

PRISM AWARDS ENTRY SUMMARY

CATEGORY: TRAVEL & TOURISM
CONSULTANCY: ATMOSPHERE AND THE KING JAMES GROUP
CLIENT: SANLAM
PROJECT: 2-MINUTE SHOWER SONGS
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“This is more than a campaign, it’s an essential part of communicating what has become a part of our everyday lives here in the Cape. This fresh approach not only highlights how each and every one of us can make a significant contribution to saving water, but presents it in a fun and accessible way for both our locals and visitors to save and enjoy.” Enver Duminy, CEO of Cape Town Tourism

OVERVIEW

With Cape Town’s drought crisis headlines catalysing panic, Sanlam – a company with a longstanding focus on water conservation - recognised an opportunity to rally the nation together in the fight against Day Zero.

Realising the bathroom accounts for 80% of consumption, with showers using 10l p/m, we focused on the City’s request for people to shower in two minutes or less.

Tapping into the insight that people love to sing in the shower, we convinced ten of SA’s biggest artists to recreate two-minute versions of their hits and launched *2-Minute Shower Songs*. This fully integrated campaign was perfectly timed around peak tourist month, when millions of visitors put further strain on municipal water supply.

In just six weeks, we rallied residents and visitors to reduce their water use. The campaign grabbed local and international headlines, delivered 147-million impressions and drove 3.4-million engagements.

The Mayor of Cape Town praised Sanlam for being one of the first corporates to heed the call to get behind the cause. And our efforts helped to push Day Zero back by 59 days.



STATEMENT OF CHALLENGES AND OPPORTUNITIES

Challenges:

- Drought crisis headlines were causing uncertainty and panic
- Water was a cluttered space in the news agenda
- Day Zero was a moving target, with many variables impacting official communication around the state of the crisis. This made it challenging to stay aligned to City messaging
- With dams at 20% usable water and peak tourist-season looming, we needed to reach residents plus domestic and international visitors
- Corporate campaigns around social issues can be seen as opportunistic so Sanlam needed a credible way in

Opportunities:

- Cape-headquartered Sanlam was directly impacted and could authentically add to the conversation
- Sanlam has a decade of experience in water conservation and security through its WWF-SA partnership and other initiatives
- The Mayor's office called for the private sector to partner with the City to drive drought awareness

RESEARCH

Desktop research:

- Analysed the news agenda to understand key narratives
- Conducted in-depth review of the consumer-driven, social media conversation to gauge popular sentiment
- Reviewed numerous water usage reports to guide the campaign focus

Stakeholder engagement:

- Engaged the City of Cape Town and Mayor's office
- Met with the executive team at Cape Town Tourism to understand expectations for the upcoming tourist season

Key insights:

- The confusing drought conversation disengaged the public
- Only one in two residents were listening to the City, when it needed to rally everyone
- Stats showed 80% of daily water use happens in the bathroom
- Showers use an average of 10lp/m, allowing us to tie into the City message to shorten shower time to 2-minutes or less
- December is peak tourist month so a valuable time to encourage the public to actively reduce consumption

PARCHED

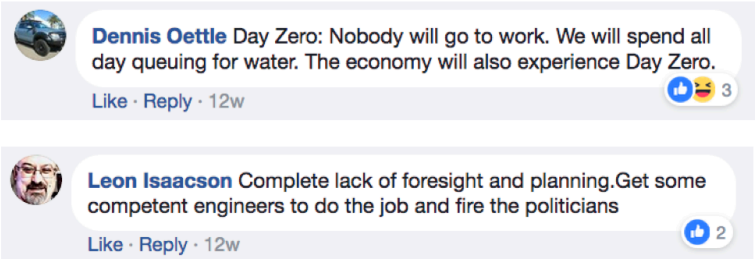
The world's first major city to run out of water may have just over three months left

Blame game won't solve Cape Town's water crisis

Public leaders in all three levels of government must rise above political and personal interests to avoid a humanitarian and economic catastrophe

#WaterCrisis: Panic starting to set in over Day Zero logistics

Op-Ed: Cape Town, a city drowning in incompetence



PLANNING OF THE STRATEGY

Campaign communications objectives:

- Create national (primary) and international (secondary) awareness of 2-Minute Shower Songs to empower Capetonians and visitors with a practical way to reduce water use
- Generate public interest on the topic of water saving and talkability around 2-Minute Showers Songs
- Encourage consumers to actively reduce their daily water consumption by downloading the 2-Minute Shower Songs playlist
- Position Sanlam as a leading voice in the drought crisis conversation and demonstrate its role in the fight against Day Zero

Key messages:

