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REPUBLIC OF SOUTH AFRICA



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EXPO 2020 MEDIA PLAN

“Think South Africa, Think
Opportunity”



BACKGROUND

- South Africa will participate in the World Expo 2020, in Dubai from October 2021 to March 2022.
- South Africa's participation at Expo2020 aims to position the country as a globally relevant player and reinforce its position as an attractive and competitive business, investment and tourism destination.
- The Expo will see at least 190 nations converge in Dubai, participating representatives of nations, multilateral organisations, businesses and educational institutions will aim to position themselves to potential partners, investors and collaborators.
- For 170 years, World Expos have provided a platform to showcase the greatest innovations and investments that have shaped the world we live in today.



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STRATEGIC FOCUS - PRIMARY OBJECTIVES

- Utilise media to position South Africa as a globally relevant player and a nation that is able to compete with the best
- Showcasing South Africa's capabilities, as well as its strategic importance in the world
- To strengthen South Africa's Nation Brand reputation and position the country positively amongst key international audiences;
- Reinforce South Africa's position as an attractive and competitive business, investment and tourism destination



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STRATEGIC FOCUS – SECONDARY OBJECTIVES

- Create mass awareness and excitement on Team South Africa's involvement
- Attract traffic to communication platforms with information on Team South Africa
- Excite and delight Global and Local media
- Convert investors and expo attendees into traffic to South Africa's pavilion at Dubai Expo 2020.



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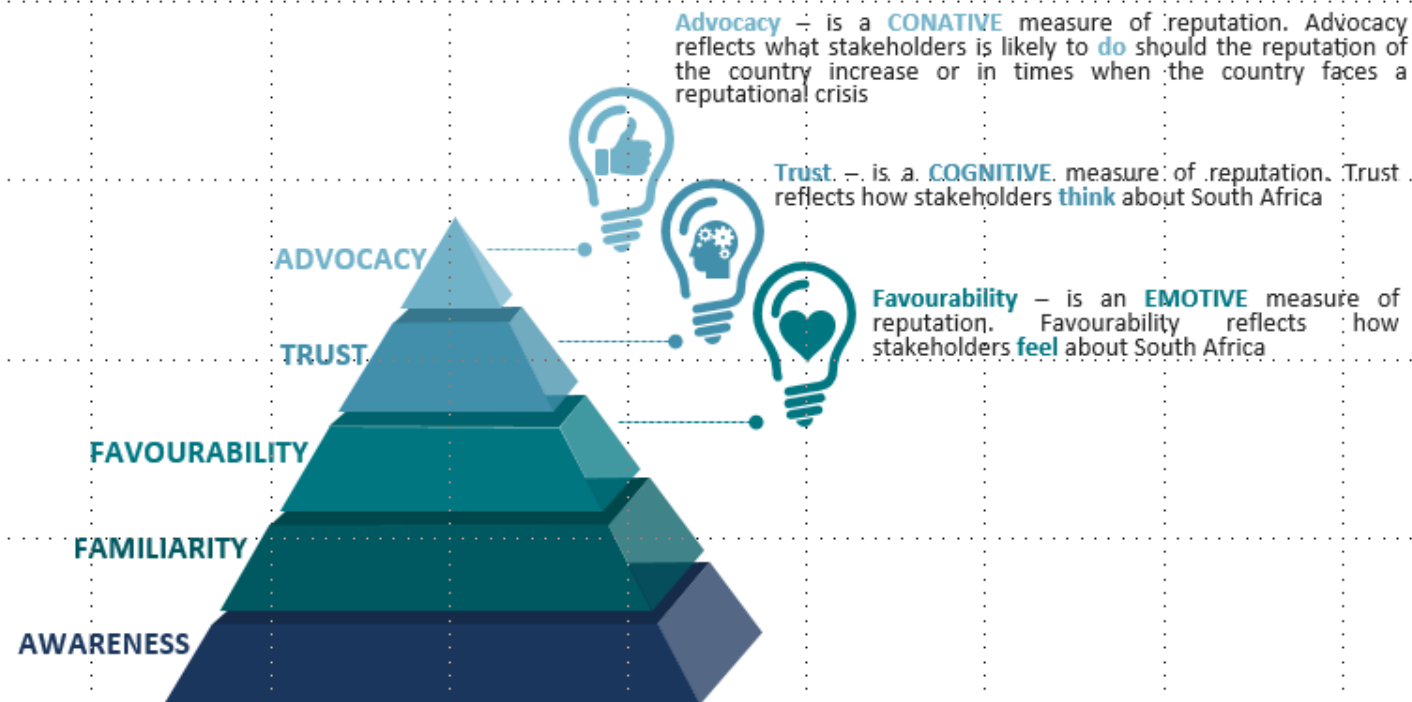


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MEDIA THRUST - REPUTATION

Where we are as the Nation Brand's reputation starting at basic awareness – to top level advocacy

Country Reputation Pyramid



ENVIRONMENT



South Africa is leading various multilateral projects Continental geo-political dynamics and contestation for influence in regional economic communities.



