

VUVUZELA

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THE MOUTHPIECE OF AFRICA

EDITION 3

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

Digital. Integrated. Global.

INSIGHTS INTO THE EGYPTIAN UNREST

A Life to Live For, a Cause to Die For



WORK DOES NOT STOP FOR A REVOLUTION

Once communication was restored, the backlog of emails and well wishes was unleashed and crisis management began in earnest. Our client portfolio did not include any government clients or companies currently under investigation, so the crises to be managed were relatively mild. We began proactively emailing and calling our clients to make sure they were safe and to offer any support possible.

We drafted holding statements for many clients in preparation for media inquiries, fielded interview requests from the Wall Street Journal, the Guardian and others. We coordinated with broadcast channels to get crucial airline information on their news ticker. While some clients preferred to remain low key and simply observe the situation, others were eager to interact with the media and seize the opportunity to position themselves as opinion leaders. Either way, the team was on call to offer advisory support and a little hand-holding when needed.

A SOCIAL MEDIA REVOLUTION?

There's been a lot of discussion about the role social media has played in the Egyptian revolution and ongoing unrest in the region. Social media in Egypt is a tool of the youth considering the median age of the 80.5 million Egyptian citizens is 24 years. The most popular social media

THE EGYPTIAN REVOLUTION

The past few weeks have been uniquely challenging for the TRACCS Egypt team. No one could've predicted on 25 January when the first demonstrations took place, the way we work and fundamentally communicate, could be so radically and unprecedentedly turned upside down.

Friday, 28 January, Egyptians woke up to a new and frightening paradigm. The mobile phone and internet blackout lasted about a week and it was a challenge to contact colleagues and loved ones. We forced ourselves to get over the shock and be creative.

Those who had a few landline numbers for teammates began making calls. Face-to-face, colleagues met at Tahrir Square, sporting clubs, even at the hairdresser, to touch base and swap stories. For a limited time, some Egyptians were able to gain access to the Internet through the one ISP that was not affected by the blackout and with assistance from Google and Twitter, we had the limited ability to communicate with the outside world using the "Speak2Tweet" service.

When the government imposed internet and mobile phone blackouts at around midnight

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Looking after your needs in Kenya, Tanzania and Uganda

TRACCS
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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

youngnetwork
ANGOLA

Looking after your needs in Angola and Mozambique

Insights into the Egyptian Unrest (continued)

platforms in Egypt are Facebook, YouTube, blogs (mainly political) and recently Twitter. Egypt has 5 million Facebook users which is the highest number in the Arab world. A fifth of these users access Facebook via mobile phones.

While there is no doubt that social media played a crucial role in building and sustaining the momentum of the revolution, to call it a social media revolution seems perhaps too trite. A vast cross-section of society converged on Tahrir Square and gathered together across the country; rich and poor, educated and uneducated, Muslim and Christian.

