

# THE FRIDAY STREET CLUB

V&A WATERFRONT: 100 BEAUTIFUL THINGS

Travel and tourism: For the successful use of public relations in the transport, travel, hotel or tourism industries.



## OPENING STATEMENT

When South Africa went into the first COVID-19 lockdown in March 2020, it had an immediate and devastating impact on millions of businesses.

The V&A Waterfront – Africa’s most visited tourist destination - wanted to find a way to not only support the small businesses within its ecosystem, but also bring people together, build morale and build brand engagement – even whilst we were all stuck within the confines of our own homes.

100 Beautiful Things was born - an initiative that celebrated the creativity, resilience and ingenuity of the makers behind some of South Africa’s most inspiring projects, products, ideas and experiences.





## STATEMENT OF OPPORTUNITY

The V&A Waterfront is one of South Africa's most iconic destinations and home to hundreds of local businesses.

Following the outbreak of COVID-19 and the subsequent local and global lockdowns, there was a devastating impact on local businesses, especially in tourism, creative arts and hospitality. Apart from essential services and shops, the V&A Waterfront and the many small businesses based there, stood empty.

We were tasked with implementing a campaign to support the small businesses in its ecosystem, build moral and ensure that people continued to engage with the V&A brand, even if they could not visit.



## RESEARCH CONDUCTED

Quantitative research conducted amongst small businesses within the V&A Waterfront and our own ecosystems showed they were all looking for the same information:

- What can I do now to get my business through the immediate crisis?
- How can I prepare for when things go back to normal?
- What happens if they don't?
- How can I pivot my business or change the way I operate?
- How can I learn or be inspired by other successful businesses?

*Insight #1: As small businesses we were all in this together. We didn't know what to do or what would happen. And we were all open to receiving any help we could get.*

Further research showed the pandemic kickstarted a surge in learning and sharing information through online platforms:

- 75% of CEOs predict video conferencing will replace regular conference calls (*SkillScooter*)
- Zoom had over 300 million meeting participants per day in 2020 (*Business of Apps*)
- Number of paid webinars grew by 547% (*Click Meeting*)
- New digital habits formed as consumers turn to online platforms to learn new skills and gain information, e.g. online classes (*Think with Google*).

*Insight #2: Webinars would reach a wider number of people than before and could position the V&A Waterfront as a thought leader that played a valuable role in society.*

Further research showed people were responding to positive campaigns and movements which celebrated supporting local and hope for the future.

*Insight #3: People needed a "good news" story now more than ever.*



## PLANNING

### Campaign objectives:

- Support small businesses through storytelling and showcasing innovation;
- Build morale by sharing good news and inspiring content;
- Brand engagement through ensuring that V&A Waterfront customers and tenants were kept at the heart of everything they did.

### PR objectives:

- AMPLIFICATION - reach 1 million + people through traditional media coverage.
- ENDORSEMENT - engage with 10 + thought leaders in the creative community.
- Drive ENGAGEMENT where target audiences get added value and useful information.
- DEMONSTRATE the V&A Waterfront's commitment to supporting small businesses.





## Target audiences and communications channels:

### 1. Industry opinion leaders:

Trailblazers, thought leaders and enthusiasts within the design and creative industries.

Goal: raise awareness through their endorsement of the campaign, via one-on-one engagement.

### 2. Local communities and V&A customer segments:

Local communities predominantly in Cape Town who are customers of the V&A Waterfront, as well as lovers of creativity and design nationally who would support small local businesses.

Goal: secure support for local small businesses, via traditional media channels (print, online /social, broadcast)

### 3. B2B audiences:

Small business owners from around the country who were impacted by the pandemic – they did not have to part of the V&A Waterfront's ecosystem and could be based anywhere in the country.

Goal: provide support and information to guide small businesses through a devastating economic time, via V&A owned webinar series.