COVID-19 pandemic is a global challenge on all operations



The persistent occurrence of political, civil instabilities and violent conflicts

South Africa has experienced a wave of violent attacks and lawlessness involving citizens and foreign nationals

ENVIRONMENT



South Africa has more than 150 companies active in the market, in some critical sectors, South Africa is highly visible, and respected in many areas of competency



The prevailing negative mood and economic climate provides an opportunity to communicate the benefits of Africa's emerging market and the positive outcomes achieved (e.g. successful projects)



Young continental population requiring economic opportunity

Africa is an emerging market for knowledge economy and 4IR which should be promoted

ENVIRONMENT



While SA has a major business and investment footprint in the global market some concerns exist about the South African character, governance and business culture



Strong people-to-people relations and potential for expansion in creative spheres ,e.g. technology and innovation; design, music, visual arts



SA is seen as losing its competitive edge, and that it is not doing enough to promote internal development.

Unemployment stats remain a major concern

SA'S PARTICIPATION AT EXPO

The showcases will take place on five (5) distinct platforms aimed at maximizing the positioning and access to South Africa's goods and services:

1. THE SOUTH AFRICAN PAVILLION: The physical space that will be availed for the marketing and promotion of South Africa's goods and services.

2. THE E-COMMERCE PLATFORM: Supported by Proudly South African, this platform will ensure that RSA-made products are digitally sold.

3. IN-STORE ACTIVATIONS: In partnership with a UAE-based retail chain (Lulu Group) who will carry South African products and host in-store promotional events on pre-determined dates.

4. PHYSICAL SHOPPING PLATFORM: In partnership with Hyperama.

5. GLOBAL MULTINATIONALS' COLLABORATION: PepsiCo and Siemens to market their South African-made products.

PRESIDENT'S PROJECT



President's project



GCIS, based in the Presidency
Is a lead coordinator on media matters



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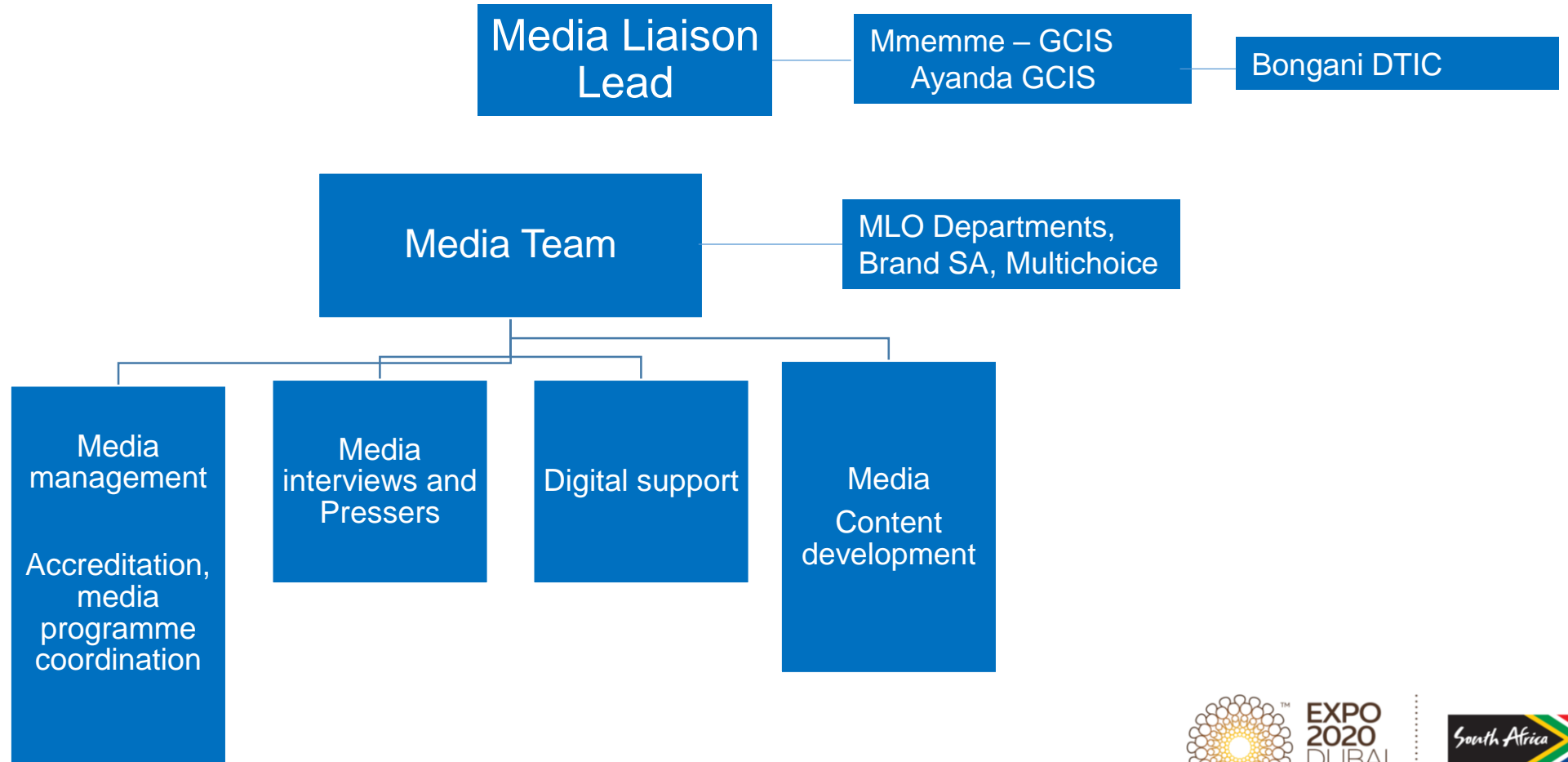


