

VUVUZELA

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD

THE MOUTHPIECE OF AFRICA

EDITION 1 2010

Vuvuzela; the mouthpiece of Africa, is a quarterly newsletter for Fleishman-Hillard's African network

Digital. Integrated. Global.

TIME TO HARNESS THE 2010 FIFA WORLD CUP MAGIC! ↗

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD

THE QUADRANT
COMPANY PZ DESIGN
MULTIMEDIA MARKETING

Looking after your needs
in Nigeria and Ghana

Tell - Em
Public Relations (E.A) Ltd.
Your Image is our Business

Looking after your needs in
Kenya, Tanzania and Uganda

TRACCS
New Media Creative Communications

Looking after your needs in
North Africa

CUTTING-EDGE PR
Strategic Communications

Looking after your needs
in Zambia

blast
COMMUNICATIONS

Looking after your needs
in Mauritius

The vuvuzelas have finally fallen silent. Paul the Psychic Octopus has retired to the safety of a fishtank. The last of the fans have returned, poorer but happier, to their homes across the globe. All of South Africa is slowly returning to normal after a magical month in which the eyes of the world were trained on the southernmost tip of Africa.

And what a month it was. Long after the last flag is taken down and the final hangovers subside, the memories of 2010 FIFA World Cup will live for years to come in the hearts and minds of countless football fans across Africa and the rest of the globe. Probably longer for the Spanish fans.

But what will the lasting legacy of the World Cup be? Andrew Woodward, Visa's global head of communications, believes the event has exponentially raised awareness of South Africa, and the African continent, as a tourist and business destination. For hundreds of millions of football fans, the event provided their first real view of Africa, and exposed them to the warm heart of this vibrant continent.

The challenge, says Kevin Welman, the managing director of Fleishman-Hillard SA, is to capitalise on the opportunity



Fleishman-Hillard SA celebrates the 2010 FIFA World Cup – all pictures are either of or taken by Fleishman-Hillard staff

created by this massive wave of goodwill, and sustain the enthusiasm and unity that the World Cup created.

“We’ve proved to the world that we can host a once-in-a-lifetime event. Now we need to roll up our sleeves and turn that energy and momentum into creating lasting benefits for all Africans,” he said.

“We’ve got to use this awareness to sell ourselves better to the world. To get the hundreds of thousands of fans who visited to be virtual ambassadors for this fantastic

continent. If we can boost tourism and foreign investment by just one or two percentage points, Africa will already be better placed to take its rightful place at the top table of the global economy.”

Ultimately, though, the World Cup brought South Africans and Africans together. Across divides of race, class and nationality, people reached out to one another to celebrate an extravaganza – and in the process, realised they weren’t so different after all. And that, in the end, will be the real legacy of the World Cup. Now for Brazil 2014 ...

BLAST COMMUNICATIONS

FOUNDATION LAUNCHES - HAREL FRÈRES GROUP AND SWAN GROUP

Following legislation, as from July 2010, prosperous companies in Mauritius have commenced contributing annually, 2% of the profits made to Corporate Social Responsibility. As a result, some companies have chosen to create their own foundations.

Blast Communications successfully organized the launch of the Harel Frères Foundation for the Harel Frères Group and the Swan Group Foundation for the Swan Group.

An additional event for the Harel Frères foundation was a boat race in which

more than one hundred students took part using boats made of cardboard.

With the participation of NGO's funded by the foundations and children who received these aids, Blast successfully coordinated spectacular moments that neither the client nor the associations will forget.

With the Minister of Social Integration and Economic Empowerment and many other dignitaries' present, the opening ceremonies were the perfect occasion for Blast to showcase its strength and success in media relations and events coordination.



QUADRANT COMMUNICATIONS

QUADRANT RECEIVES THE 'PR GOLDEN EAGLE' AWARD FOR EXCELLENCE IN PROMOTING PR EDUCATION

Like any other business sector in the last two fiscal periods, Public Relations in Africa's most populous economy has experienced more than its fair share of market-induced depression. Quadrant's quest for industry professionalism and excellence has however begun to have real impact, giving the Fleishman-Hillard West Africa affiliate recognition within and beyond the Nigerian marketing communications landscape.

The Quadrant Company was recently awarded a 'PR Golden Eagle' award for 'Best Contribution to PR Education in Nigeria' by the Nigerian Institute of Public Relations (Lagos State chapter). Mr. Jide Ologun, president of the Lagos State chapter of the Institute, notes that Quadrant's 'PR Golden Eagle' award is clearly a testimony to the firm's dogged focus on promoting thought leading discourse.

Commenting on the industry, Mr Ologun had the following to say: "Generating and galvanising PR industry interest in professional, business and current affairs has never been an easy task. Quadrant's efforts in this regard need to be commended."