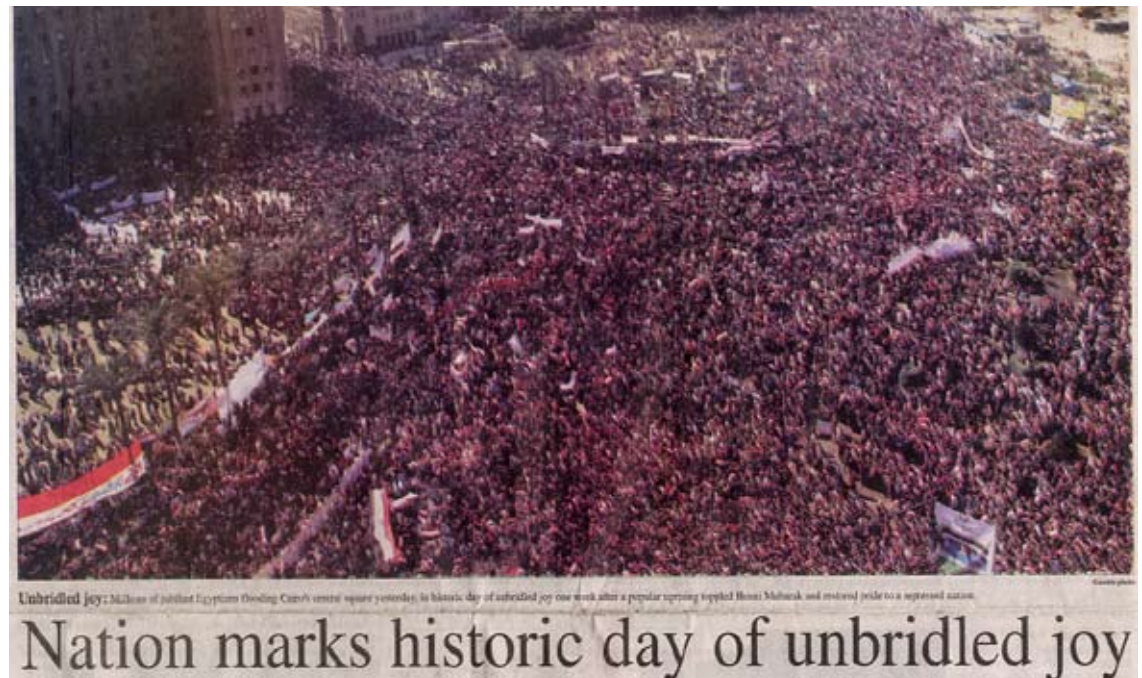
The youth were there, yes, but so too were the middle aged and even elderly men and women. Social media may have initially encouraged more people to take to the streets, but the sheer power of word-of-mouth and their unified convictions drove many more, not only to join, but also to stand their ground.

A MEDIA SCENE INFLEX

The media scene in Egypt has become just as fluid and uncertain as the political scene, with editors-in-chief down to junior journalists resigning, shifting publications and/ or even being investigated for corruption. The vast majority of editorial content is still squarely focused on the political situation with some financial/ economic news starting to get coverage.

Many of the lifestyle magazines have dedicated their February and March issues to the revolution (if they're even publishing at all). Advertising seems to have dried up for the time being resulting in many publications skipping their March issues altogether. Broadcast media is no exception as internal politics of the media outlets are playing perhaps an even larger role in their operations than the country's politics.

TRACCS Egypt has been proactively engaging our media in various sectors to try to keep up with the changing scene. We are in the process of creating a weekly media scene brief for our clients in order to update them on the latest developments. We've had meetings with managing editors to get their take on the current media climate and are reaching out to our colleagues in the industry as well.



TOWARD A BETTER FUTURE

As we prepare for the next phase in Egypt, there are mixed feelings about what the future will hold. Measured optimism, apprehension, fear and hope are all prevalent. Egyptians have discovered a long dormant sense of pride and have a renewed sense of purpose, which if channeled and communicated properly, will lead to greater prosperity, equity and democracy.

Effective communication has never been more crucial and while the PR industry in Egypt is still in its infancy, now is the time that legitimate industry leaders will emerge. There will undoubtedly be some challenging times ahead, but the potential for growth is perhaps stronger than ever before.

Like so many before us and likely many more to come, Egyptians are determined to build a better country that represents the people in all their glory.

MAURITIUS – Blast Communications

BDO CSR AWARDS 2010

The BDO CSR Awards in December 2010, a first in Mauritius and in the BDO international network, proved to be a smash hit communications strategy for the network.

The brief provided to Blast Communications was to bring to fruition such awards in the Mauritian context; given the recent advent of an imposed levy of 2% from the Government on all profitable Mauritian enterprises.

The aim of the BDO CSR Awards was thus:

- to recognise the contribution of Companies that have brought about significant positive changes to the Mauritian society &
- to reward Companies for their sustained efforts in reducing poverty and for their support in the socio-economic and environmental development of the country.

The BDO CSR Awards showcased certain CSR strategies adopted by participating companies. Yacoob Ramtoola, Chief Executive Officer of BDO, had the following to say: "When I see the number of applications obtained and more importantly, the quality of projects submitted, I am proud that we have been able to showcase and honor Mauritian companies for their outstanding CSR strategies and policies. This encourages others to step up their efforts in becoming responsible corporate citizens."