- SA's biggest artists are singing to save water. Join them, and keep your showers to two minutes or less
- Up to 80% of our daily water usage can happen in the bathroom, with showers using an average of 10l minute/m, so cutting down your shower time to 2-minutes (or less) will go a long way to help you stick to your allotted 87 litres per day
- The 2-Minute Shower Songs campaign is a natural extension of Sanlam's longstanding commitment to water security and conservation initiatives
- Visit 2minuteshowersongs.co.za to stream or download the free 2-minute shower playlist and make those morning showers more fun

Target audiences:

Primary: Cape Town residents

Secondary: Domestic and international travellers

Actions we required: for residents and visitors to the Cape to reduce water use through the 2-Minute Shower Songs playlist

Media channels:

1. **Earned:** Editorial content pitched to regional, national and international consumer, news, lifestyle and marketing media
2. **Paid:** Media partnerships with Expresso, Heart 104.9FM and KFM; search and social media advertising
3. **Owned:**
 - a. 2-Minute Shower Songs online hub and SoundCloud Channel
 - b. Sanlam's channels (website, YouTube, Facebook, Twitter and Instagram)
 - c. Playlists loaded on Spotify, iTunes and Google Play
4. **Shared:** Social media posts by the participating music artists and comments shared on consumers' social channels

Tools:

Ten 2-Minute Shower Songs hosted on the hub for free streaming and download, along with other practical water saving tips. The songs also featured on all major music streaming platforms.

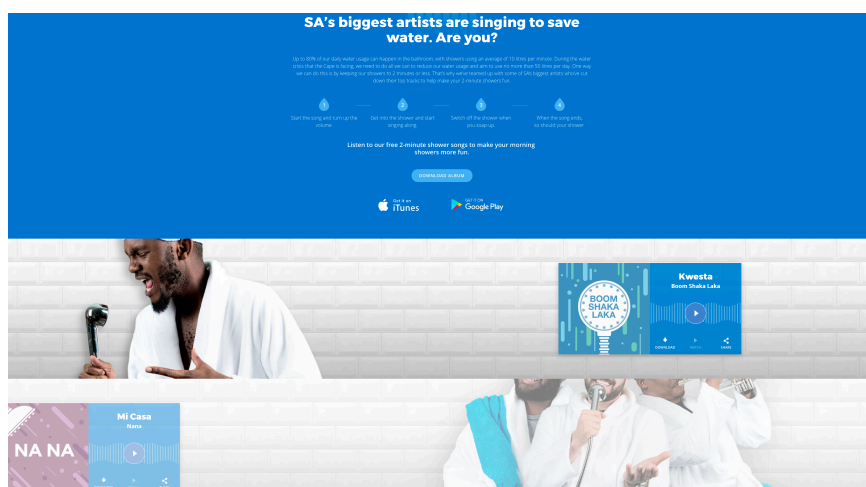
EXECUTION OF THE STRATEGY

Step one: Create the playlist

- Convinced ten top artists to get on-board, recorded ten songs in two cities in four days and produced an entire album in under two weeks

Step two: Build the online hub

- Developed an interactive online hub with free song downloads and streaming
- Created a series of water saving tips
- Visually demonstrated how to stick within the 87I p/p limit through incremental changes



Step three: Build a mobile karaoke shower booth

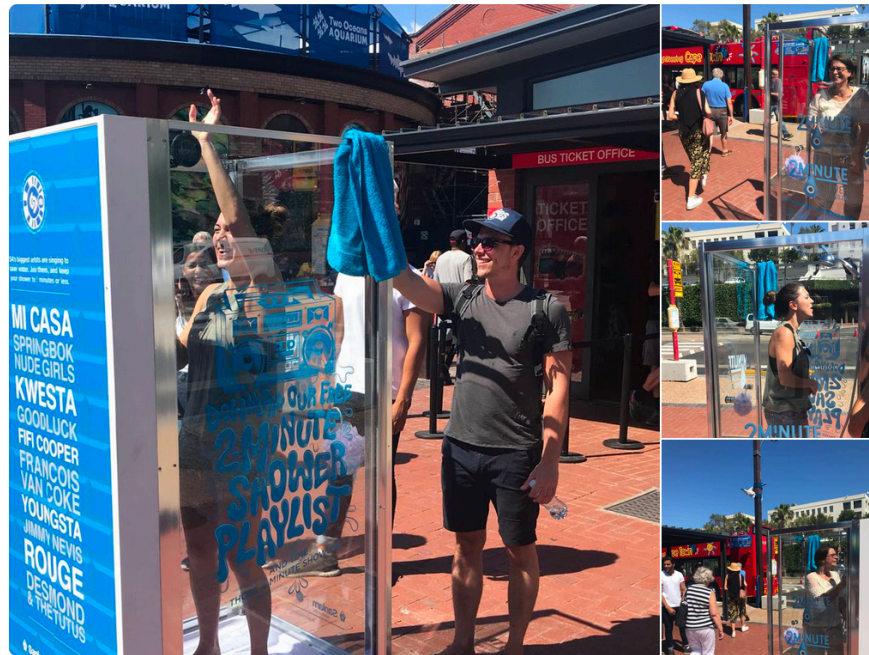
- Built a life-size shower with karaoke screen and showerhead mic which travelled around Cape Town
- From TV shows to the beaches and the V&A Waterfront, it was hard to miss