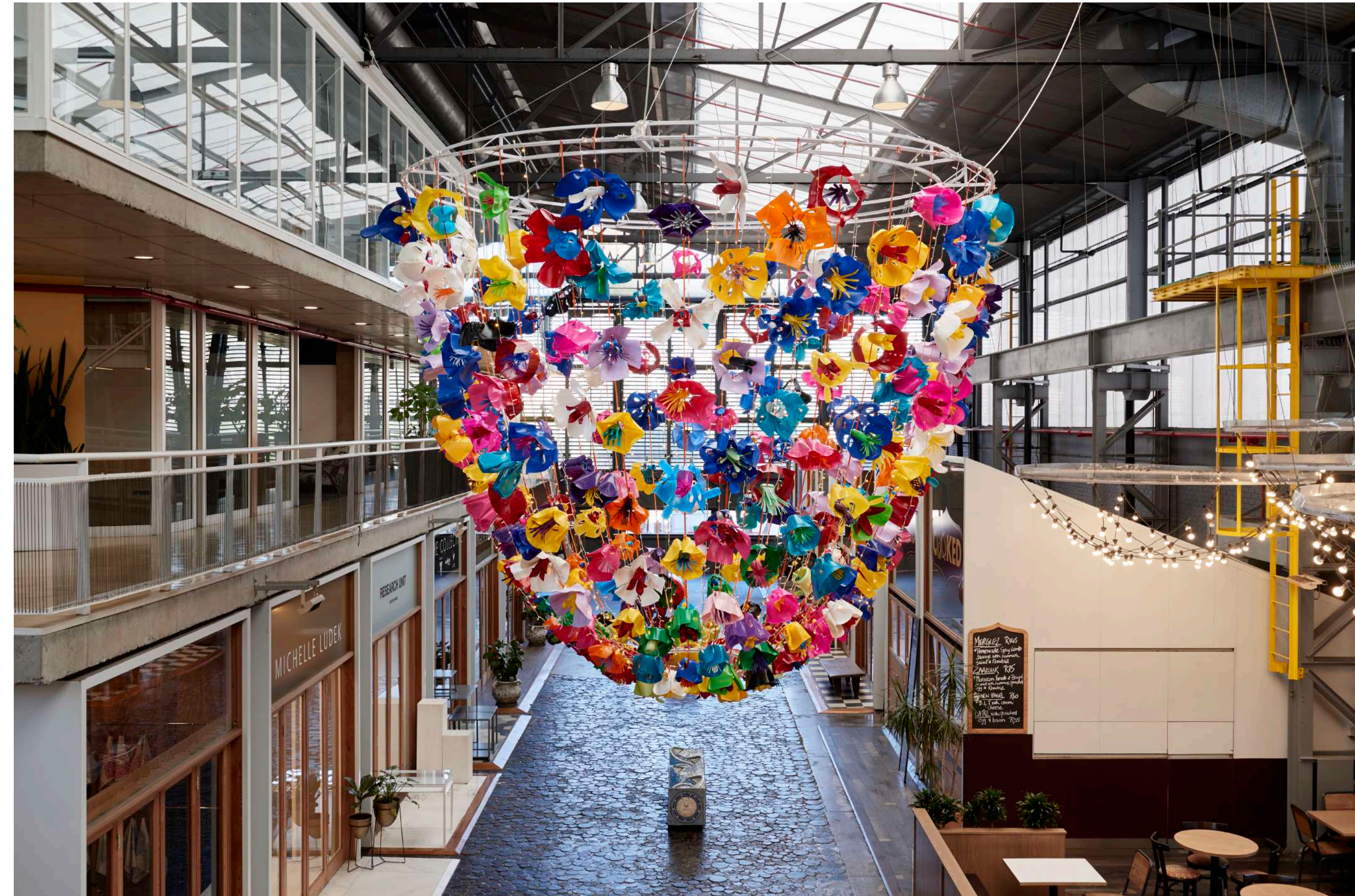
## Key messages

- 1.The V&A Waterfront supports local small businesses
- 2.The hashtags #100BeautifulThings and #SupportLocal



## Tactics:

- **100 Beautiful Things:** 100 creative small businesses, creatives and makers featured over 100 days on the V&A Waterfront's social and digital platforms.
- **100 Beautiful Things webinar series:** Six webinars, based around the campaign themes (Designing with Compassion, Sustainable Design, Future-thinking, South African Essence, Simply Beautiful and 16 Voices) featuring industry professionals and small businesses. These shared advice and learnings for businesses on how to navigate the pandemic with creativity, compassion, ingenuity and resilience.
- **Influencer engagement:** Personalised gift boxes sent to influential industry leaders.
- **Media relations campaign:** Campaign press releases, thought leader pieces and interviews placed with lifestyle, new, design and tech media.
- **Exhibition:** A physical exhibition showing the 100 Beautiful Things installed in the V&A Waterfront to welcome customers back into the space after the hard lock down lifted.





### Our role and budgets:

We developed the communications strategy, created awareness through media relations, encouraged support amongst industry leaders, and managed the webinar series.

Platform Creative Agency developed the initial concept and campaign creative and sourced and liaised with the makers.

