

An aerial, black and white photograph of a dense urban skyline, likely New York City, showing numerous skyscrapers and buildings. A large, semi-transparent purple border frames the image. In the center, there is a circular logo with a blue-to-pink gradient. The logo contains the text 'DNA' in a stylized white font, with a small 'TM' symbol to the right. Below 'DNA' is the text 'BRAND ARCHITECTS' in a smaller, white, sans-serif font.

DNATM
BRAND ARCHITECTS

STEERS #RESPEK NATION CAMPAIGN

**LAUNCH OF A NEW SERVICE,
PRODUCT OR CATEGORY**



Campaign: #Respek Nation

Name of Entrant: Monare Matema

Agency: DNA Brand Architects

**Category: Launch of a new Service,
Product or Category.**

Client: Steers

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OPENING STATEMENT

The Steers #Respek Nation campaign broke boundaries becoming the most successful PR led campaign that the brand has seen in over a year. To launch their all new Rib King Burger Promotion the brand plugged into urban culture through strategic partnerships with leading influencers & platforms who are custodians of the culture. This resulted in a dynamically executed campaign activated through digital and social media platforms that had a resounding contribution to the business objectives shifting over 350k units in November 2017 at a contribution of 8.2% to overall turnover.

STATEMENT OPPORTUNITY

Steers is a fast food retailer known for its 100%-real pure beef burgers. However, the brand had a real challenge of resonating with their core target audience of 21-29 year primarily black male customers. To launch their new Rib King promotion, it was clear that we had to bridge the authenticity gap & investigate that which mattered most to our consumers to:

- Drive brand awareness
- Increase consideration
- Drive uptake of this promotion.

The biggest opportunity laid in plugging into our consumers passion points and we did so by introducing the urban culture inspired #Respek Nation campaign.



RESEARCH

Before developing a plan for this campaign, we had to understand what drives youth to engage with brands and to be custodians of urban culture. This was informed by a survey conducted by Ask Afrika's Youth Brands benchmark which revealed the following insights:

- **The youth support brands that stand for something more than bottom line, 37% will pay more for a brand that supports a cause they believe in.**
- The main loyalty drivers in the youth market are an **increased emphasis on individuality**; constant engagement and interaction; digital platforms that create opportunity for increased self-expression.
- The youth are loyal to their favourite brands until a newer and more innovative product or brand is introduced.
Sustainable loyalty requires building a relationship with them.



RESEARCH

Takeouts:

We need to:

- Build properties that plug into consumer's passion points & champion what they stand for.
- Authentically resonate with consumers on social media.
- Build a relationship and engage with them on their terms and not ours.



P LANNING

Our PR strategy was underpinned by the research which informed us how youth interact with brands. Below we highlighted our measurable objectives:

Objectives:

1. Build a property by partnering with culturally relevant platforms and influencers that could be leveraged to launch the Rib King.
2. Garner favorable coverage in broadcast, print and online platforms and R1 million in PR value
3. Drive talk-ability and brand awareness on social media platforms reaching 1 million people and trending within the top trends in South Africa.
4. Drive consideration and uptake that will have a positive impact on sales and contribute 6% to total sales.



P LANNING

Target audience

Our target market of 21 – 29 year old primarily black males was pretty clear and these are people who have defined passion points in spaces such as music, fashion and art. They are also active on social media and are custodians of urban culture

Key Messages

- **Big Idea:** Respek
- **Articulation:** Given the sheer size of the burger of the Rib King burger the message for us was clear. We had to show some #Respek! This an urban culture term used by many millennials and essentially means respect.
- **Narrative:** To make it relatable to consumers we plugged into urban culture by creating the Respek Nation which is a celebration of the culture.
- **Platforms:** Consumers could follow the Respek Nation on the Plug's website.
- **Call to action:** We asked consumers to show us how they pay respect using the hashtag #Respek



P LANNING

Communication Channels:

- **Event:** Media Launch.
- **Media Partnership:** The Plug Magazine.
- **Social Media:** Instagram and Twitter platforms of The Plug Magazine, Steers SA & Influencers Shane Eagle J Molley.
- **Traditional Media:** print, online and broadcast platforms

Management and resources

The campaign was managed by an Associate Architect from DNA brand Architects who had to ensure that all the moving parts were married from the launch event, to the partnerships with media and influencers and that the client investment of R250 000 would be used to meet the key objectives.