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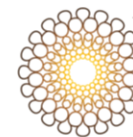
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EXPO2020 MEDIA COORDINATION



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CONTENT FOCUS OF THE MESSENGERS

The President of the Republic of South Africa - Set-up an IMC to ensure proper coordination

Minister of Trade, Industry and Competition, Mr Ebrahim Patel

Lead Minister – Overview of EXPO2020; Rationale for South Africa's participation at EXPO2020

Minister of Agriculture – Ms Thoko Didiza

Agriculture – Highlight the agricultural sector performance in the Middle East market and opportunities for SA

Minister of Small Business Development – Ms Stella Ndabeni-Abrahams

Small Business Development – Highlight the ready to export SMME performance globally and opportunities for South Africa with 190 countries participating at Expo 2020

Minister of International Relations and Cooperation – Dr Naledi Pandor

Foreign Affairs - Bilateral relations coordination between South Africa and the UAE



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CONTENT FOCUS OF THE MESSENGERS

Minister of Tourism – Ms Lindiwe Sisulu

Tourism – Highlight the role of the Expo being an opportunity for the sector to recover particularly the Tourism Convention Bureaus.

Minister of Public Enterprise – Mr Pravin Gordhan

Public Enterprise – Highlight the importance of public sector institutions to take the opportunity to forge relationships that will increase opportunities for collaboration and investment opportunities for South Africa

Minister of Mineral Resources – Mr Gwede Mantashe

Mineral Resources – Highlight the mineral resource and energy sector performance in the Middle East market and opportunities for South Africa

Minister of Sports, Arts and Culture - Mr Nathi Mthethwa

Arts and Culture - Highlight the importance of forging relations with arts and culture export markets for local artists in visual, creative and performing arts sector.



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BUSINESS MESSENGERS



KEY DATES AT EXPO

SA Pavilion Opening
01 October 2021

One Night with Mzansi
17 October 2021

South Africa National Day
27 March 2022



Event depicting SA's Trade, Investment , Innovation Arts, Culture and Tourism

- PROPOSED DIGNATRIES:
- President of South Africa
- Minister of Trade, Industry And Competition
- Minister of Sports, Arts And Culture

Full day programme on 27 March 2022

- PROPOSED DIGNATRIES:
- President of South Africa
- Minister of Trade, Industry And Competition
- Minister of Sports, Arts And Culture

MEDIA CAMPAIGN

Think South Africa

COMMUNICATION

ARTS & CULTURE

TOURISM

TRADE & INVEST

SPORTS

INNOVATION

Excellence through locally proud fashion and art

Diverse places for all occasions with quality experience

Locally driven for global participation

Where everyone wins with the team

Drive sustainable change to spread the excellence

Opening Night and the Film Festival.

