

PRISA PRISM AWARDS 2017

CAMPAIGN : The Lusito Land Festival 2017
CATEGORY : PR on a Shoestring Budget
CLIENT : Lusito Association
CONSULTANCY : PR Worx
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www.prworx.co.za

1. OPENING STATEMENT

What many don't realise is that the Lusito Festival is held annually to raise funds for the Lusito School for physically and mentally handicapped children from underprivileged areas. In recent years, the Portuguese festival had been plagued by crime including drug dealing, hijackings and robberies due to its previous location in Wemmer Pan, La Rochelle. It was therefore decided to move its 36th annual festival to Midvaal.

With a need to clean up its image and communicate the venue change, the Lusito Association enlisted the services of PR Worx. The Association was concerned that the venue change would see a reduction in visitor numbers, and subsequently, money that's crucial to maintain the Lusito School.

(Words 114)



2. STATEMENT OF PROBLEM/OPPORTUNITY

Regular and potential patrons needed to be informed that the Festival would remain Johannesburg's premiere event for celebrating Portuguese tradition and culture, while supporting the Lusito School.

Supporters also needed to be assured that the permanent new venue, Cayman Road, Alewynspoort, Midvaal, addresses all their safety concerns, and that the Association would address all their reservations about the new venue.

Having booked top music acts, great exhibitors and offering its authentic Portuguese cuisine, the Association had a good story to tell. The new venue offered patrons more space, better parking and increased security.

PR Worx needed to generate maximum coverage and hype around the Festival to address decreasing visitor numbers. It also needed to communicate a favourable impression of the 2017 Festival to encourage patrons to support the event for many years to come.

We had to accomplish all of this within three months and a tight budget (R45k).

3. RESEARCH

As Festival didn't have historic coverage, we conducted desktop and media research to establish perceptions of the Festival.

We also revamped their social media pages to use it as a platform for consumer engagement. We did qualitative research and posed three open-ended questions:

1. What do you love about Lusito?
2. What are your concerns?
3. What would you do differently?

Of the 2,083 respondents, safety was highlighted as the number one concern, with the venue coupled to that. They loved the Portuguese experience, food and entertainment – and proposed a new venue!

Media interviews revealed limited knowledge of Lusito, and a lack of awareness of the Lusito School as the beneficiary.

We also researched international Portuguese festivals to establish if they communicate differently, and what their products and services are. Research proved that Lusito was well on track with its global competitors.

Based on the research, we openly and honestly addressed safety concerns and the need for the new venue. We also strengthened our messages with the features consumers love: everything authentic Portuguese.

4. PLANNING

4.1 TARGET AUDIENCES AND THEIR DESIRED ACTIONS

- **Midvaal community and local media:**
 - Understand the location of the new venue.
 - Prepare them for additional traffic and noise ahead of time.
- **Johannesburg South Community media:**
 - Lusito School, situated in Johannesburg South, is the Festival's sole beneficiary.
 - Support the new venue
- **Foodies:**
 - Attend the Festival because it attracts some of SA's finest Portuguese restaurants.
- **Music Lovers:**
 - Attend the Festival to see SA's most celebrated musicians, in a variety of genres.
- **South Africa:**
 - Educate citizens on the Festival and Lusito School.
- **Social Media influencers and celebrities:**
 - Engage and encourage them to create awareness and attend the event.

4.2 MESSAGES TO BE COMMUNICATED TO TARGET AUDIENCE

Key Messaging:

- The Festival's back for its 36th year
- New, improved venue
- Safety concerns addressed
- The land for the new venue was purchased by Lusito Association to eventually build a bigger school.
- The confirmed line-up for the 36th Lusito Land Festival included Micasa, Prime Circle, BallyHoo, Rubber Duc, Majozi, Kurt Darren, Steve Hofmeyer, ADAM, like DENIM, Garth Taylor and Dr Victor & the Rasta Rebels
- Profits made from the festival go to the Lusito School to teach disabled children.