EXECUTION

Implementation Plan:

- 1. Securing Influencers** - We partnered with some of the hottest emerging rappers who served as brand advocates and bought us social currency. They are Shane Eagle, TTGO and J Molley
- 2. Media Partnership** – We partnered with South Africa’s leading online magazine The Plug who curated a 4-part series paying Respek to our Influencers.
- 3. Respek Nation Shoot** – The Plug curated a shoot with acclaimed photographer Anthony Bila that incorporated the brand’s product colours in a way that was subtle but authentic to the culture and ultimately impactful
- 4. Launch Event** – The campaign was launched at La Familia’s culturally relevant First Thursdays event in Rosebank .
- 5. Media Relations** – Post the launch event we seeded out a press release that was picked up by a number of platforms and we organized interviews for influencers and client.
- 6. Social Media Push** - Social media was a key conversation driver during campaign and our influencers and the Plug lead the conversation using the hashtag #Respek.



EXECUTION

Campaign Challenges:

In implementing the plan, the first challenge we faced was an editorial one with The Plug magazine who wanted retain their editorial aesthetic in a way that may have compromised the brand. We had to find creative ways to place product in the shoot and celebrate the artist in a way that remained true to the culture. Given a R250K budget we had to execute a 4-week campaign that included a media partnership, influencer partnership and launch. The efficient use of resources was critical to the success of this campaign however we soon faced budget challenges which compromised the securing of influencers within budget and creating an immersive launch event that was to be the catalyst of the campaign. We solved the challenges by negotiating value adds that would be beneficial our influencers and event partner which included magazine covers as well as exposure in the media at the launch. Collaboration was ultimately key to the success in this campaign.



EVALUATION

We made use of the industry approved monitoring metrics of Newsclip which measured our media coverage and Brandseye which tracked our social media engagement and tracked sales on using our objectives as a benchmark.

*see slide 8 for objectives.



Client Response

Email from Steers Marketing Executive Adolf Fourie

Thank You!!!



Adolf Fourie <Adolf.Fourie@steers.co.za>

Samantha Mabaso; Monare Matema; Selina Naidoo; Kutloano Dingaan; Prince Monareng; Gosiame Makwela; + 13 more

Friday, 03 November 2017 at 10:05 AM

[Show Details](#)

← You replied to this message on 2017/11/03, 2:18 PM.

Show Reply

→ You forwarded this message on 2017/11/04, 11:55 AM.

Show Forward

! This message is high priority.

Dear Team

Just a short note of thanks for an UNBELIEVABLE launch of Steers #RESPEK Rib King Meal and making us trend two days in a row! It was most certainly another ground breaking and innovative first of its kind launch and partnership with The Plug Magazine and an unbelievable photographer Anthony Bila. Truly appreciate all the hard work and feeding the fire of those who attended, our consumers and our beloved Steers brand!

Please make sure all in the team get their goody bags! See you soon!

RESPEK

Kind Regards



Adolf Fourie

Marketing Executive

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FLAME-GRILLED, IT JUST TASTES BETTER



Objective

1

Results

Media Partner: Partnership with The Plug Magazine
Influencers: Shane Eagle, J Molley and TTGO
First Thursdays Partnership: Launch event

Objective Exceeded



Objective 2

Results

Coverage secured on following platforms: Craze(Etv), SAFM, Daily Sun, BizCommunity, Vuzu, The Citizen, Touch HD.

PR Value: R 2 352 478,83.