Showcase of local artists

SA to the World
Provincial Rendition
Tourism Sites

The power of 5 & SMME week
Made in Africa
Made in South Africa

TBC by Department of sports arts and culture

Acknowledging the not so known innovations coming out of South Africa (e.g. South African creates glove for deaf parents, translating signs into speech) - TBC

Communication in South Africa

MEDIA CAMPAIGN

Think South Africa

COMMUNICATION

ARTS & CULTURE
October

Excellence through
locally proud fashion
and art

Music + Art + Fashion
+ Culture

TRADE & INVEST
November

Locally driven for
global participation

Business + Industries

TOURISM
December

Diverse places for all
occasions with quality
experience

Places + Food + People
+ Music

SPORTS

Where everyone wins
with the team

Sports + Culture +
History

INNOVATION

Drive sustainable
change to spread the
excellence

Business Design +
FinTech

Communication at Dubai
Expo

EXPO-MEDIA IMPLEMENTATION THEMES

COMMUNICATION PERIOD AND MEDIA ACTIVITIES

□ South Africa's showcase at the World Expo 2020 entails distinct activities that will take place each month under the following themes per month:

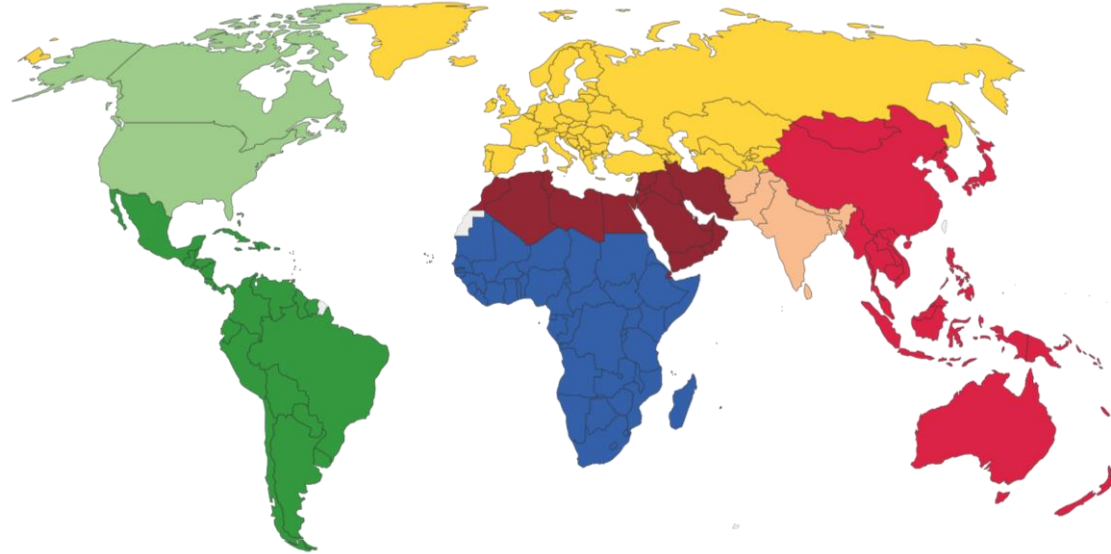
October	- Arts and Culture
November	- Trade and Investment
December	- Tourism
January	- Small Micro and Medium Enterprises
February	- Public Enterprises
March	- Innovation and Technology

6-MONTH PROGRAMME

- Media Plan execution
 - International media engagement plan
 - Domestic interviews
 - Digital content
 - Partner / participant profiling
 - Media Coordination
- Advert flighting
- Profiling of SA Companies
- Profiling of SA talent

Key Messengers:

- The media team will liaise with each Department to get an understanding of Ministers onsite participation in order to leverage of that.



■ East Asia and Pacific
 ■ Europe and Central Asia
 ■ Latin America and Caribbean
■ Middle East and North Africa
 ■ North America
 ■ South Asia
 ■ Sub-Saharan Africa
■ No data

Partner	Coverage						
BBC WORLD NEWS	<table border="1"> <tr><td>■</td><td>■</td></tr> <tr><td>■</td><td>■</td></tr> <tr><td>■</td><td>■</td></tr> </table>	■	■	■	■	■	■
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South Africa	<table border="1"> <tr><td>■</td><td>■</td></tr> </table>	■	■				
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MEDIA PARTNERSHIPS

