

**PRISA PRISM AWARDS
ENTRY SUMMARY**

CATEGORY: SOCIAL MEDIA AS PRIMARY METHOD
CONSULTANCY: ATMOSPHERE AND THE KING JAMES GROUP
CLIENT: SANLAM SKY SOLUTIONS
PROJECT: UK'SHONA KWELANGA
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*“Uk’Shona Kwelanga is one of the 25 **Most Contagious Campaigns of 2017.** One of the most impactful, innovative and effective campaigns across the globe” – Contagious Magazine*



OVERVIEW

Many South Africans don't have funeral cover. This can cause major drama among family members when a loved one passes away, and the costs can be crippling. Sanlam wanted to demonstrate its deep understanding of the

cultural context and differentiate its offering in a cluttered and competitive category.

So we created Uk'Shona Kwelanga, an original drama series told through the most popular digital platform among our audience, WhatsApp. Our audience was invited to follow the Langa family in real-time, in the seven days leading up to the funeral of the deceased father. Messages came in throughout the day as the characters discussed arrangements and tensions started to show as the clash of traditional expectations and modern reality started to hit home.

It captured the attention of our audience and has been celebrated for pioneering an entirely new format for digital dramas. The result: 44 000 subscribers. 850 000 minutes of content consumed. 93% completion rate. The impact: 146% increase in leads conversion.

CHALLENGES AND OPPORTUNITIES

- It's a cluttered space and consumers are constantly bombarded by marketing and advertising from traditional and non-traditional players offering funeral cover
- It's a category with limited differentiation from one brand to another and Sanlam therefore needed to find a unique way to truly stand out
- Many South Africans do not have funeral cover and its importance is often only realised when a loved one passes away, so we needed to find a way to encourage consumer to ensure they're properly covered before they needed to be
- Sanlam's funeral cover offering is a compelling one and designed to meet the needs within the uniquely South African context

RESEARCH AND KEY INSIGHTS

To strongly position Sanlam's funeral cover offering in a way that would truly resonate with our audience, we needed to ensure that our campaign spoke directly to the cultural context and engaged our audience across the right channels. To do this, we conducted a deep dive into the competitor set, mapped the funeral cover landscape, hosted discussion groups to gain a full understanding of the funeral planning journey among South African families and assessed various communication channels to identify where best to reach our audience.

Key insights:

1. Many South Africans don't have funeral cover. This can cause major drama among family members when a loved one passes away.
2. A dignified send-off for a loved one is a collective responsibility and taken very seriously by the extended family.
3. Our target audiences' media consumption was mostly dominated by soapie dramas and they had a keen interest in media channels that offered story telling.
4. WhatsApp was the most popular digital platform among our audience, where family conversations are increasingly taking place.

PLANNING OF STRATEGY

Communication Objectives

1. Create awareness around Uk'Shona Kwelanga and drive national reach among our target audience
2. Educate our audience on the importance of funeral cover through the drama series by driving sign-ups
3. Strongly position Sanlam as the leading voice on the topic of funeral cover and increase consideration for the My Choice Funeral product

Target audience

- Primary: Entry level market, nationwide. Aged 25 – 55, earning an income of R8,000+
- Secondary: All South African consumers

Media channels

1. **Earned:** Editorial content pitched to local and international marketing, lifestyle and entertainment, mainstream and personal finance.
2. **Paid:** Media partnerships with City Press and Daily Sun; social media advertising on Sanlam's owned channels.
3. **Owned:** Uk'shona Kwelanga WhatsApp account, campaign microsite, Sanlam website and social media channels.
4. **Shared:** Partnership with three influencers with high social media followership among the primary target audience to host a series of posts and videos on their Facebook and Twitter platform(s).

Tools:

- Dedicated campaign whatsapp group and microsite
- Three media releases tailored for the different media channels

EXECUTION OF THE STRATEGY

Step 1: Creating the drama series

Partnered with renowned South African scriptwriter, Bongzi Ndaba to craft the narrative and package it specifically for WhatsApp. Brought on-board some of the country's best known actors and actresses to take on the roles of the various family members. To make our drama more gripping, we made the most of existing WhatsApp features including voicenotes, photos and film clips shot from the characters perspective.

Step 2: Setting up the tech

Using WhatsApp is technically very challenging. We used broadcast lists to ensure an optimal experience out audience. The campaign ran over six weeks. Once users signed-up, they received content as if it was being sent from the characters in real-time over seven days. Multiple broadcast lists were setup to allow users to sign-up at any point over the campaign period and receive the full story.

Step 3: Promoting the drama

We launched a fully integrated promotional campaign to build an audience through traditional media, PR and a series trailer promoted across social media.

Step 2: Leveraging influencers

To humanise the campaign and generate public interest around the funeral drama, we found three influencers who drove high levels of engagement and encouraged participation across their online platforms by starting organic conversation around the importance of funeral cover and the financial challenges families face when they are not covered. The insight from their follower's feedback was used to inform later content.

Step 3: Sustaining interest through targeted media relations programme

We leveraged the research and campaign content into a strategic, media relations programme, targeting channels relevant to our audience. We launched in marketing media and got our influencers to seed the trailer video on their social channels. We then targeted mainstream media. To add further credibility and depth of insight, we led with South Africa's top scriptwriter and playwright Bongzi Ndaba as the campaign spokesperson and casted a number of the country's best-known actors for the WhatsApp drama.

EVALUATION

1. Create awareness around Uk'Shona Kwelanga and drive national reach among our target audience
 - ✓ 30 500 000 media impressions
 - ✓ 100% top tier media exposure
2. Educate our audience on the importance of funeral cover through the drama series by driving sign-ups
 - ✓ 87% key message penetration
 - ✓ 44 000 subscribers
 - ✓ 880 000 minutes of content consumed
 - ✓ 93% completion rate
3. Strongly position Sanlam as the leading voice on the topic of funeral cover and increase consideration for the My Choice Funeral product
 - ✓ 82% brand mention across earned media
 - ✓ 98% positive brand mention across earned media
 - ✓ 146% increase in leads conversion

CONCLUSION

Sanlam managed to earn the attention of its target audience by finding an innovative way of marketing – providing credible entertainment but with an important message. We successfully cut through the category clutter and strongly position the brand as a leading choice for funeral cover – the leads increase speaks for itself.