Our fee was part of an overall annual project fee with the V&A Waterfront of R200 000.



## EXECUTION

The campaign launched on 20 April 2020, during the nationwide hard lockdown. We launched on a Monday in order to maximise media coverage and allow for a full week of pitching and follow-up time.

We first issued the campaign announcement press release, which was distributed to media nationally, including a call to action for the public to nominate their favourite Beautiful Thing.

We then delivered personalised gift boxes to influential industry leaders within the creative community. Each box was filled with some of the beautiful things which were created by local small businesses. A handwritten note encouraged them to share the campaign on their own platforms to drive awareness.

Planning was done in advance of each webinar episode, which included securing a moderator and speakers and developing an outline for the session. The moderator of each episode was an individual from the V&A Waterfront's internal team who had a vested interest in the particular topic. The speakers were a combination of entrepreneurs whose work featured in the campaign and industry leaders who were knowledgeable on the topic of the episode.

The episodes were boosted through the V&A Waterfront's social media platforms, a newsletter was sent out to their database before each event, and we listed it on event sites weekly to encourage people to sign up in advance.





One challenge that we faced earlier on was that the campaign lasted for 100 days – a long time. We needed to find a way to maintain momentum and continued interest within the media.

As new Beautiful Things were announced daily, our strategy shifted to focus on these profiles as individual stories, not only to create new angles and drive coverage, but also to give the featured businesses support and encouragement. This new approach opened the media landscape up to endless opportunities resulting in an impressive amount of coverage throughout the duration of the campaign. We continued to pitch new stories, with entrepreneurs daily.

We drafted and placed thought leader pieces after each webinar, including information shared within these sessions, which opened up more opportunities with new media sections.

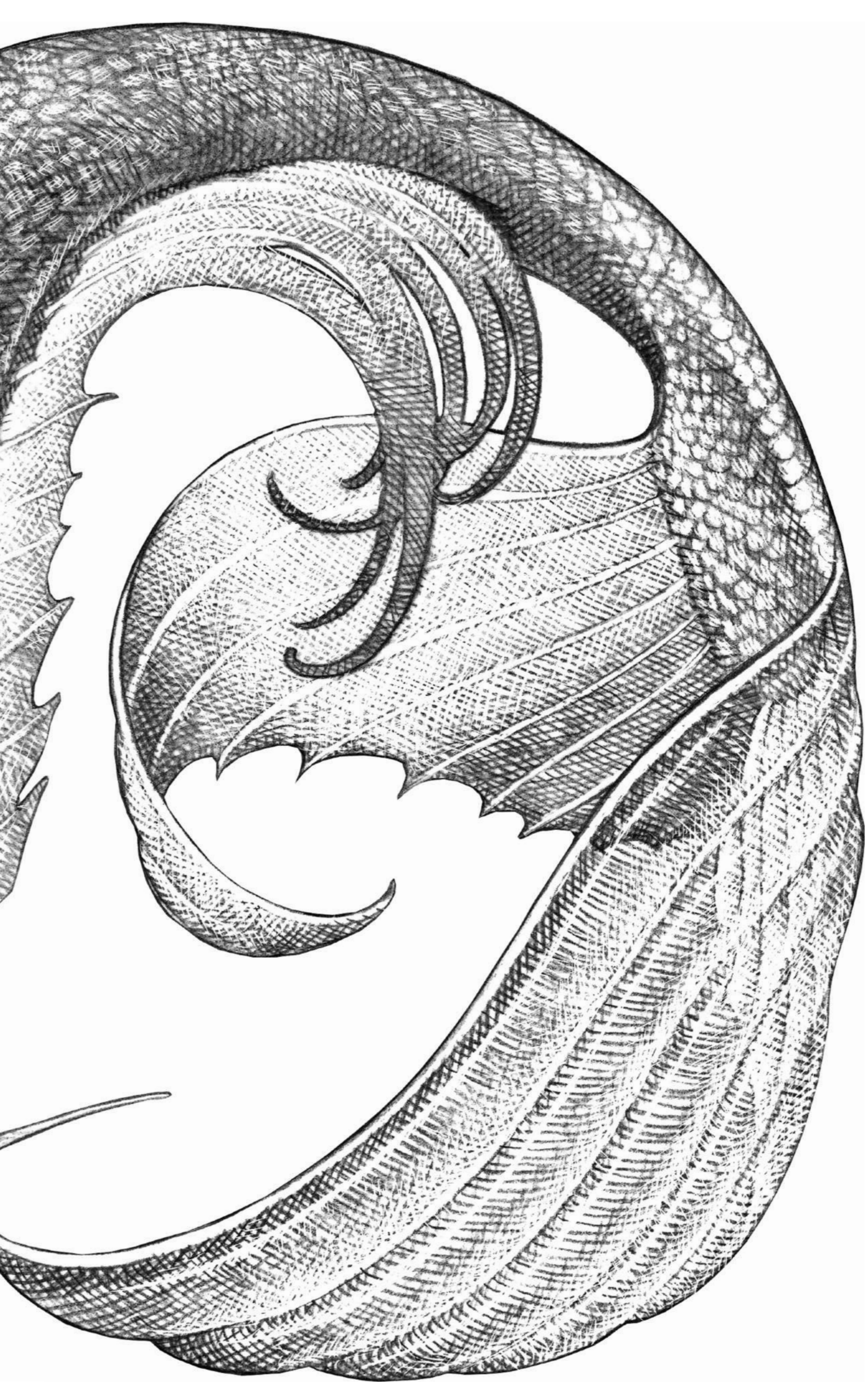
Lastly, we did a final push when the exhibition was installed, encouraging people to come back (safely!) to the V&A.