The BDO CSR Awards 2010 independent panel of jury members rewarded companies in the different categories follows:

1. The SBM (State Bank of Mauritius) – Education and Sport
2. The Mauritius Glass Gallery Ltd – Environment
3. The Barclays Bank PLC – Health
4. Airports of Mauritius Ltd – Socio-economic Development

The stylish trophies for the BDO CSR Awards were designed by Razea Lindner, famous Mauritian artist in Europe, especially Germany.



BDO CSR Awards 2010 trophy



The Vice Prime Minister, Minister of Social Integration & Economic Empowerment and the Chief Executive Officer of BDO surround the winners of the BDO CSR Awards 2010

BLAST DAY OUT

For their year end celebrations in December, Blast Communications decided to dedicate time to nature with the organisation of the 'Anou al randonnée' (let's go trekking) activity. Staff were taken through to the Kestrel Valley which is well-known for its Ylang Ylang distillery.

The day out was filled with activities such as archery, hiking and a visit of the distillery. The team at Blast savoured a sumptuous lunch in the midst of the most exquisite scenery comprising mountains, birds and the beautiful turquoise Mauritian sea.

The Head of Public Relations, Lekha Seebaluck cites "After a year of working our minds, we decided it was time to work our muscles. This day out was above all a team building exercise and a moment to reflect on the opportunities and resolutions for 2011."



The archery activity added great entertainment to the Blast Day Out



Blast team hiking through Kestrel Valley

ZAMBIA – Cutting Edge

SAMSUNG BRINGS CHRISTMAS CHEER TO THE CHILDREN AT UNIVERSITY TEACHING HOSPITAL

Mr. Mark Luring, Managing Director of Drake & Gorham, an authorised distributor of Samsung air conditioning systems in Zambia together with Samsung Electronics Africa, donated 20 Samsung Virus Doctors worth K25 million to the Pediatric Ward of the University Teaching Hospital (UTH) in Lusaka. In accepting the Virus Doctors, Dr. Lastone Chikoya, the Deputy Managing Director of the UTH, mentioned that the donation was most appropriate especially since upper respiratory illnesses are a major danger to the lives of children.

The Samsung Virus Doctor, which is one of the most advanced air purifying devices (ionizers) to date, eliminates allergens that can be extremely harmful to young children as well as neutralizes

toxic radicals, providing a safer and healthier environment. The media relations for this handover ceremony which took place at the UTH in December, was managed by Cutting Edge PR.



Samsung Virus Doctor



Aiden Rousseau, Export Manager Samsung Electronics Africa; Mark Luring, Managing Director Drake & Gorham; Dr. Lastone Chikoya, the Deputy Managing Director UTH

SAMSUNG LAUNCHES THEIR BRAND STORE AT ARCADES SHOPPING CENTER

Honourable Lwipa Puma, the Deputy Minister of Commerce, Trade & Industry was the guest of honour at a colourful and lively official opening ceremony of a Samsung brand store at the Arcades shopping center in Lusaka in November 2010.

Other notable dignitaries in attendance were Mr. K. K. Park, President of Samsung Electronics Africa; Mr. Mohamed Mulla, Managing Director of Hazida Limited (an authorised distributor of Samsung electronic goods in Zambia); the Deputy Mayor of Zambia; various invited guests and the media.

The store at Arcades is one of six Samsung brand stores earmarked to be unveiled in Zambia under an ambitious expansion programme by Samsung to open 200 branded stores in sub-Saharan Africa. Hazida Limited, which is part of a group of companies with operations in Zambia going as far back as 1957, intends to continue their long tradition of offering good customer service with a wide array of electronic products, now under the Samsung livery.

Insukamini Kraal, a local cultural group, entertained the guests with traditional dancing, pulsating drumming and singing as well as presented a humorous yet serious skit on the consequences of purchasing counterfeit goods.

The importance of stemming the proliferation of counterfeit goods is cardinal to Samsung and the Zambian Government and Deputy Minister Puma echoed this when he addressed the audience.