Mr Bolaji Okusaga, lead consultant of The Quadrant Company stated: "Notwithstanding the harsh economic climate, we remain focused on promoting professionalism and the culture of knowledge incubation at The Quadrant Company. Our practice has convened an annual thought leadership session for some years now. This has helped us bring together leading minds in academia, financial institutions, capital market operators and regulators, business advisories, branding firms, public relations firms, public sector institutions and agencies to discuss issues which resonate with our stakeholders and the enterprise public."

REBRANDING OF HOLCIM (MAURITIUS) LTD

In line with the celebration of its 10th anniversary in the Mauritian threshold this year, Holcim (Mauritius) Ltd, a leader in the cement industry, underwent rebranding in June. Holcim has reviewed the visual communication of its trucks as well as the packaging of its well-known Kolos cement. Blast Communications handled the media relations for this activity. The General Manager of Holcim (Mauritius) Ltd, Alexandre Jeker was amazed by the successful media coverage "We never thought a rebranding exercise could gather such a great media momentum".



The General Manager of Holcim (Mauritius) Ltd, Alexandre Jeker, in front of Holcim rebranded truck



Bolaji Okusaga, Lead Consultant, Quadrant receiving the Golden Eagle Award



Quadrant's Table at the Golden Eagle Awards

CUTTING EDGE PR

BRITISH AIRWAYS ZAMBIA HONOURS TRAVEL AGENTS

Over the past 10 years, BA Zambia has honoured its top 10 performing travel agents, in terms of revenue. For the second year in a row, Voyagers Zambia topped the list, whilst Cisongo Travel was recognized as the most improved agency.

The event was hosted at the BA corporate offices by the BA Zambia Commercial Manager, Chana Musakanya, and in attendance was the Commercial Manager East & Southern Africa & Franchise Liaison, Suneel Tyagi, who thanked the guests and praised them for their continued support over the last 12 months.

Cutting Edge PR, the PR agency for British Airways in Zambia, managed the media relations for the event. The invited guests, including various print and broadcast journalists, were invited to some light refreshments after the awards ceremony.



Group photo of travels agents and BA representatives

THE NEW INTEL-POWERED CONVERTIBLE CLASSMATE PC UNVEILED IN LUSAKA

Intel Corporation unveiled the most flexible and durable Intel-powered convertible classmate PC at a press briefing organized by Cutting Edge PR in Lusaka on 27th May 2010. Shelly M. Esque, Intel Vice President, Corporate Affairs Group, graced the occasion. Supported by local computer manufacturers, the new convertible

design is more rugged and flexible, providing school children around the world with custom-built technology to help advance education.

The unveiling ceremony took place during the Africa E-learning Conference.



Media at the Intel press briefing



Intel convertible classmate PC

COCA-COLA 206 'HAPPINESS AMBASSADORS' ON A FLYING VISIT TO ZAMBIA



Permanent Secretary at the Ministry of Sport, Youth and Child Development (MSYCD), **Teddy Mulonga**, presenting a specially decorated Expedition 206 Zambia 'happiness bottle' to the Coca-Cola Expedition 206 team members. Left-right: **Teddy Mulonga**, **Nkatya Kabwe** (Cutting Edge PR) **Musonda Kunkuta** (MSYCD), **Antonio Santiago** (Expedition 206 Team), **Isaac Mwape** (MSYCD), **Tony Martin** (Expedition 206 Team) and **Collins Mulonda** (MSYCD)

Coca-Cola has brought its Open Happiness campaign to life with an unprecedented 365-day journey that will send a team of three young people to 206 countries to seek out and document what makes people happy.

I'm told that in Zambia, it's not about your car, house or money, it's about togetherness.

The team will also complete a series of 206 exchanges of specially decorated Coca-Cola bottles. The bottles will be designed by representatives from each destination in a way that represents happiness in the local culture.

At the end of the expedition, all 206 of these one-of-a kind bottles will be displayed in a special collection at the World of Coca-Cola Museum in Atlanta, Georgia.

Cutting Edge PR recently hosted Tony Martin and Antonio Santiago, dubbed the '206 happiness ambassadors' on their one-day stop in Lusaka. Some 'discoveries' of what happiness means to Zambians was posted on twitter by one of the 'happiness ambassadors'. Zambian saying: Clothes can be too small for another to wear but food is never too small to share.

COCA-COLA SENDS 21 ZAMBIANS TO THE 2010 FIFA WORLD CUP™

Cutting Edge PR handled the media relations for the 3-month 'You and Who?' consumer promotion for Coca-Cola in Zambia that saw 21 lucky Zambians win an all expenses paid trip to watch the 2010 FIFA World Cup™ opening ceremony and opening match at Soccer City Stadium. The Zambian contingent, who were in awe of the iconic stadium, freely mixed with football fans from all over the world and took many photos.