SA OFFICIAL BROADCASTER



Integration Dubai Media city



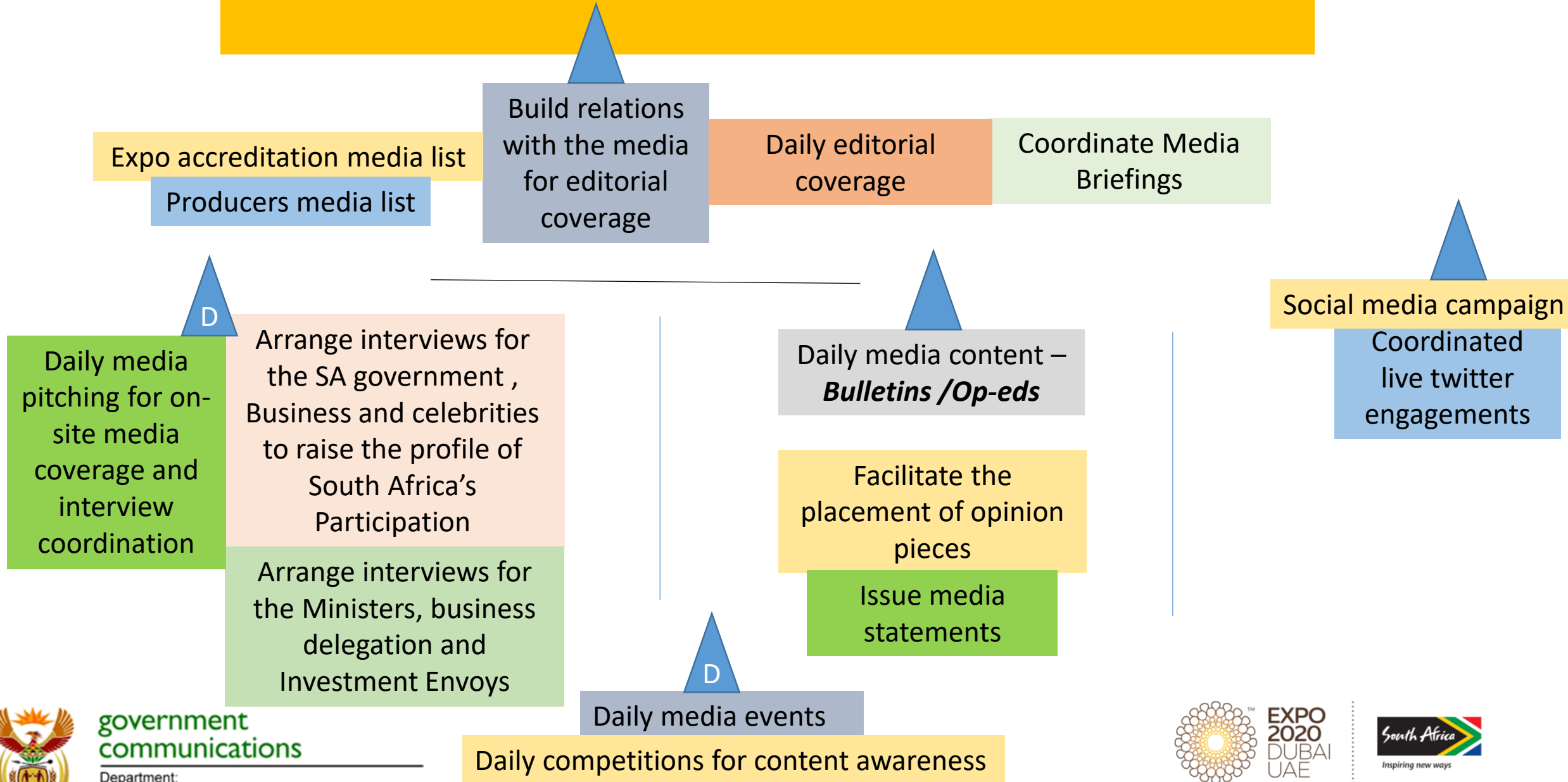
إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

