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# CITY OF JOHANNESBURG

I KNOW MY JOBURG CAMPAIGN



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# I KNOW MY JOBURG CAMPAIGN

## Proposal for Upcoming Events



### INTRODUCTION

- A follow up after the last successful event we did, we want the I Know My Joburg campaign to grow and do bigger and better things and initially become one of the City's legacy projects.
- To launch our own social media accounts (**@IKnowMyJoburg**) where we will run our own messages as we leverage on upcoming events that are happening within the City.
- This campaign will encompass the City's strategic direction and showcase/highlight the youth initiatives.





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# I KNOW MY JOBURG

## Objectives



- Increase the youth's knowledge about the City's strategic direction.
- Increase Public Relations of the Mayor and the City's leadership to the youth by involving him in our youth activities.
- Make our service delivery more efficient and our entities more effective and share our achievements.
- Make the youth get interested in the City's formal events. E.g. SOCA
- Promoting the Smart City initiative by providing free Wi-Fi at events.
- Create a new platform where the youth opt in to learn more about the City of Johannesburg.



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# I KNOW MY JOBURG

## Upcoming Events



### **Nicki Minaj Concert – 17 March 2016**

- Leverage on this concert by running a competition on radio communicating the strategic direction of the City. Competition where listeners are tasked to take pictures of service delivery initiatives and telling us how it impacts their everyday life to stand a chance of winning double VIP tickets to the concert.
- The announcement of the competition will run on YFM & Campus Radio) and Social Media.
- Provide free Wi-Fi at the event to promote Smart City.

### **Major League Gardens – 19 March 2016**

- Provide Wi-Fi at the event and use the platform to communicate information through push messages.
- Communicate through our social media that we will be providing the free Wi-Fi and getting the Public Relations from organisers.

### **Black Coffee Concert – 16 June 2016**

- Partner with the event as the City of Johannesburg by providing municipal services.
- Provide free Wi-Fi at the event.
- Get PR from organizers.



# I KNOW MY JOBURG

## Upcoming Events



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### **BTTC Event – 27 April 2016**

- Provide Wi-Fi at the event.
- Engage with the crowd with Mayor's Hologram.
- Public Relations from promoters.

### **IDP – 30<sup>th</sup> March to 21<sup>st</sup> April 2016**

- Gather an influence dinner with potential ambassadors, it will be the intermediary between the City and the ambassadors.
- The ambassadors must be influential to the youth and be in different sets of industries.
- The ambassadors must reside in Johannesburg.

### **Africa Month – May 2016**

- Campaign around our Cultural Heritage Sites whereby our residents will be encouraged to visit our heritage sites taking and posting a picture using the hashtag IKnowMyJoburg as we celebrate Africa Month.



**Live read to be on YFM, Community Radio including Campus.**

- 1. 30 Second Live Read:** “The City of Johannesburg is giving you a chance to win 1 of 13 VIP double tickets to the Nicki Minaj concert on the 17<sup>th</sup> of March at Ticketpro Dome. Follow @CityofJoburgZA and post a picture of a service delivery initiative explaining how it impacts your everyday life using the hashtag #IKnowMyJoburg. Applicants should be between the ages of 18 and 35. T’s and C’s apply. **JOBURG – A WORLD CLASS AFRICAN CITY.**

# POST EVENT/ PROJECT REPORT

NAME OF EVENT	I Know My Joburg – Nicki Minaj Concert
BRIEF DATE	08 February 2016
LEAD TIME	17 March 2016
PROJECT LEADER	Kutlwano Modiga & Shaun Melato
PROJECT TEAM	<ul style="list-style-type: none"> <li>• Boitumelo Cidraas</li> <li>• Shaun Melato</li> <li>• Kutlwano Modiga</li> <li>• Geneve Christopher</li> </ul>
OBJECTIVES OF THE EVENT	<ul style="list-style-type: none"> <li>• Engage directly with the youth of Joburg.</li> <li>• To increase the number of followers on the City's social media accounts.</li> <li>• To gain exposure and teach the youth about service delivery</li> </ul>
CHALLENGES	<ul style="list-style-type: none"> <li>• The WI-FI service providers gave us problems but ended up meeting the deadline on the day although they could not meet our requirements.</li> </ul>
OUTCOMES	<ul style="list-style-type: none"> <li>• The campaign was successful and we received positive feedback from the winners.</li> </ul>
LESSONS LEARNED	<ul style="list-style-type: none"> <li>• We need to plan months prior to the event in order to reach all our targets and objectives.</li> </ul>

PROJECT LEADER SIGNATURE

DATE

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## DEPARTMENT: GROUP COMMUNICATION AND MARKETING

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**CAMPAIGN PLAN – CoJ I KNOW MY JOBURG CAMPAIGN  
ACTIVITY PLAN:****Introduction**

IKnowMyJoburg is a City of Johannesburg initiative that is targeted to the youth, the initiative aims at engaging with the youth of Johannesburg by offering the requisite knowledge of what the City's roles, responsibilities, achievements and plans are.

