



TASTIC X LADUMA - DOCUMENTARY

Watch:

<https://www.youtube.com/watch?v=kDO73xwuVhk>

PRISM AWARD 2021 ENTRY

CATEGORY: FOOD & BEVERAGE
AGENCY: DNA BRAND ARCHITECTS
CLIENT: TIGER BRANDS
CAMPAIGN TITLE:

TASTIC X LADUMA - SPIRIT OF UBUNTU: TRUE GENEROSITY



PRISM
AWARDS



Perfect. Every time.

OPENING STATEMENT

South Africa is known for its rich heritage, people and cultural diversity which is deeply entrenched in the spirit of Ubuntu, the notion that “I am because you are”. For over 50 years, rice brand Tastic has been embedded in South African heritage as holding a special place at the table of communities that share in the spirit of Ubuntu. It has contributed immensely in bringing people together, through the sharing of a meal. As we faced difficult times in 2020 as a result of COVID-19, Tastic has continued bringing people together, even when we are apart. As we prepared to launch our heritage pack during heritage month, we wanted to uniquely differentiate the product and reignite Tastic as a household staple. We launched an inspired PR campaign in partnership with renowned local designer Laduma Ngxokolo that celebrated ‘True Generosity’ and encouraged our people to give back during uncertain times



PRISM
AWARDS



Perfect. Every time.

STATEMENT OF OPPORTUNITY/PROBLEM

Tastic, owned by Tiger Brands, was established in 1961 and has lived in both the hearts and homes of South Africans. They are the market leader in the rice category, but have experienced losses in market share in recent years.

The Heritage campaign has become a staple for Tastic and each year, the challenge is to build a campaign that surpasses the previous years. As COVID-19 ravaged the economy, consumers increasingly became more value driven & competitors focused on price while struggling to create an emotional connection with consumers.

To stand out, we drew from one of South Africa's most important cultural principles, "Ubuntu" which translates into humanity. We partnered with a renowned fashion designer Laduma Ngxokolo, founder of MaXhosa. The Tastic x Laduma - Spirit of Ubuntu: True Generosity campaign was launched with fashion, food, limited-edition packaging and a variety of communication channels and vehicles coming together to give back to consumers.



Perfect. Every time.

RESEARCH

Target Audience: The unifying concept “Ubuntu,” became especially important to demonstrate during the COVID-19 crisis. We wanted to speak to South Africans across all walks of life, using the channels that are most familiar with: the grocery aisle and social media.

Through tracking audience behaviour and conducting focus groups we learned that our consumers are:

- Aged 18 – 45 , LSM 5-8
- People who prepare meals for family, themselves and their community
- They take ubuntu and culture into account when creating meals that bring people together
- They looking for a moment to celebrate during a time of disparity



2.2million and counting jobs loses



51% of youth - Can't pay for their tertiary tuition



Families separated and becoming more impoverished



Decrease in food security for many families

PRISM
AWARDS

TASTIC

Perfect. Every time.

RESEARCH CONTINUED..

Insights :

The socio-economic effects of COVID-19 have left communities feeling discouraged. Tastic saw the need to raise their hopes and reignite the spirit of Ubuntu, targeting the SA youth.

South African economic environment:

- 2.2 million jobs lost
- 51% of South African youth are unable to pay for their tertiary education
- Many South Africans are displaced, separated from their families and becoming more impoverished due to income losses
- Covid-19 has caused a decrease in food security
- Education is important to them



PRISM
AWARDS



Perfect. Every time.

PLANNING

OBJECTIVES:

- To encourage the spirit of Ubuntu & True Generosity by raising R200 000 towards Youth education & food security through donation non perishables during COVID crisis.
- Drive awareness of True Generosity through traditional PR & deliver ROI of 4:1
- To increase previous year's campaigns social media impressions by 1 million & drive conversations around giving back.
- To increase Tastic's volume sales by 25%



Perfect. Every time.

PLANNING CONTINUED...

MESSAGING

- Tastic x Laduma embrace the Spirit of Ubuntu through True Generosity
- Tastic, cooks perfect every time

COMMUNICATION CHANNELS

- Traditional Media: Print, Broadcast and Online
- Social Media: Facebook supported by Instagram and YouTube
- Merchandise: Tastic x Laduma Aprons

MESSAGE VEHICLES

- Media: Press releases issued and interviews scheduled for Laduma and brand
- Digital series: By Brand influencers, to reinforce campaign messaging
- Social Media: By brand and influencers
- Competition: For Consumers to benefit from the spirit of Ubuntu



PRISM
AWARDS



TASTIC

Perfect. Every time.

PLANNING CONTINUED...