Communications Channels:

- Traditional media across online, print and broadcast
- Social media: Lusito communities
- Influencers & celebrity endorsers

5. Execution:

February 2017	March	April
All research as above	3 rd release: confirmed line-up & recap of 2 nd	5 th release on activities
Visit media houses to deliver release & Portuguese baked goods to create awareness and give the team an opportunity to talk about the Festival.	Food partners' media desk drops to create taste experience	Entertainers' CD media drops to create auditory experience
2 nd release: Communicate dates; 36 th Festival; new venue; safety concerns; Lusito School as beneficiary.	4 th release: food partners & experiences	6 th release: final round up release
Media calls and invitations to visit school for formal press briefing and meet the children to create a visual experience.	Media invited to chef tables to experience Portuguese cuisine	Media invited to the event and entertained
Create social media plan based on research	Daily social media engagement	
Manage media and social media daily <ul style="list-style-type: none"> 1210 shares re new venue 	<ul style="list-style-type: none"> Line-up shared 1800 times Food partners shared 550 times 	<ul style="list-style-type: none"> Activities shared 624 times Final activities shared 2653 times
	Engage with local municipalities and communities re noise & traffic	Crisis communications
Client, artists, restauranters media interviews throughout		

5.1 SMART PR OBJECTIVES & MEASUREMENT OF SUCCESS

OBJECTIVES	EVALUATION
1. Create awareness, hype around the 36 th Festival.	Coverage amounted to R 5,1m (AVE 1:1) in 3 months <ul style="list-style-type: none"> • 79 print articles • 27 Broadcast <p>29 media interviews secured across media</p>
2. Announce the new venue while explaining the reason that led to the change of venue.	Every communiqué mentioned the new venue. The social media post with map was shared over 7,000 times.
3. Educate the media and South Africans about the Lusito School.	Every communiqué included Lusito School as the beneficiary. The media activity reached an audience of: 14m
4. Create relationships with media through sensory experiences.	Hand delivering the announcement press release, with sensory goodies made a great impression. <ul style="list-style-type: none"> • This was followed up with a school visit: visual • Smell & taste: flavours at Chef's table • Auditory: CD • Feel: event experience
5. Increase the Lusito's Facebook and Instagram followers by 35%.	Lusito had 12,000 Facebook and 950 Instagram followers. Through organic growth, Lusito's social media platforms increased to 24,400 and 2 082 respectively. 103% increase: Facebook likes 119% increase: Instagram followers.
6. Attract 25,000 visitors to new venue	Attracted 31,217 visitors

5.2 MEDIA SECTORS

- The 36th Lusito Land Festival had no media partners or advertising budget, thus all coverage received was generated purely from PR efforts.

5.3 CONSULTING WITH CLIENTS

- Nine meetings with clients and daily interaction

6. EXECUTION

6.1 DIFFICULTIES ENCOUNTERED

- Complaints about excessive dust via social media.
 - We drafted and issued an official apology in response to the unforeseen dust crisis and communicated the future plans to alleviate it.
- Complaints about traffic congestion via social media.
 - We alerted the festival organisers, who immediately employed additional traffic controllers to manage the traffic. They also created another gate to allow patrons easier access to the festival.

EVALUATION/MEASUREMENT

See 5.1

7. CONCLUSION

To help Lusito raise funds for its school, we cut our fees drastically and with a shoestring budget of R45k for three months, we helped them to create awareness of its new venue, the dates, offerings and addressed all concerns. The communication was so effective that we exceeded all the goals set by Lusito – including a sold out festival to keep the Lusito School for handicapped children financially flush.

1216 WORDS INCLUDING HEADINGS

ADDENDUM A CLIENT ENDORSEMENT LETTER

From: Suzy [<mailto:Suzy@lusitoassociation.org.za>]
Sent: 09/02/2018 12:57
To: 'Madelain Roscher' <madelain@prworx.co.za>
Subject: Lusito Land 2018

Dear Madelain

We gladly give PR Worx permission to enter the Lusito Land PR Campaign in the PRISA PRISM Awards.