- **AMPLIFICATION:** 17 759 524 people reached with 55 pieces media coverage
- **ENDORSEMENT:** 26 industry thought leaders personally engaged via a gift box, resulting in them sharing content on their own channels.
- **ENGAGEMENT:** six-part webinar series, viewed by 93 092 people.
- **DEMONSTRATION** of V&A Waterfront's commitment to support small businesses: eye-catching exhibition installed at the V&A Waterfront, for three months, with an estimated audience of 3. million.

(1 200 words)





# SUPPORTING DOCUMENTS



*Collaborating with Friday Street Club on various V&A Waterfront campaigns, projects and brand initiatives has been a pleasure. The team is consistently professional and personable yet nimble and agile. They bring an insights-based approach to their work which, when overlaid with their aptitude for creative problem solving has amplified our ability to reach our valued customer base in a compelling, relevant and meaningful way.*

**Tinyiko Mageza, Executive Manager Marketing, The V&A Waterfront**

*The Friday Street Club conceptualised and implemented a creative way of getting traction and engagement around what was, an unusual concept. One that was needed in the times that we saw – especially from an SME perspective. The multifaceted approach included a series of webinars which gave a unique thought leadership lens to the project, gift boxes to key influencers using products from small businesses that were featured as well press releases and content that shared the 100 Beautiful Things initiative.*

**Nisha Maharaj, Senior Marketing Manager, The V&A Waterfront**

*The agency worked on a five-month campaign titled 100 Beautiful Things, that celebrated the creativity and ingenuity of the makers behind some of South Africa's most inspiring project, products, ideas and experiences. I found Emma, Paula and their team easy to work with, warm and professional. They supported us with a great depth and breadth of understanding of the South African media landscape, including garnering great exposure online and in social media, thought leader webinars, blog posts and even a wrap up video. I was impressed by their agility and willingness to help as our campaign evolved and our needs morphed. I can highly recommend their services and commend their conscientiousness and thorough approach to our PR requirements and we look forward to more campaigns with the team in the future.*

**Megan Hollis, Digital Marketing Manager, The V&A Waterfront.**



# V&A WATERFRONT PRESENTS 100 BEAUTIFUL THINGS



WORDS Cheri Morris IMAGES courtesy of V&A Waterfront



## Commercial success and empathy can work together

30 JUN 2020 | SAVE | EMAIL | PRINT | PDF | [f](#) [t](#) [in](#) [v](#)

Design that incorporates empathy and compassion has been gaining momentum for a number of years, with the focus of design increasingly shifting towards solving social issues, in addition to being functional or simply beautiful.

This theme was recently explored during the first episode of a six-part webinar series, hosted by the V&A Waterfront as an extension of their 100 Beautiful Things campaign.

The overarching consensus amongst panellists, all creative industry leaders, is that compassion and empathy have to be prevalent in every sphere in life and design must be driven by the idea of making the world a better place. Likewise, businesses can be built and designed around a framework of compassion and creating good, which does not need to sit at odds with the concept of being commercially viable.

To quote Cathy O'Clery, creative director of Platform Creative, who curated 100 Beautiful Things and who was also one of the panellists, "Designers should always be empathetic to their end users, and through their designs, they should seek to provide viable solutions to end-user needs. It is important that good design makes a difference in people's lives".