OFFICIAL BROADCASTER | جهة بث رسمية

Official Broadcasters of Expo 2020 Dubai



TOOLS FOR ENGAGEMENT



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EXPO 2020 DUBAI UAE



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MEDIA IMPACT



RADIO INTERVIEWS



PUBLICATIONS



BROADCAST



MEDIA BRIEFINGS

Webinars



SOCIAL MEDIA

High Media traffic

MEDIA SPACES FOR COORDINATION

TEAM SA Media
village set-up

Media Centre
Operations

Online media
Content
distribution
centre

Radio studio
Operations

Interview booths

Team content export
to other EXPO2020
districts

Meet and greet
Opportunity
centre

Press Conference
Room

Online media
Content
distribution
centre

Interview Room

TV studio Operations



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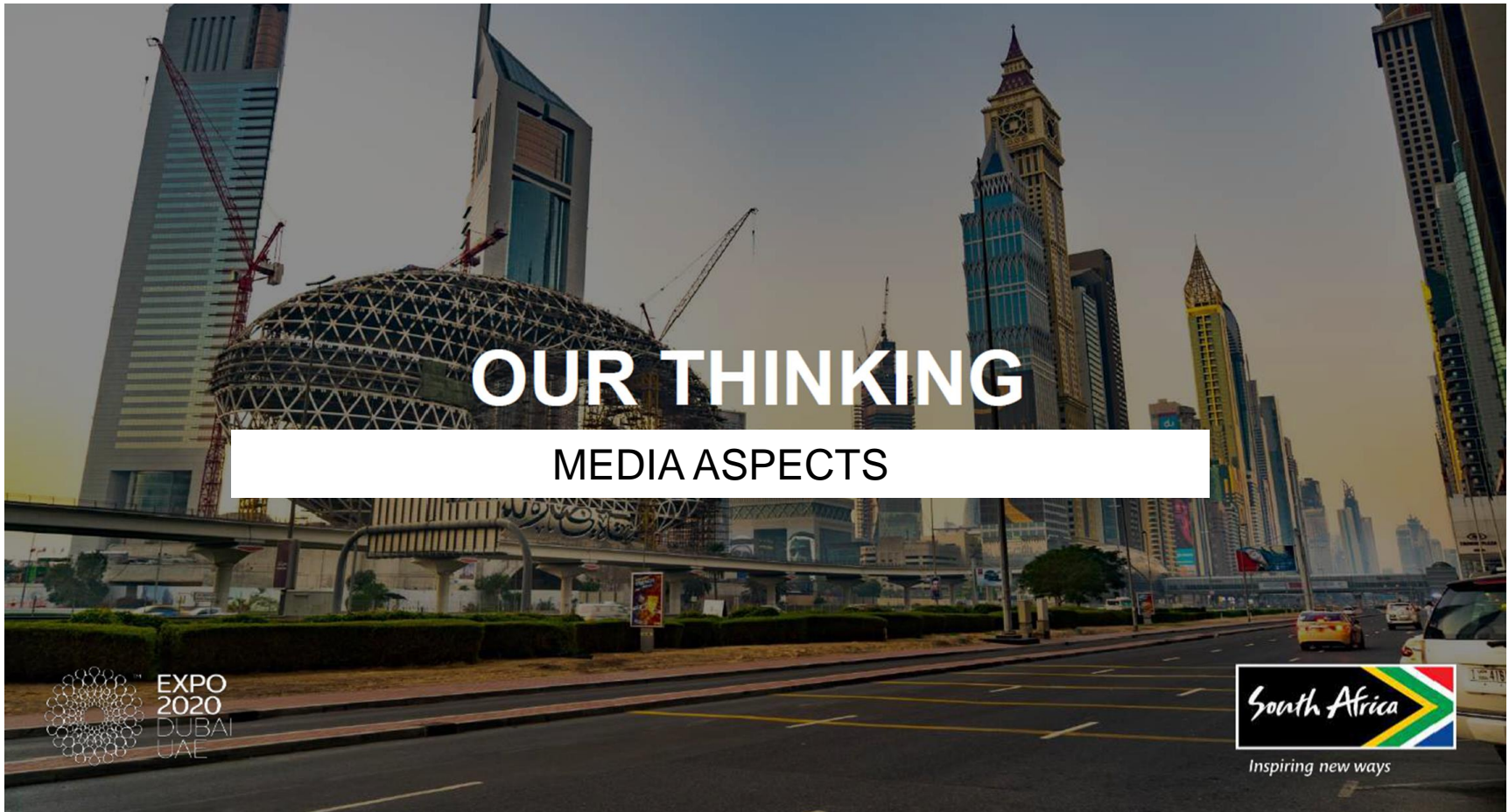
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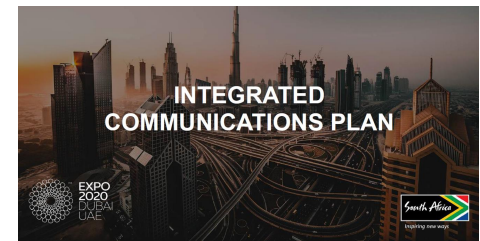


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EXPO 2020 MEDIA STRATEGY

- The Media strategy for Expo2020 to be anchored on three key pillars:



- Based on these three pillars the EXPO2020 media strategy will aim to maximise domestic and international media reach.
- This approach needs to clearly articulate South Africa's importance as a competitive business and investment destination of choice and its ability to manage its socio-economic challenges.
- It further needs to communicate the areas of strength that South Africa holds as a country, showcasing South African sectors and/or companies/organisations which amplify and support arguments for South Africa as an attractive long-term investment destination.



