilty of inflating coverage value by applying a nebulous "multiplication factor" which is said to cater for the fact that editorial coverage (as this was) is that much more valuable than bought coverage.



BRENDAN SEERY

Executive Editor: Independent Newspapers

Editor: Media and Marketing