Thanks to you and your team's dedicated efforts, PR Worx helped clean up our image, communicated our new venue successfully and through great PR, attracted record numbers through the gates.

We look forward to working with PR Worx in 2018!

Kind regards

Suzy de Lima Fundraising Events Manager

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60 South Road, Regents Park, 2197

LUSITO - PORTUGUESE ASSOCIATION FOR THE MENTALLY AND PHYSICALLY CHALLENGED
ASSOCIAÇÃO PORTUGUESA DE PAIS E AMIGOS DE DEFICIENTES MENTAIS



LUSITO
NPO 007 - 941

New home, same cultural experience



Widely-loved authentic Portuguese food and music extravaganza, the Lusito Land Festival, is back on Wednesday 26 April to Monday 01 May, at their new and improved venue on Cayman Road in Alewynspoort.

Now in its 36th year, the six-day cultural melting pot event expects to entertain an estimated 80,000 attendees who will be exposed to the unique Portuguese heritage, taste-tantalising traditional Portuguese cuisine, original music by their favourite local talent, Portuguese traditional folk dancing and community artists.

The easy-to-access venue is a superb, safe and central location with loads of secure parking, clean facilities and a

family friendly environment with a fun fair to keep the 'crianças' busy.

Besides celebrating Portuguese pride, the festival serves a greater purpose. Every year the profits made from the festival go to the Lusito Association, which manages the Lusito School for the physically and mentally handicapped.

This year, the festival format will be tailored to the new site ensuring that visitors will still enjoy the full Portuguese experience available at Lusito Land that so many have come to love and expect.

DETAILS:

Lusito Land, Cayman Road, Alewynspoort, 011 435 8583, lusito@intekom.co.za, www.lusitoland.co.za

ADDENDUM B CAMPAIGN EXAMPLES

DISCUSSION: Lusito Land Festival with Noemia Contente



04 Noticeboard

What's happening?

Lusito Land 2017

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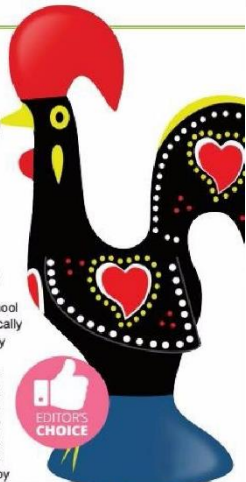
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DETAILS:
Lusito Land, Cayman Road, Alewynspoor, 011 435 8583, lusito@ntekom.co.za, www.lusitoland.co.za



Lusito Land brings the same cultural experience in Johannesburg South



Johannesburg, will come with a heavy heart as many people have fond memories of this iconic location. However, Contente believes the move is in the best interest of the learners who rely on the much-needed funds. "We felt that a new, up-market venue would offer improved dynamics for a mass festival of this nature. We intend to make the new Lusito Land the top cultural event of the calendar for Joburg," continues Contente.

Lusito Land has long been a crowd-pleaser, having been voted on several occasions as 'Best Festival' by Leisure Options Magazine readers. This year, the festival format will be tailored to the new site ensuring that visitors will still enjoy the full Portuguese experience available at Lusito Land that so many have come to love and expect. "It is our intention to refocus on the Portuguese element of the festival in 2017. This will again be the highlight of the Portuguese tradition year with some of the finest South African musicians and bands taking to the stage as well some of the country's tastiest Portuguese cuisine sizzling on the grills. We are going to build on the core values of the festival: a wide variety of entertainment; affordable prices; a social event to spend quality time with family and friends, all the time knowing you are contributing to a worthwhile cause," concludes Contente.

The Lusito Association started the first Lusito School under the auspices of the Mental Health Society of the Witwatersrand and has subsequently grown the school. Its mission is to support the Lusito School in equipping each learner as best as possible for their passage through life.