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PRE EXPO-MEDIA ACTIVITIES

COMMUNICATION PERIOD AND MEDIA ACTIVITIES

Pre EXPO

- Coordinate print and broadcasters content briefings to introduce EXPO2020 programme to the media
- Officially launch South Africa's Road to Expo2020 at GCIS through a media briefing.
- Issue a statement to guide media on logistics of EXPO2020
- Establish strong partnerships with the SABC, Bloomberg, ANA, Biz News, Business Maverick, CNBC Africa ,eNCA, Power FM as well as community media to assist with media profiling of EXPO2020
- Engage Global media agencies to have a solid working relationship in Dubai.
- Develop and implement a comprehensive interview schedule for the Ministers and Business delegation
- Facilitate media interviews with different media houses (Print, Broadcast and online)
- Placement of opinion pieces by various Ministers, Business delegation and third party endorsers
- Facilitate and disseminate any content on EXPO2020
- Share the toolkit with EXPO2020 team
- Explore various media platforms at EXPO2020 for publicity purposes
- Coordinate a social media programme to support all activities in Dubai using #Expo2020SA and #InvestSA
- Coordinate media logistics (media accreditation, equipment lists finalisation, securing of interview and press conference spaces etc)

During EXPO-MEDIA ACTIVITIES

COMMUNICATION PERIOD AND MEDIA ACTIVITIES

During EXPO

- Coordinate a daily media programme to support Team SA media activities
- Facilitate on site interviews with various messengers
- Issue media statements to preview and profile Team SA Expo media activities
- Facilitate and monitor live TV and radio broadcasts
- Facilitate photo opportunities for Team SA in Dubai
- Facilitate media briefings
- Live tweeting using the approved #EXPO2020SA , #InvestSA
- Distribute content to the media
- Media Opportunities for Team SA on the EXPO districts



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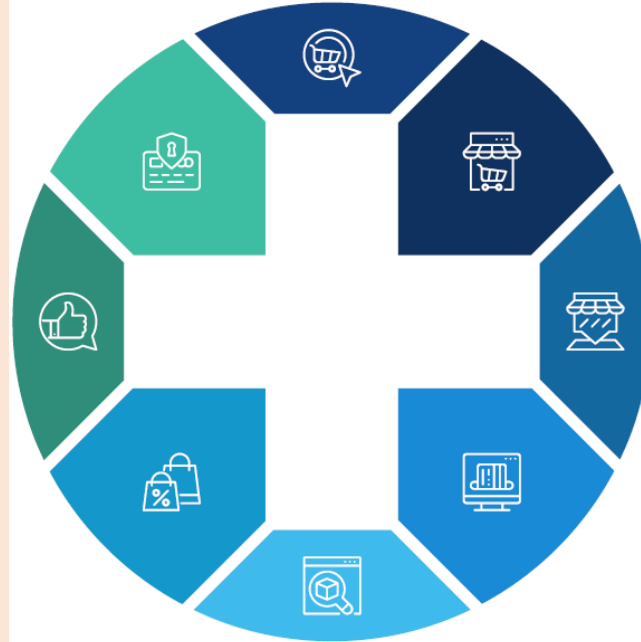
EXPO 2020 OP-ED THEMES

PRE-EXPO OP-EDS

South Africa is open for business - *our Road to Expo2020*

South Africa on a path to recovery and reconstruction – *emphasize the stability in our country*

The importance of public private partnerships - *together we can more – ROI to our corporate sponsors - acknowledging Op-ed*



DURING EXPO OP-EDS

South Africa's excellent achievements - Life in a land filled with opportunity – *the Expo2020 Experience*

Social Cohesion and Arts themed – Op-ed...*South Africa, our Jerusalema – unifying the nations during difficult times*

PRE EXPO2020 - MEDIA ACTION PLAN

ITEM	ACTIVITY	DUE DATE	RESPONSIBILITY	COMMENTS
Media Registration	Draft invitation to the media for accreditation	10 August 2020	Brand SA, GCIS, DTIC	Done
Launch	Finalise launch for the EXPO2020	30 September 2021	Brand SA, GCIS, DTIC	Done - with a Statement
Media partnerships	Securing of editorial coverage and profile participants of EXPO2020	24 August 2021	Brand SA, GCIS, DTIC	Done
EXPO2020SA Programme	Widely publicise the programme month by month for media mobilization	29 September 2021	Brand SA, GCIS, DTIC	Done – Statement by Arts and Culture issued. Press Release for events issued
Content aspects	<ul style="list-style-type: none"> - Op-Ed GRID development - Press releases and media statements post the launch 	26 August 2021	Brand SA, GCIS, DTIC	In progress