07.02.20

## This campaign puts compassion at the heart of business and design



BY FAST COMPANY 4 MINUTE READ

## Designing With Compassion: How Commercial Success And Empathy Can Work Together

SA Creatives July 3, 2020



Neo Hotel, inventor of the Pelibox.

## The Voices Of Emerging Creatives

SA Creatives July 9, 2020



Hanoreen Christian.

Cathy: As curator I can't have a favourite entry. There are massive projects like the building of a forward-thinking school offering a new generation from the Breede River Valley opportunities their parents never got, or smaller ones like the creation of a simple and perfect cup that resonates with the artisan's fingerprint. There were many "I didn't know that" moments, like virtual reality being used to help designers rethink their process or the fact that we have a relatively unknown fossil park near Langebaan that's a world-class attraction.



Left: HK Blanket. Below right: Simply Beautiful, No. 049 Crochet Design by Rosa Handmade.



Future Thinking, No.041, Art & Tech Sessions by Eden.

Tinyiko: There can be no favourite — each one has, in its own way, sparked my curiosity and challenged the boundaries of my creative

thinking.

What's your criteria when selecting a beautiful thing?

Cathy: Creative excellence is the no 1 attribute. Then the following criteria are considered: originality, quality, social upliftment, transformational, future thinking, sustainability, potential for economic growth, empowering, community servicing, a uniquely South African flavour, or simply aesthetically beautiful and unique to that creator. We get excited about design solutions that come from unexpected sources or from people with few resources. You can nominate yourself or someone you admire — details are on our website. Each nomination is read, researched and dis-

## 100 Beautiful Things showcases SA's creative design and ingenuity

22 APR 2020 | SAVE | EMAIL | PRINT | PDF | [f](#) [t](#) [in](#) [v](#)

The V&A Waterfront's new 100 Beautiful Things initiative celebrates the creativity of the makers behind some of South Africa's most inspiring projects, products, ideas and experiences. All of the ideas showcased have been created with either compassion, sustainability, future-thinking or local essence at their core, with some being recognised for just simply being beautiful.



## The V&A Waterfront presents 100 Beautiful Things

arts24 Arts24

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## The 100 Beautiful Things project celebrates SA's ingenious designers

By shining a supportive spotlight on local creatives, this online exhibit aims to inspire and uplift the public during lockdown

21 June 2020 - 3004 BY LEANA SCHOEMAN



Sunday Times

## Everything beautiful

Leana Schoeman takes a look at 100 Beautiful Things from South Africa's ingenious designers

21 Jun 2020 100beautifulthings.co.za

Platform Creative agency, which brought us 100% Design, has partnered with the V&A Waterfront in Cape Town to celebrate South African creativity. The initiative will feature 100 Beautiful Things designed with ethical principles in mind and with a focus on sustainability and a local essence. "We launched this good-news initiative to inspire positivity and to support and elevate some of the incredible enterprises and creative projects in our

country," says David Green, CEO at the V&A Waterfront.

"During tough times like these we need to support the people behind local businesses and enterprises. Creative, retail and lifestyle businesses have been particularly hard hit, but with help and support they're exactly the companies that will have the ability to help rebuild our society. We hope that by showcasing these enterprises and the creative abili-

ties of the people behind them, we can lift people's spirits and contribute to helping them sustain themselves through the difficult times arising from the global pandemic."

The V&A's marketing executive, Tinyiko Mageza, and Platform's creative director, Cathy O'Clery, spoke about the project.

What's it all about?