Sanlam Retweeted



CitySightseeing @CapeTownRedBus · Jan 19

There is a 2-minute shower songs karaoke booth just outside our @VandAWaterfront ticket office today! Perfect training for a quicker shower, and don't worry, this is a dry run 😊 #SaveWater @sanlam @CityofCT



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Step four: Negotiate media partnerships

- Developed media partnerships with Expresso, Heart 104.9FM and KFM to drive high frequency reach



Step five: Leverage strategic relationships

- Secured endorsement from Cape Town Tourism, the City of Cape Town and the Mayor
- Leveraged the Tourism relationship to drive further communication through Airbnb and City Sight Seeing

Step six: Produce content

- A series of multimedia and written content was produced for traditional, digital and social media channels

Step seven: Launch the campaign across multiple channels

- Earned: interviews and features pitched to regional, national and international media
- Paid: media partnerships and digital advertising to drive awareness and traffic to the online hub
- Shared: all ten artists took to their social channels to encourage fans' involvement
- Owned: communication across Sanlam's social channels

These Local Artists Are Helping Capetonians Sing To Save Water And It's So Great

From Mi Casa to the Springbok Nude Girls – you should hear these 2 minute songs.

Watch: SA's top musicians turn their hits into "two-minute shower songs" for CPT [video]

You may love to sing in the shower but those of us in Cape Town can only do it for two minutes. Your favourite artists have a plan, though.

With the severe water shortages facing the city of Cape Town, South African musicians are taking part in an innovative initiative, led by Sanlam, to get people to reduce their water usage in the bathroom with the help of a playlist of Shower Songs.

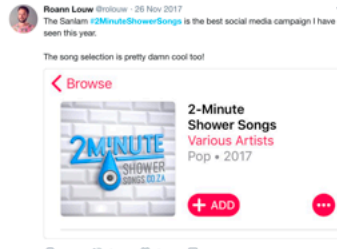
WATCH: Music saves water; shower responsibly

Can Singing in the Shower Fight Climate Change? One Major City Thinks So

Shower to these 2-minute local songs and you'll save water
2017-12-08 11:50

Sanlam launches innovative 2 minute Shower Song campaign to save water, promotes SA music!

Nox Rentals @noxrentals · 28 Nov 2017
We think this is the best! Have a listen and download these 2 minute songs by local artists to keep your shower short and sweet.



Patricia @ethicschamp · 3 Dec 2017
Well done @sanlam awesome initiative!!! Fresh approach to a very serious crisis we face in SA #2MinuteShowerSongs

Sanlam @sanlam
Status copy: SA's biggest artists are asking YOU to sing along to their #2MinuteShowerSongs to help save the Cape's water.



Difficulties encountered:

- Two-weeks before launch, the Western Cape Government mentioned a shift to 90 second showers. However, the City confirmed its official guideline would stick to 2-minute showers throughout the campaign time
- To remain nimble, we re-mixed 90-second and 1-minute-versions of some of the songs, just in case

EVALUATION

1. Create national and international awareness of campaign to empower Capetonians and visitors with a practical way to reduce water use
 - ✓ 147 203 715 impressions
 - ✓ 1 671 500 video views
 - ✓ 95% top tier media exposure
 - ✓ 100% key message penetration

2. Generate public interest on the topic of water saving and talkability around 2-Minute Showers Songs
 - ✓ 22 694 unique website visits
 - ✓ 145 091 click-throughs (0.21%: Google, 0.65%: GDN, 1.46%: Facebook and Instagram)
 - ✓ Average of 3.24 minutes spent on site per session
 - ✓ 1 696 638 engagements
 - ✓ 590 karaoke voice notes sent to Heart and KFM in one week

3. Encourage consumers to actively reduce their daily water consumption by downloading/ streaming the 2 Minute Shower Songs playlist
 - ✓ 4 360 free downloads
 - ✓ 2 345 free streaming
 - ✓ 776 paid downloads

4. Position Sanlam as a leading voice in the drought crisis conversation and demonstrate its role in the fight against Day Zero
 - ✓ 98% Sanlam brand mention
 - ✓ Helped to push Day Zero back by 59 days

Conclusion:

The campaign was an instant success. It immediately shifted the focus from a Cape Town issue to a collective national responsibility, as people around the country rallied behind 2-Minute Shower Songs. The message translated across geographies and garnered support from international audiences as well. As a result, it positioned Sanlam within the water conversation and ultimately helped push back Day Zero.