The Deputy Minister was heartened by the confidence shown by a global electronics giant such as Samsung in the Zambian economy through their investment in up-market design stores offering the latest electronic products and technology. Cutting Edge PR managed the media relations and event management relating to this launch.



Mr. KK Park, President of Samsung Africa, addressing the audience



Insukamini Kraal drummers

KENYA – Tell-Em PR

TELL-EM WINS 2010 PRSK AWARDS

For the second consecutive year, Tell-Em Public Relations won the prestigious PR Campaign of the Year award at the Public Relations Society of Kenya (PRSK) awards ceremony for 2010.

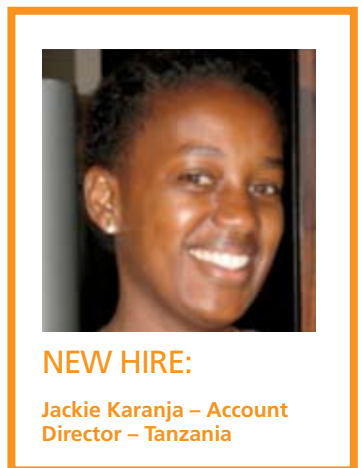


Receiving the trophy are some Tell-Em staff members.

TELL-EM PUBLIC RELATIONS IN TANZANIA

Tell-Em PR have officially opened an office in Dar es Salaam, Tanzania. The office is headed by Jackie Karanja, a PR professional who has worked for both corporate and brand clients in Tanzania. Having secured two local clients, Stanbic Bank and Tigo (a mobile service provider), more business is expected over the coming months.

Tell-Em is delighted to be a truly East African company with offices in Kenya, Uganda and now Tanzania. "We are seeing many clients want an East African reach and we are very pleased that we can offer world-class communication services across the region."



NEW HIRE:

Jackie Karanja – Account Director – Tanzania

The Quadrant Company

MOUKA PARTNERS WITH QUADRANT FOR A DYNAMIC DIGITAL MEDIA CAMPAIGN

Since 1959, Muoka has been one of Nigeria's leading manufacturers of top quality Mattresses, Sheetings, Pillows, Polyurethane blocks and other foam materials for industrial use. The Quadrant Company was given the brief to help transform the brand image from that of merely a manufacturer to more of a lifestyle brand as part of a 360° degree marketing plan.

Since Mouka's emerging products are being targeted at University students and young executives, Quadrant adopted digital communications as their leading medium. Social networks like Facebook and Twitter, online news sites, blogs, online competitions and forum discussions were key.

Various activities including a bloggers breakfast and an ongoing Valentine's day inspirational love stories promotion were held. The campaign is ongoing and continues to challenge the creativity of the Quadrant team.



MD Muoka Foam, Peju Adebajo pictured with some of the bloggers.

HILTON HOTEL AND SERVAIR TOUCH DOWN IN LAGOS

Globally renowned Hilton Hotels and Servair, the leading company in airline commissary, touched down at Lagos's Murtala Mohammed International Airport to celebrate the breaking ground ceremony of the Hilton Lagos.

The project site was huge providing the perfect canvass for the team to bring their creativity to life. Quadrant sourced the crème de la crème of their suppliers to handle decor, sound, lighting and above all catering. Special arrangements were made for the 3D models that would display the hotel plans.

With less than a week to plan the grand sod-turning event and with esteemed dignitaries including the Minister of Aviation and the Minister for Commerce and Industry on the guest list, the pressure was on. Amidst all the excitement of being associated with such great brands, the Quadrant team got to work with immense enthusiasm.

The event was very successful with the Presidents of Hilton Hotel and Servair in attendance. The client was very pleased with the turnout and the interest generated in the media. Lagos is now looking forward to the completion of this world-class project.



L-R: Hilton President Middle East and Africa, Rudi Jagersbacher; Nigeria's Minister of Aviation, Mrs Fidelia Njeze; Nigeria's Honourable Minister for Commerce, Senator Jubril Martins Kuye and Chief Bukola Okunowo, Chairman, Aero-Marine Nigeria Limited at the ground-breaking ceremony for Hilton in Lagos.