## Wild Shots Outreach: 100 Beautiful Things

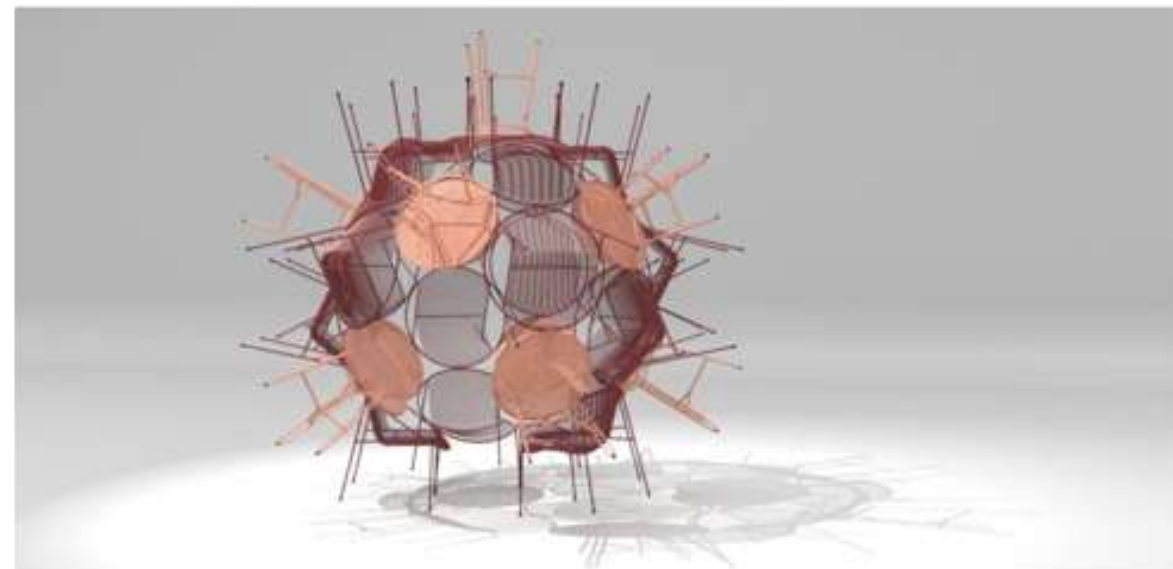
Filed in News, Uncategorized by Tessa Buhrmann on May 12, 2020

The V&A Waterfront, in partnership with Platform Creative Agency, has launched a new initiative that celebrates the creativity and ingenuity of the makers behind some of South Africa's most inspiring projects, products, ideas and experiences. The Wild Shots outreach initiative features 100 Beautiful Things, all of which are designed with either compassion, sustainability, future-thinking or local essence at their core, with some being recognised for just simply being beautiful.



## A celebration of SA's creativity, compassion, ingenuity and resilience

Posted on : April 21, 2020 By STAFF WRITER



LIFESTYLE NEWS

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The V&A Waterfront, in partnership with Platform Creative Agency, has launched a new initiative that celebrates SA's most inspiring projects, products, ideas and experiences. Supplied

## A celebration of SA's creativity, compassion, ingenuity and resilience

By XOL Supplied April 21, 2020

## Cape Town's V&A Waterfront showcases '100 Beautiful Things'

Project a symbol of SA's creativity, compassion and resilience

April 29, 2020

[f](#) [t](#) [p](#) [in](#) [v](#)