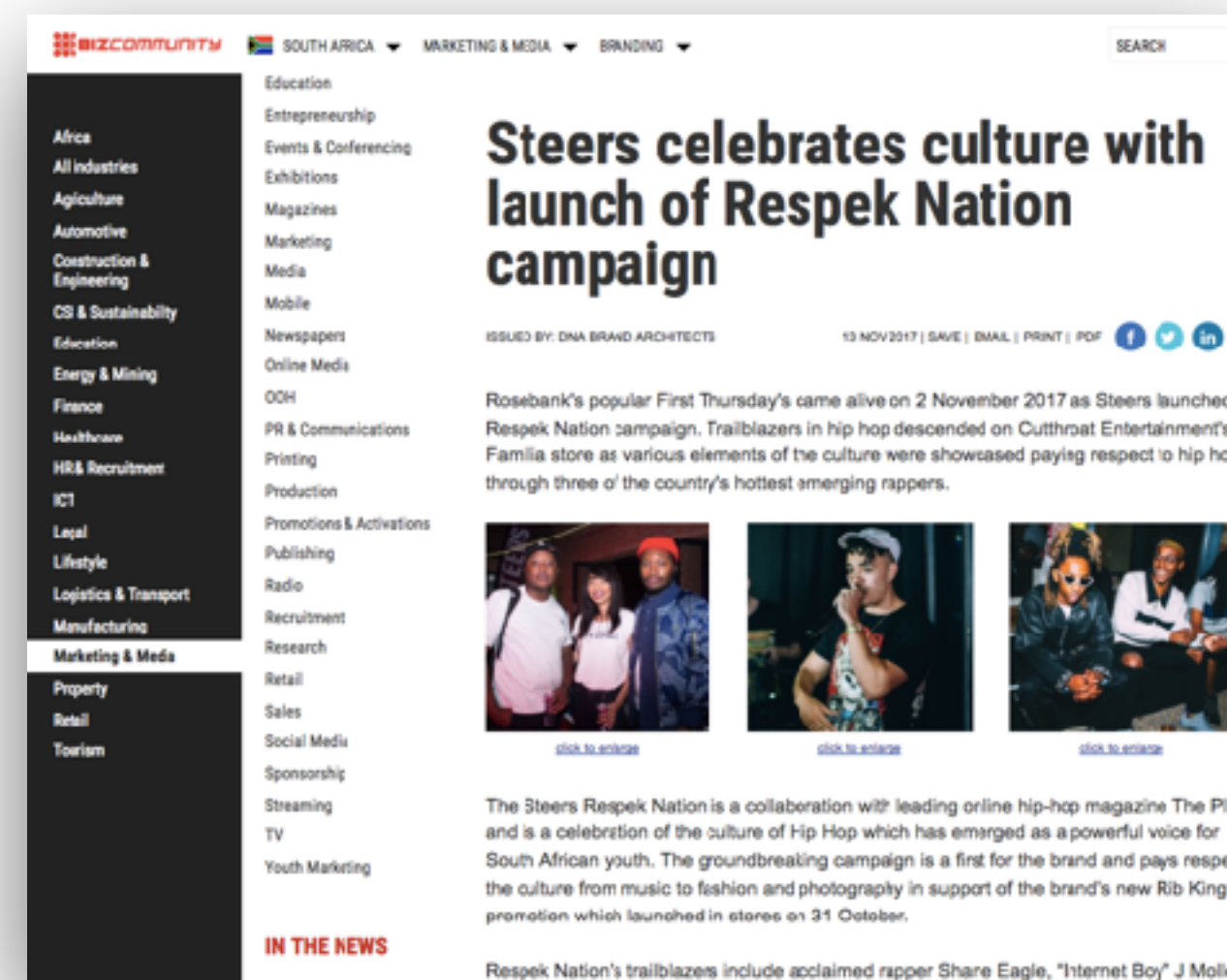
Objective Exceeded



Daily Sun



The Citizen



Biz Community



IOL

Objective 4

Results

The campaign had a positive contribution to the business objectives with the Rib King meal having shifted over 350k units in November and sales peaking at R18.6 million that had a contribution 8.2% to overall turnover.

Objective Exceeded

THE PLUG
BACK TO THE ESSENCE

HOME COVER STORY MUSIC FASHION LIFESTYLE ABOUT CONTACT US

GET THE PLUG
WITH OUR NEW
RIB KING
#RESPEK

59⁹⁰

STEERS

Instagram Facebook Twitter

Total word count:
1164 words



**THANK
YOU!**