PRE EXPO2020 - MEDIA ACTION PLAN

ITEM	ACTIVITY	DUE DATE	RESPONSIBILITY	COMMENTS
Digital aspects	Share all videos/presentations with media	24 August 2021	Brand SA, GCIS, DTIC	Done
Toolkit	Finalise the toolkit for publicity and share with EXPO2020 team	24 August 2021	Brand SA, GCIS, DTIC	Done
Media branding	<p>Secure spaces for media operations</p> <p>GCIS media village to be erected</p> <p>Pop-up media branding spaces</p>	15 September 2021	Brand SA, GCIS, DTIC	Done
Stakeholder Media Management Programme	Pitch to media the daily programme of stakeholders such as participating government departments, Multichoice, COSATU, Naspers, Mintek, CSIR, MultiChoice, Proudly SA etc	15 September 2021	Brand SA, GCIS, DTIC	In progress

PRE EXPO2020 - MEDIA ACTION PLAN

ITEM	ACTIVITY	DUE DATE	RESPONSIBILITY	COMMENTS
Streaming services of daily events	Arrange streaming services for all media participation for daily thematic events. Share links with EXPO2020 team	26 August 2021	Brand SA, GCIS, DTIC	
Key content to promote events	Distribution of key messages and content themes to all stakeholders to promote upcoming events	27 August 2021	Brand SA, GCIS, DTIC	
Prepare a twitter campaign for EXPO2020 SA events	Make hashtag #Expo2020SA and #ThinkSAThinkOpportunity trend daily	27 August 2021	Brand SA, GCIS, DTIC	
Multi- media Press Kit development	Press Kit preparation, Photos, video to share with all media and EXPO2020 team	27 August 2021	Brand SA, GCIS, DTIC	
Pre-Expo2020 media interviews	Messengers for the interviews lined up - a schedule developed per theme	30 August 2021	Brand SA, GCIS, DTIC	

EXPO2020 - MEDIA CONTENT ASSETS DISTRIBUTED TO DATE

ITEM	ACTIVITY	DUE DATE	RESPONSIBILITY	COMMENTS
72 Hour activation plan for EXPO2020	Content and interviews with Ambassador, Arts and Culture as well as Talent on Team SA activities	29 September	GCIS, Brand SA, DTIC, Mutichoice	Done
Launch Cabinet Statement by GCIS	Issue a statement to launch Team SA's activities at EXPO2020	30 September 2021	GCIS, DTIC, Brand SA	Done
Media Arrangements for Opening Ceremony Pool feed	Announce the Opening Ceremony Pool Feed	30 September 2021	GCIS, Brand SA, DTIC	Done
Press Release on Opening of the Pavilion	Press Release and Invites on the Opening of the SA Pavilion	30 September 2021	GCIS, DTIC, Brand SA	Done
Arts and Culture statement	Announcement of the Arts and Culture delegation and programme at EXPO2020	01 October 2021	GCIS, DSAC Brand SA	Done

DURING EXPO2020 MEDIA ACTIVITIES



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DURING EXPO2020 - MEDIA ACTION PLAN

ITEM	ACTIVITY	DUE DATE	RESPONSIBILITY	COMMENTS
In-depth Media Interviews During Expo2020	To further profile the South Africa's EXPO2020 activities, value proposition & economic recovery plan	October 2021 to March 2022	GCIS, DTIC, Brand SA	
Onsite EXPO2020 Opening of the SA Pavilion	To officially launch and Open the SA Pavilion to Media to showcase South Africa's potential investments	1 October 2021	GCIS, DTIC, Brand SA	
Media live broadcasts	To ensure live broadcasts on united efforts to improve the SA's economy and create jobs.	October 2021 to March 2022	GCIS, DTIC, Brand SA	
On Site Media management of the EXPO2020 SA programme	Daily media programme management of the different sectors of the EXPO2020 SA activities	October 2021 (first impact month)	GCIS, DTIC, Brand SA	

DURING EXPO2020 - MEDIA ACTION PLAN

ITEM	ACTIVITY	DUE DATE	RESPONSIBILITY	COMMENTS
Announcement Press Conferences	Lead with Breaking news to further profile the South Africa's EXPO2020 activities, value proposition & economic recovery plan	October 2021 to March 2022	Brand SA, GCIS, DTIC	
Media content issuing	Lead with SA Pavilion daily media content development and issuing to keep the nation updated on South Africa's EXPO2020 activities.	October 2021 to March 2022	Brand SA, GCIS, DTIC	

POST EXPO2020 MEDIA ACTIVITIES

- Align communications of outcomes with Economic Recovery plans & key related interventions to boost economic intervention messaging
- Impact assessment
- Conclude EXPO2020 Global Reputation & Feedback Survey



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MEDIA OUTSTANDING MATTERS

Media launch

1. Presidential and Ministerial Programmes and dates in Dubai
2. Team travels staggered coordination