## Slow fashion designer who upcycles mielie-meal packets features in '100 Beautiful Things' project

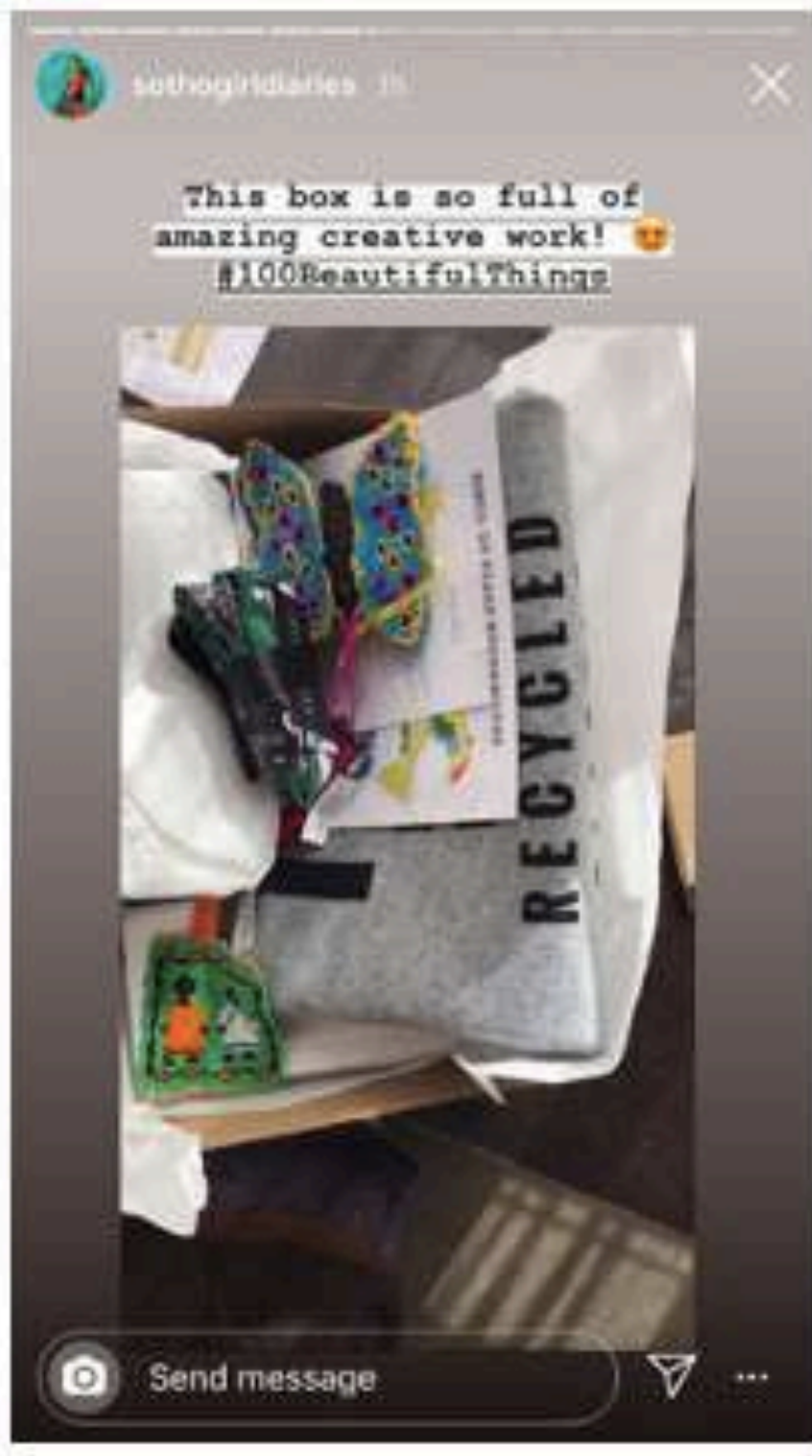
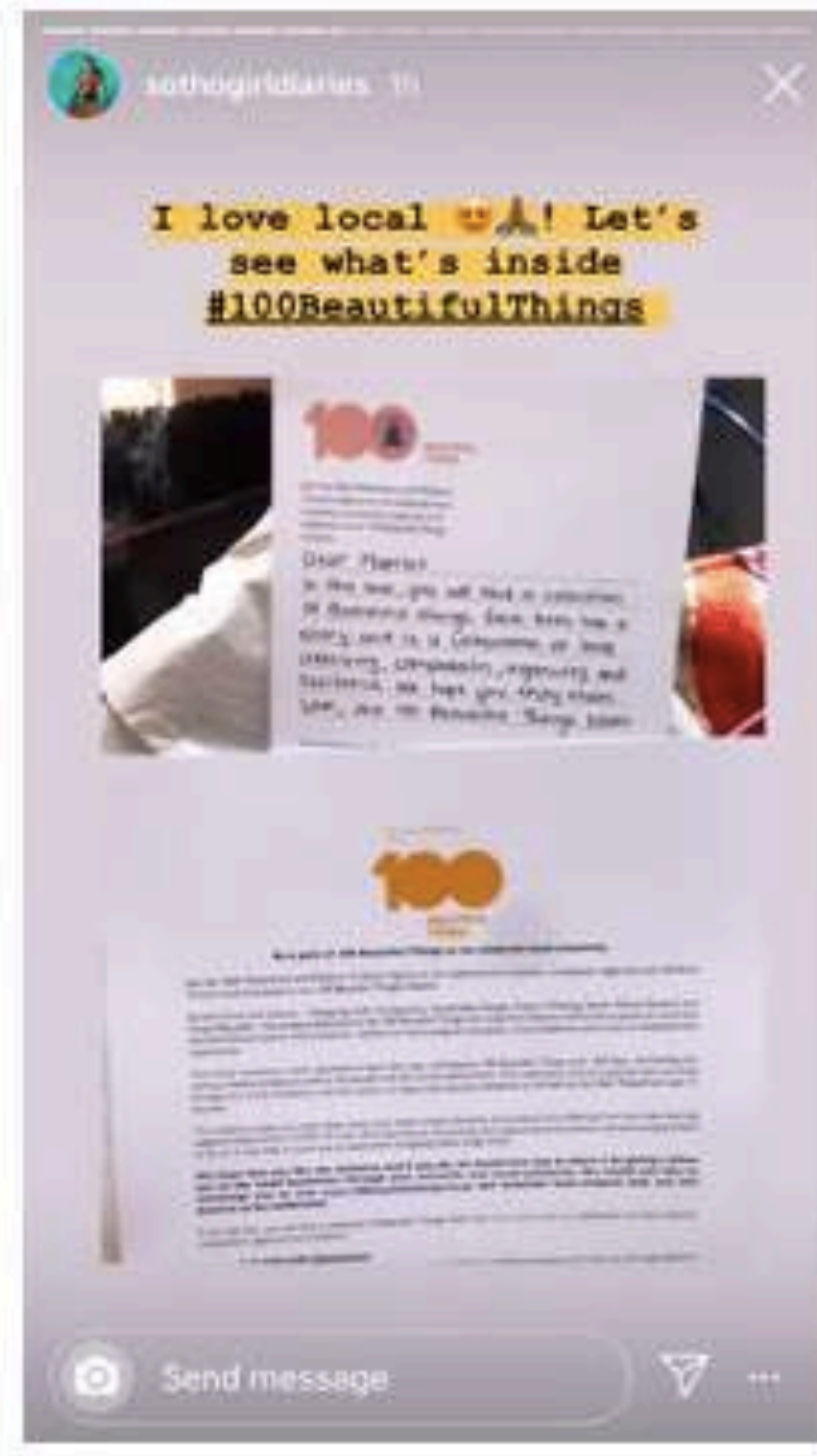
By Afika Jadzewski 14 May 2020