The initiative encourages the youth to participate and explore every aspect within the City, IKnowMyJoburg focuses on doing campaigns that will get the attention of the youth with the return on investment being brand awareness and communicating service delivery successes.

The campaign will have the residents taking pictures of what they see as service delivery in their respective communities and how it impacts their everyday life by using the hashtag IKnowMyJoburg. Applicants stand a chance to win one of thirteen double tickets to the Nicki Minaj concert at the Ticketpro Dome in Johannesburg

The Group Communication and Marketing Department will be placing radio adverts on YFM, UJ FM & VoW (Voice of Wits) to drive the competition and run it through the City of Johannesburg's social media accounts & radio stations social media accounts in order to engage their audiences to take pictures in their communities of what they see as service delivery explaining how it impacts their everyday life.

**OBJECTIVES**

The following are the objectives for the campaign:

- Increase the number of followers on our social media accounts
- To create positive perceptions about the City of Johannesburg brand amongst the youth.
- Involving the youth and providing them with knowledge about what service delivery entails.
- Build the City of Johannesburg brand.
- Engaging the youth with the City as brand.
- Involving the youth in our activities as they are the buying power of tomorrow.

**CAMPAIGN MECHANICS**

- Campaign for the target audiences to take a picture of a service delivery initiative by the City of Johannesburg explaining how it impacts their everyday life and then upload it on to our social media accounts.
- Outline processes to follow: a 12 day radio campaign and compliment it with social media – total two weeks campaign.
- We will gather all the pictures submitted and choose thirteen winners that have the most relevant pictures and their captions.
- Pictures must not be downloaded.

## Secondary consumer messages related to the "I Know My Joburg" campaign

- Create awareness on the good work (service delivery) that the City of Johannesburg is doing and get the residents mainly the youth involved in this great initiative.

### PROPOSED MEDIA CHANNELS

- Radio campaign
  - YFM & Social Media
  - Campus radio for Voice of Wits and UJFM & their social media
- Social media
  - Twitter
  - Facebook
  - Instagram & others (Tumelo)
  - CoJ website

### DURATION OF THE CAMPAIGN

- Campaign scheduled to start 02 – 13 March 2016
- Announce winner by 14 March 2016

### SIGNATORIES

Approved / Not Approved

\_\_\_\_\_

Date: \_\_\_\_\_

**Matshidiso Mlaba**  
Deputy Director: Marketing

Approved/ not approved

\_\_\_\_\_

Date: \_\_\_\_\_

**Makhudu Sefara**  
Group Head:  
Group Communication and Marketing

**COJ: OFFICE OF THE EXECUTIVE MAYOR**

**GROUP COMMUNICATION AND TOURISM**

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**I KNOW MY JOBURG CAMPAIGN**

**TERMS AND CONDITIONS:**

1. These rules apply to the 'I know my Joburg' campaign, hereinafter 'the Competition'.
2. The Competition is run by the City of Johannesburg, a Metropolitan Council established in terms of the Local Government: Municipal Structures Act 117 of 1998 and hereinafter referred to as 'the City's Group Communication and Marketing Department'.
3. This Competition is governed by the Laws of the Republic of South Africa.
4. The Competition commences on 02 March 2016 at (00h00) and ends at midnight (00h00) on 13 March 2016.
5. Participants must be between the ages of 18-35 and must be permanent citizens of South Africa and residents of the City with a valid South African green barcoded identity document.
6. The Competition is not open to Employees and Councillors of the City and its entities and their immediate families i.e. spouses, life partners, siblings, children and parents.
7. The prize is double tickets (suite & Golden circle) for the Nicki Minaj concert at Ticketpro Dome.
8. The winners will be required to furnish proof of Identity with a valid South African green barcoded identity document.
9. The winner will be notified by telephone/ cellphone/ twitter DM(Direct Message) .  
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10. The City reserves the right to publish the picture and names of the winner on its website, Facebook, Twitter, Radio and print media and marketing campaigns in order to grow and leverage the brand of the City.
11. If the City cannot locate or get hold of one of the winners within 24 hours of announcing the winner, the City will award the prize to the second highest scoring participant.
12. Participants may submit entries more than once.
13. The City reserves the right to cancel the Competition at anytime during the duration of the competition.

**COJ: OFFICE OF THE EXECUTIVE MAYOR**

**GROUP COMMUNICATION AND TOURISM**

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14. The Judges' decision will remain final and no correspondence will be entered into.
15. Clauses in these rules are severable. In the event that a clause is found to be unlawful, such clause shall be removed and the remaining clauses shall apply.
16. Participants that attempt to or do any of the following, whether individually or collectively, will be disqualified from winning:
  - (a) Hacking onto the City's twitter account
  - (b) Committing any act to manipulate the results of the Competition.
17. If a dispute arises between the City and a participant, the parties undertake to attempt to resolve the dispute amicably before referring it to a suitable forum.
18. The prizes (tickets) are non-transferrable.
19. Winners must use their own transport to and from the venue.
20. Winners must take pictures at the event and say good things about the City of Johannesburg.