The Lusito School, located in the south of Johannesburg, started off as a small day care centre and has developed into a fully-fledged school for the differently abled. Today, the school has more than 80 learners. This school no longer offers its vital services solely to the Portuguese community, but supports differently abled people from all cultures and backgrounds. The school has now been divided into two sections, the stimulation centre and the workshop.

Lusito Land first opened its doors in 1981 as a festival that celebrated the Portuguese heritage and culture. Over the last 36 years, it has evolved into a festival celebrated by the many cultures that make up Johannesburg and Gauteng. The Portuguese tradition has however been sustained in the wonderful traditional flavours of the fine cuisine that is an important facet in the Portuguese heritage.

What's in store at Lusito Land

Festival-goers can expect a feast of rich heritage, food and live music by some of SA's best bands.

JOBURG'S much anticipated and loved Lusito Land Festival has announced part of their all-star entertainment line-up and it is going to be a cultural food and music experience like no other. The 36th instalment of the Portuguese extravaganza is set to take place from April 26 to May 1, at their new and improved venue on Cayman Road, Alewynspoor, Johannesburg South.

The anticipated 80 000 festival-goers will not only be exposed to the rich Portuguese heritage and food, but patrons can also look forward to original music by some of South Africa's favourite local talents. "There is something for everyone," says Noemia Contente, spokesperson from the Lusito Association for the Physically and Mentally

Handicapped. Tickets are available online through Computicket; children under the age of six are free, children aged 6 to 12 years pay R50, senior citizens pay R50, teens and adults pay R120. Ample, secure parking is available free of charge.

Prime Circle, Ballyloo, Rubber Dug and Majori are there to satisfy the tastes of alternative rock and indie lovers. Afrikaans artists such as Kurt Darren, Steve Hofmeyer and ADAM will be there to woo the ladies. For the younger crowd, pop artists like DENIM, Garth Taylor and Dr Victor and the Rasta Rebels will be there to really get the party started. Top all that off with some of South Africa's most loved house and electronic acts such as DJ Kent, Tim O'DV, The Kliffness and Manzo, and it is sure to be one of the most enjoyed festivals of the year.

Lusito Land has long been a South African favourite, having been selected as 'Best Festival' by Leisure Options Magazine readers on several occasions. The event planners are dedicated to giving patrons the best family-friendly cultural experience in the country. "We are proud of our cultural roots and we feel that South African citizens share that pride. Lusito Land is the perfect place for all South Africans to come together and celebrate. More than that, the festival also gives us the opportunity to take care of our community and give back," explains Contente.

The festival serves a greater purpose. Every year the profits made from the festival go to the Lusito Association, which manages the Lusito School for the Challenged. The school works with 80 learners who need special care. The cost of caring for a special-needs child is beyond the ability of many families and with funds raised from the Lusito Land festivals, parents only need to pay R1 700 a month. The school subsidises the remainder of the R5 5000 monthly school fee.

"We urge patrons to get their tickets as soon as possible as they are going quickly," concludes Contente.



EXCITED: Naomi Contente, Domotrio Sousa (chairman of the Lusito Association for Physically and Mentally Handicapped), José dos Santos, Suzy de Lima (PR Lusito) and Deolí Molina (principal Lusito).



LEARNING: Youngsters being shown the value of feeling.

Lusito Land moves to upmarket home

NAOMI Contente, spokesperson for the Lusito Association for Physically and Mentally Handicapped, announced the new venue for Lusito Land, on Thursday, February 23.

"This year and going forward, Lusito Land will be held at a new and improved venue in Cayman Road, Alewynspoor, close to the Eye of Africa. This will mark the 36th year of this widely loved Portuguese extravaganza," said Contente.

"This year the Portuguese festival will be held from Wednesday, April 26 to Monday, May 1.

The easy-to-access venue is a superb, safe and central location with loads of secure parking, clean facilities and a family-friendly environment, with a funfair to keep the children busy.