One of the winners, Stuart Hambiliki, described his first-ever World Cup experience as a memory he will cherish for the rest of his life especially since he was a part of history on the African continent.

Indeed, the 2010 FIFA World Cup was a very exciting period to be in South Africa. The wonderful memories will always linger on.



FHSA MANAGING DIRECTOR VISITS ZAMBIA



Kevin Welman of FHSA and Mildred Kaunda, MD of Cutting Edge PR

Kevin Welman recently visited the Cutting Edge PR office to spend time with the team. While there, Kevin presented at a ZAPRO (Zambian Association of PR Officers) event and met with several clients.

Tell-Em Public Relations

Tell-Em PR Kenya and Nairobi were caught up in World Cup fever for an entire month. The agency made sure the historic occasion for Africa was hugely celebrated by holding a sweepstakes draw and decorating every part of the office by using the world cup theme. To add to the excitement, the offices closed early on the 11th of June so everyone could watch the opening ceremony.

Two members of the team also attended the World Cup courtesy of global sponsors and our client – Coca-Cola. Sheila Kositany, an Associate Director on the Coca-Cola account and Beka Melkamu, an Account Manager and Digital Media Manager attended the quarter final match between Spain and Paraguay. It was a thrilling time and they came back to Nairobi enthused with the World Cup spirit.

We have managed to do some work despite the football. We recently managed a media relations project for US based - BD (Becton, Dickinson and Company) a global medical technology company. The press conference in Nairobi went extremely well attracting a lot of media interest and the client received a letter of appreciation from the Ministry of Public Health in Kenya, praising the event and the media coverage. Well done to Ann and her team.



Beka and Sheila go to the world cup



From left; Abdulkarim, Anne and Mary blowing Vuvuzelas during the 2010 FIFA World Cup sweepstakes.



Tell-Em Public Relations (E.A) Ltd staff enjoying a 2010 FIFA World Cup cheer.



Winners of the best 2010 FIFA World-Cup themed office.

NEW CLIENTS

Tell-Em PR just commenced work for Crowne Plaza Hotel in Nairobi, where we are working on a gala launch to celebrate the opening of the hotel in August.



TELL-EM PR NEW STAFF MEMBER

Wanyaka Gituku
Account Executive



CUTTING EDGE NEW STAFF MEMBER

Nkatya Kabwe
PR Executive

Fleishman-Hillard Cape Town

Agencies bring smiles to Africa with British Airways

30 June marked the launch of British Airways, 'Flying Start', a new global charity partnership with Comic Relief UK. Comic Relief UK aims to create a just world, free from poverty.

The African regional PR agencies were very involved in creating awareness about this partnership, particularly the Kenyan agency, Tell Em PR. The team, who had the privilege of hosting actors Bill Nighy and Nick Frost who were in Kenya who as part of the familiarisation phase of the campaign, managed to create some fantastic media awareness around the campaign.

This incredible initiative also received great coverage in other markets such as Ghana and Nigeria due to the efforts of Quadrant Company PR Agency. The exposure for British Airways in some of their key African markets has been truly commendable



and the campaign was extremely successful.

BA 'brings in' the fans



A specially painted British Airways' Boeing arrived at OR Tambo International on 11 June, packed with England fans for the game against the USA. The airline is estimated to have brought over 34000 people to South Africa during the tournament. The flying football nosecone celebrates British Airways' backing of England's 2018 bid.

TRACCS' Successful Media Events

SAMSUNG PRESS CONFERENCES

In May, Samsung Electronics Co. Ltd, in cooperation with Mansour Group launched a range of home appliances in Egypt for all segments. The event was held at the Four Seasons Nile Plaza Hotel and was headed by Mr. Duke Park, General Manager of Samsung Egypt, Mr. Amr El Batouty, Mantrac deputy chairman of board, and Mr. Sherif Farid, Mantrac Marketing Manager.

At a second Press conference in June, Samsung announced the launch of its 3D LED TV. The revolutionary 3D LED TV boasts high definition images, connectivity and power savings, introducing a new era of TV technology offering a viewing experience with limitless horizons. In order to enrich the 3D content, Samsung has signed an agreement with DreamWorks to produce 3D programming which is just another way Samsung is committed to meeting consumers needs.



EUROMONEY EGYPT HOUSING & REAL ESTATE FINANCE CONFERENCE

Euromoney hosted its 4th Egypt Housing & Real Estate Finance Conference in June. The conference featured the participation of Egypt's leading real estate developers: Dar Al Mimar Group, Emaar Misr; Misr for Real Estate Management; Palm Hills; Rooya; SODIC; the Holding Company for Construction and the Holding Company for Hotels and Tourism.

These companies came together with international experts and leading financiers for a day of debate and discussion about the future of the housing and real estate finance industry in Egypt. The objective of the conference was to create new initiatives to drive forward the real estate finance market.