MANAGEMENT RESOURCES

The project was developed, pitched & implemented solely by DNA brand Architects, a black owned agency who have a deep understanding of the campaign's cultural nuances. It was resourced by a formidable team including a Creative Director & 2 PR account managers who were responsible for bringing life.



PRISM
AWARDS



TASTIC

Perfect. Every time.

EXECUTION

The roll out: The campaign had elements that were meant to address different communication touch-points, and carry consistent messaging:

1. **Limited edition pack** - Designed by Laduma, allowed us to interact with our consumer in the grocery aisle by showing up differently to what they are used to, thereby grabbing their attention.
2. **Tastic x Laduma Documentary**- We partnered with a black owned production company Tribal Media House who shot our documentary over 3 days in the Eastern Cape where Laduma Ngxokolo originates. Behind the scenes content was captured & media interviews were conducted.
3. **Media relations** – We used Laduma Ngxokolo as the anchor of the campaign to drive a powerful narrative through interviews, events and releases.
4. **The Ubuntu Drive** - Socially distanced mall activation that encouraged consumers to showcase their spirit of generosity & with the #1 radio station in South Africa, UKhozi FM. Consumers donated books, clothing and non-perishable items to those less fortunate.



Perfect. Every time.

EXECUTION CONTINUED...

5. **New York Fashion Week** - The limited-edition packaging created by Laduma Ngxokolo, was used as accessories in his MaXhosa SS20 showcase. This was a PR coup for the campaign that graced international stages and garnered global coverage.

6. **Ubuntu Masterclass**— Laduma Ngxokolo and Tastic hosted a masterclass where he imparted design knowledge to aspiring design students. The attendees were also encouraged to bring items for donation, and Tastic donated a cash prize.

7. **Ubuntu Rug Auction** – Laduma created a one-of-a-kind rug that was auctioned off. The one of a kind rug was purchased for R431 000 in aid of the education of design students in South Africa.

8. **Youth Education Fund** – The Maxhosa brand was created off Laduma's graduation thesis project, thus he wanted to showcase his generosity by giving less fortunate consumers access to education. In 3rd world countries such as South Africa, access to education has a direct link to consumers ability to put food on the table. The fund is sitting at R700 000.



Perfect. Every time.

EXECUTION CONTINUED...

CHALLENGES

1. **Talent Management:** There were many scheduling conflicts and PR opportunities missed during the campaign as Laduma Ngxokolo was in the middle of designing Maxhosa's SS20 collection. We managed this by maximising on interviews during activations and sweating our documentary & Laduma's collection in the media.
2. **COVID19** – Didn't allow for campaign activities similar to what we had in previous years. Social distancing restrictions eventually led us into inventive territories such as drive-through charity event and an auction which was driven mostly virtual.



Perfect. Every time.

LAUNCH EVENT



DURBAN MEDIA ENGAGEMENT HIGHLIGHTS



NEW YORK FASHION WEEK



PORT ELIZABETH UBUNTU MASTERCLASS HIGHLIGHTS



EVALUATION/OVERVIEW



Perfect. Every time.

OBJECTIVE 1

To encourage the spirit of Ubuntu & True Generosity by raising R200 000 towards Youth education & food security through donation non perishables during COVID crisis.

RESULTS

A one of a kind Maxhosa rug was auctioned **R431 000** in aid of the education of design students in South Africa. In addition a total of **R700 000** was raised for the Youth education Fund and South Africans showcased generosity through donation of non perishables which were shared with the less fortunate.

OBJECTIVE EXCEEDED!



Perfect. Every time.

SOUTH AFRICA GIVING BACK AT DURBAN UBUNTU DRIVE



OBJECTIVE 2

Drive awareness of True Generosity through traditional PR & deliver ROI of 4:1

RESULTS

The campaign was the brand's most successful PR campaign to date securing coverage on local & global platforms including: ENCA, Espresso, UKhozi FM, Morning Live, WWD, Essence magazine in USA!

ROI - **6:1**

PR Value garnered - **R11 567 234**

OBJECTIVE EXCEEDED!