Katekani Moreku's Spring/Summer '19 collection. Image supplied.

"I want to help slow down fast fashion," says designer, Katekani Moreku.

The sustainable fashion conversation seems to have been finally handed the megaphone it deserves in the wake of a global pandemic that has threatened the retail fashion industry. As a result, shopping habits have changed and adopting a slow fashion approach is now more of a reality than we predicted when it was first suggested.



Sylvester Chauke @sylvesterchauke · Jun 9  
 Hey @VandAWaterfront thank you for this awesome drop to celebrate #100beautifulThings in 🇿🇦. Love it. Especially the 100 neck piece, it completed my look today.



Your support of local businesses and the creative industry at this time rocks!! #UnitedInCreativity



A V&A WATERFRONT WEB SERIES

**100 BEAUTIFUL THINGS**

**DESIGNING WITH COMPASSION**



JOIN US ON 18 JUNE AT 12PM



A V&A WATERFRONT WEB SERIES

**100 BEAUTIFUL THINGS**

**SUSTAINABLE DESIGN**

JOIN US ON 18 JULY AT 12PM




+ WIN SEALAND OLD BUT GOLD SHEL HANDBAG



A V&A WATERFRONT WEB SERIES

**100 BEAUTIFUL THINGS**

**FUTURE THINKING: THE EVOLUTION OF THE FOOD INDUSTRY**



JOIN US ON 18 JULY AT 12PM



A V&A WATERFRONT WEB SERIES

**100 BEAUTIFUL THINGS**

**SIMPLY BEAUTIFUL**

JOIN US ON 27 AUG AT 12PM




+ WIN A R500 V&A VOUCHER



A V&A WATERFRONT WEB SERIES

**100 BEAUTIFUL THINGS**

**SOUTH AFRICAN ESSENCE**

JOIN US ON 13 AUG AT 12PM




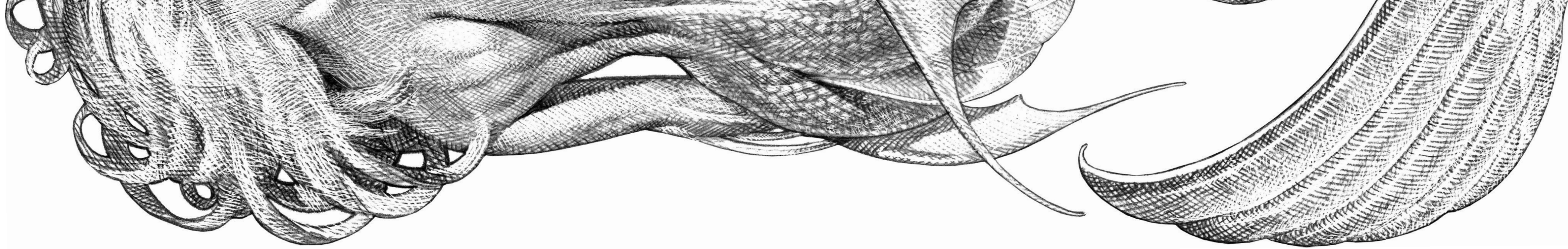

A V&A WATERFRONT WEB SERIES

**16 VOICES**

**THE VOICES OF EMERGING CREATIVES**

JOIN US ON 02 JULY AT 12PM



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