VISA CONFERENCE

Also in June, TRACCS organized a Press Conference where Visa Inc. commissioned a consumer survey to find the overall usage and acceptance of payment cards in Egypt.

communicate new products and campaigns to customers. A total of 766 Egyptians were interviewed.

The survey found that 73% of cardholders use their payment cards at least once every two weeks; 65% of all payment card purchases are for dining and entertainment followed by 41% for consumer goods and 41% for fashion and accessories.

Visa undertook the survey in order to identify payment card habits in Egypt, examine common perceptions and misperceptions about payment card usage and determine the best ways to



MAKRO GRAND OPENING

Parallel to the Visa Press Conference, TRACCS worked on two events for Makro. Makro is the first wholesaler in Egypt selling exclusively to client service industries and retailers: i.e. hotels, restaurants, grocers, kiosks, offices etc.

The first event was a Press Conference with the objective of highlighting the economic impact of Makro's first store opening in Egypt. The media turnout was 26 print publications and 4 TV channels. It was a successful event that generated substantial coverage, where TRACCS secured 4 TV interviews with Makro spokespersons following the press conference.

The second event was the spectacular Makro Store Opening in Salam City, on 29 June. An interesting highlight was the acrobat descending in a hot air balloon to hand over the store keys to VIP's. This was followed by a grand tour of the store ending the event with a cocktail reception and performances by acrobats. It was a largely successful event where the media turnout was 23 print publications and 2 TV outlets.



TRACCS NEW HIRES:



Engy Emad Ayoub

Engy Emad Ayoub joins as a Senior Media Relations Officer



Salma Sherif Zohdi

Salma Sherif Zohdi joins as an Account Executive

Team VISA, Harnessing the Global Network



Visa team 2010 exceeded expectations in every regard over the past few months. The team achieved the highest amount of coverage in host market to date and developed key relationships with media that will be harnessed for a long time after the tournament.

The structure of the account reflected a paramount example of how best Fleishman-Hillard's global network can be utilised when dealing with an event of this magnitude and a global client.

The South African team consisted of Vanessa Baard, Elmarie Swart and Genea Frade with close ties to both our New York and San Francisco offices. Regular calls to JJ Carter at FH San Francisco and Steve Hickok at FH New York meant that the team in South Africa was kept abreast of what was happening globally. While we provided

intelligence on the ground from a host market perspective, the global approach worked seamlessly to give the best results to our client.

The Visa campaign generated more than 150 pieces of coverage (56 pieces online, 40 print, 55 broadcast clips) and approximately 128 minutes of combined airtime (95 minutes on radio, 33 minutes on TV). The total audience reached during the event was a staggering 47 855 559.

A carefully selected group of media were engaged, covering a strategic scope of reporters including travel, business, marketing and lifestyle media. This was to ensure that key relationships were cemented across the board to ensure that all aspects of Visa's business including current and future projects can be profiled in the future.

FHSA New Business Wins

LANCET LABORATORIES

FHSA is involved in all internal and external communications for Lancet, who is one of Africa's largest pathology groups, servicing both the private and public medical sector as well as industry in South Africa and several neighbouring African countries.

WISE

FH JHB, along with the FH Paris project team will once again work on the Qatar Foundation's second edition of the WISE Summit, which will take place in Doha, Qatar from 7 to 9 December 2010. This is a big win for the FH network and a testament of the power of the FH network to provide a fully integrated international multi-country Public Relations Campaign. This will help establish WISE as a milestone on the international scene and would position Qatar Foundation as an innovative forward thinker.

SOLAE

FHSA is involved in local media relations and event co-ordination for Solae, a global leader in developing innovative soy technologies and ingredients for food, meat and nutritional products worldwide.

WINGS

Wings Corporate Travel, a leading multinational travel management company with established operations in the UK, US, Africa and Dubai now forms part of the Travel and Tourism portfolio. Work commenced on the 1st of July and Fleishman-Hillard South Africa will be working on the account in conjunction with Fleishman-Hillard, London and Fleishman-Hillard, Houston.

FHSA New Hire:



Thabi Mokoena
Senior Account Executive
Financial Services

FH AFFILIATE NETWORK HELPS LIGHT THE WAY



FH South Africa along with the African affiliate network, worked together to bring the Philips Cairo to Cape Town Tour to life on the continent. The two month tour ran from 12 May to 20 July, in 15 cities over nine countries. The project was undertaken to raise awareness of Philips' new solar powered LED lighting and best-in-class medical solutions to improve the quality of healthcare in Africa.

It is estimated that 560 million Africans have no effective lighting

at night and the demand for effective healthcare solutions to increase access to healthcare in Africa is growing rapidly.

As a result of the successful roll-out of the roadshow, Philips has made inroads into achieving its mission to improve the quality of life in Africa through the sharing of best practices and improved collaboration between public and private stakeholders in both lighting and health care spheres.