Nigeria's Minister of Aviation, Mrs Fidelia Njeze lays the foundation blocks for the Lagos Hilton Hotel.

ANGOLA – YoungNetwork

NOVABASE OPENING IN ANGOLA

YoungNetwork Angola successfully managed media relations for the opening of Novabase Angola. Novabase, a Portuguese leading company in IT, is now present in more than twenty countries. During the press conference, the company reinforced its mission statement in leading the technological development of the country, especially in sectors such as banking, telecommunications and energy.

The media were very enthusiastic about the opening of Novabase Angola, reflecting the special importance of its know-how and potential contribution to the Angolan markets. It was a very successful event, with a total of 25 journalists present. Alongside this, YoungNetwork Angola secured great coverage with printed and online articles, along with prime time TV and Radio news.



Overall Atmosphere at the Novabase Opening

Lambada Kinaxixi, a traditional Angolan dance group



Luís Paulo Salvado, Novabase CEO, exchanging views with a guest

SOUTH AFRICA – Fleishman-Hillard

FLEISHMAN-HILLARD UNITES EUROPE, U.K. AND AFRICA UNDER JOHN SAUNDERS

John Saunders (pictured right), Fleishman-Hillard regional president for Continental Europe and Ireland, has now taken on additional responsibility for the firm's operations in the United Kingdom and Africa. Saunders has served in leadership positions within Fleishman-Hillard for more than 20 years. In the U.K. and Africa, he replaces Kevin Bell, who stepped down from the firm in January.

"John Saunders is a key member of our global leadership team, and he is one of our most experienced and capable managers," Dave Senay, CEO and president, said. "His track record of excellent client service, staff career development, and successfully managing across geographies makes him the ideal choice to unite Europe, the U.K. and Africa under a single leader. John is one of the most respected individuals in our firm. I know he will serve our clients and lead our staff exceedingly well in this expanded role."

Saunders said, "I couldn't be more pleased with this opportunity. While Asia has been grabbing many of the headlines over the past few years, we see considerable upside for our business both in Europe and in Africa. We have enjoyed consistent growth over the past few years and we want to maintain this momentum."

Fleishman-Hillard South Africa (FHSA) wishes to welcome John Saunders to the African network.



SOUTH AFRICA FLIES HIGH AT 'THE CHANCE'



'The Chance' winners Jonathan King (pictured left) and Reyaad Pieterse who will be joining the Nike Academy based in the United Kingdom

Amongst the hive of World Cup activities, June 2010 saw FHSA assist Nike with the launch of their global talent identification programme, 'The Chance'. The programme aimed to find the best untapped football players from around the world. Candidates were trialed, with 100 aspiring footballers ultimately vying for one of only eight available spots at the prestigious Nike Academy in England.

Under the auspices of legendary coaching duo Arsene Wenger and Guus Hiddink, the 100 young football players battled it out to secure a contract with the Nike Academy. They were put through a multitude of drills that encompassed technical, tactical, physical and mental components. The whittling down process resulted in the best 32 contestants playing a series of full blown and small sided games which provided the coaching and scouting staff an opportunity to make final recommendations.

During January 2011, the top 8 footballers were announced at a glitzy closing dinner gala. Johannesburg-born goalkeeper Reyaad Pieterse and Durban-based right wing-back Jonathan King were both amongst the top 8 and were each rewarded with a one year contract with the Nike Academy. FHSA worked closely with Nike SA throughout the process from the trials phase to securing media opportunities for Nike SA's core coaching legends, such as former Premier League footballers Shaun Bartlett and Eric Tinkler and numerous Nike spokespeople including Nike Communications Manager South Africa, Seruscka Naidoo.

Through the course of the six month programme, FHSA implemented a full media outreach plan spanning traditional and digital outlets resulting in over R2.25m coverage. The media campaign in South Africa has been viewed as best practice at Nike.