uMhlobo
Wenene fm

INDUSTRIE AFRICA

WWD

ESSENCE | 50
YEARS

Sowetan
LIVE

CHANNEL
AFRICA
THE AFRICAN PERSPECTIVE

SABC
NEWS

RADIO
2000
97.2 - 100 FM Nationwide

POWER 98.7
NOW WE'RE TALKING

MORNING LIVE

ukhozi
fm

Times
LIVE

PRISM
AWARDS

eNCA

TASTIC

TV HIGHLIGHTS



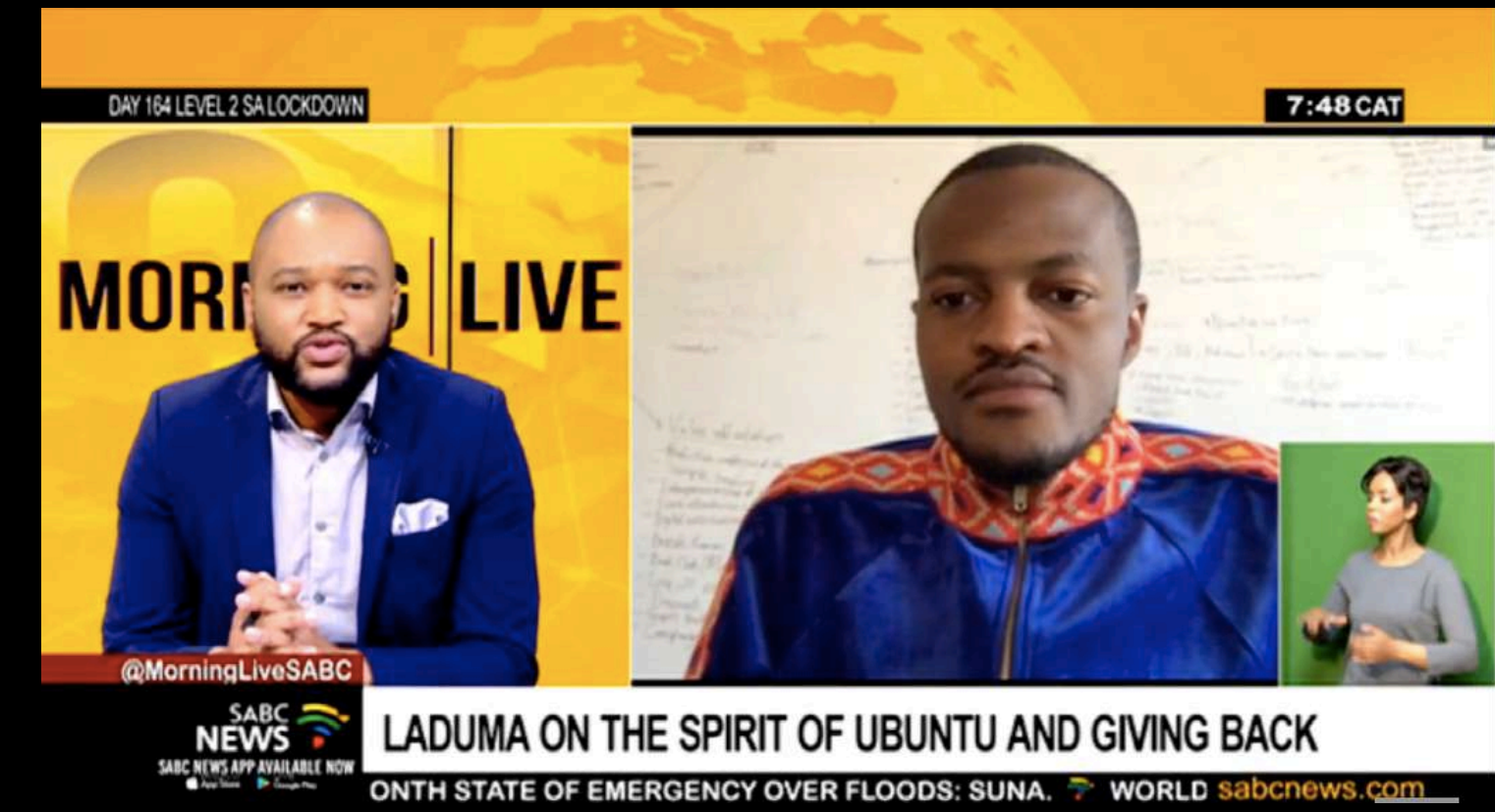
Watch ENCA:

<https://www.youtube.com/watch?v=bZMd4FqUDjg>



Watch Expresso:

<https://www.youtube.com/watch?v=aEPzNT90DpQ>



Watch Morning Live:

<https://www.youtube.com/watch?v=dXab1PPKo78>



OBJECTIVE 3

To increase previous year's campaigns social media impressions by 1 million & drive conversations around giving back.

RESULTS

10,7 million impressions garnered an increase by 1,5 million from last year's campaign, which achieved 9,2 million impressions.

OBJECTIVE EXCEEDED!



Perfect. Every time.

OBJECTIVE 4

To increase Tastic's volume sales by 25%

RESULTS

Volume sales were up a staggering **86% (8 718 tons)** reversing a 3-month trend of declining sales!

OBJECTIVE EXCEEDED!



Perfect. Every time.



THANK YOU!

1209 - TOTAL WORD COUNT



Perfect. Every time.