Lusito Land is the ultimate six-day cultural experience for the entire family, with enjoyment for all ages.

Besides celebrating Portuguese pride, the festival serves a greater purpose. Every year the profits made from the festival go to the Lusito Association, which manages the Lusito School. The school works with 80 learners who need special care. The cost of caring for a special-needs child is beyond the ability of many families. With funds raised from Lusito Land festivals, parents only need to pay R1 700 a month, while the school subsidises the remainder of the R5 500 monthly school fee.



THERAPY: This three-year-old is undergoing her therapy treatment at Lusito School.

"We are passionate about our community and the people who reside in it - that is why the decision was made to

change the venue for the event. We've purchased the land, as part of a long-term investment plan, such as developing one section of the acquired land for the festival and to look at building a private school on the premises as well as an old age home and sports academy to further subsidise Lusito Association for Physically and Mentally Handicapped," explained Contente.

For many regular visitors to Lusito Land, the move from its traditional home in Wemmer Pan at Pioneer Park will come with a heavy heart as many people have fond memories of this iconic location. However, Contente believes the move is in the best interest of the learners, who rely on the much-needed funds. "We felt that a new, up-market venue would offer improved dynamics for a mass festival of this nature. We intend to make the new

Lusito Land the top cultural event of the calendar for Joburg," she continued. "It is our intention to refocus on the Portuguese element of the festival for 2017. This will again be the highlight of the Portuguese tradition year, with some of the finest South African musicians and bands taking to the stage as well as some of the country's tastiest Portuguese cuisine sizzling on the grills. We are going to build on the core values of the festival: a wide variety of entertainment; affordable prices and a social event to spend quality time with family and friends, all the time knowing you are contributing to a worthwhile cause," concluded Contente.

"Ticket prices: Adults R120, children and pensioners R50, children under five, free. Tickets will be available at Computicket or at the entrance to the festival. Free secure parking.



Lusito Land is at [Lusito Land](#).
February 13 at 9:47am · Johannesburg · 🌐

Lusito Land is always better with your amigos! Who is your Lusito Land crew?

📷 by Cheyne Butler
#LusitoLand



Lusito Land
May 1, 2017 · 🌐

Micasa performing today Lusito Land.



Lusito Land
April 29, 2017 · 🌐

Tons of FUN for the whole family at #LusitoLand17. Miles of Smiles will be here between 1pm & 4pm entertaining the little ones with free face painting and balloon sculpting. Tickets available at the venue or online from Computicket



Lusito Land - the FESTA continues!

The 2018 Lusito Land Festival is fast approaching, and lovers of Portuguese cuisine and culture are in for a treat at the festival's new venue in Cayman Road Alewynspoor. The festival will take place between 26th April to 1st May, take a two day break and resume on the 4th May to 6th May. This festival promises to be a celebration of exceptional food, music and fun.

LUSITO LAND
Festival Dates 2018

26 April 2018	12:00 - 23:00
27 April 2018	10:00 - 23:00
28 April 2018	10:00 - 23:00
29 April 2018	10:00 - 23:00
30 April 2018	10:00 - 23:00
1 May 2018	10:00 - 22:00
2 May 2018	Closed
3 May 2018	Closed
4 May 2018	12:00 - 23:00
5 May 2018	10:00 - 23:00
6 May 2018	10:00 - 19:00



Lusito Land
April 30, 2017 · 🌐

Map and exact location to our new and improved home #LusitoLand17 - Cayman Road, Alewynspoor, Johannesburg South



Lusito Land
April 30, 2017 · 🌐

Traffic Update: There is a back up at the moment:

- JMPD are at intersections on R82 cnr main as well as R82 cnr Klipriver.
- Midvaal Metro at the cnr of Cayman & Klipriver as well as Iberis & Klipriver and mainentrance and Iberis & Cayman.
- We have further created a double entry lane into the public parking with three entry points.
- Exit has also been accommodated from the public parking onto the R550