NEW HIRES: FLEISHMAN-HILLARD



Audrey Mokhomola
Account Executive



Boitumelo Bacela
Assistant Account Executive



Linda Mkhwebane
Senior Account Executive

SOUTH AFRICA – Fleishman-Hillard (continued)

SMARTER, SAFER SURFING OF THE WWW



8 February marked Annual Safer Internet Day; a worldwide initiative promoting among young people safer, more responsible use of online technology. In the spirit of Safer Internet Day, FHSA on behalf of Microsoft SA, hosted an MSN survey to drive relevant research on internet behaviours and attitudes in parents and children.

The local results were combined with 11 other countries including the UK, Spain, Italy and Portugal to reveal some frightening statistics

These are some of the revelations that followed:

- 75% of children have been

contacted by a stranger on the internet.

- 39% between the ages of 14 and 18 access websites or play online games that their parents would disapprove of.
- 67% clear out their browser history to prevent their parents from viewing their online activities.

On a more positive note:

- 87% of parents have discussed with their children the potential online dangers. This figure is higher than the 74% who have had the 'birds and the bees' talk.
- 69% of parents take steps to ensure their children don't stumble on adult-related sites that they have visited.

FHSA in consultation with Microsoft SA were crucial in bringing the survey to life, taking these messages and tips to media and driving awareness around Safer Internet Day.

GREEN IS THE NEW BLACK

While companies across South Africa have been scrambling to improve their Black Economic Empowerment (BEE) status over the past few years it appears the goal posts have again shifted with 'green issues' coming to the fore.

Yes, green is the new black with sustainability dominating today's business agendas. Increasingly, business owners are trying to identify ways to achieve first mover advantage in their industry sectors, but who are the key consumer influencers making the green purchasing decision? According to a new research report, Cone 2010 Cause Evolution Study, 80% of consumers are likely to switch brands, similar in price and quality, to one that supports a cause. But the consumer that is leading the change is the mom with 92% of moms wanting to buy a product that supports a cause.

Nearly 20% of young adults between the ages of 18 and 29 say they are willing to pay 'significantly more' for green goods. This figure is twice as many as any other age group. A very interesting find is that 76% of millennials want brands to be ecologically conscious. In a nutshell, moms want to buy products that support a cause, and millennials are willing to pay a significant premium to buy 'green' products.

Fleishman-Hillard discusses the value of reputation management with its clients daily. Reputation is a key component to any business, but it is especially important for business sustainability in today's environment. To influence positive business reputation, a solid commitment to 'walk your talk' is essential.

As Henry Ford once said, 'You can't build a reputation on what you are going to do'. So the question is, how is your business thinking about sustainability and is it just a review on your annual report or are you really building a solid reputation to be truly sustainable?

PROCTER & GAMBLE CELEBRATE PLANT OPENING AND 15 YEARS OF PAMPERS IN SOUTH AFRICA

PROCTER & GAMBLE marked a milestone in its economic and social investment in South Africa with the official opening of its multi-million Rand plant recently. The plant, situated in Kempton Park, manufactures nappies for P&G's leading baby care brand, Pampers. The official opening also celebrated 15 years of Pampers in South Africa.

Speaking at the Event, P&G Global Vice Chair, Dimitri Panayotopoulos acknowledged the importance of Private Public Partnership initiatives in driving global growth and added "P&G through its opening of this, the first Pampers plant on African soil, is demonstrating its further commitment to investing in the continent, in what we believe will be the 'Decade of Africa'."

Director General of the Department of Trade and Industry (DTI), Tsediso Matona had the following to say, "We commend P&G on its investment in the economy, as well as its commitment to not only growing manufacturing operations in SA, but to investing over \$5-million in the development and skills upliftment of its local staff."

P&G has invested R350-million in this facility to date and is committed to further expansion. Operations commenced in 2009 and capacity was doubled in 2010 with the addition of a second production line. P&G entered the South African market in 1994 and has since introduced several of its leading brands into the market, including Pampers, Gillette, Pantene, Head & Shoulders and Always. FHSA covered the public relations for this momentous event.



Arial view of the pampers plant



Pampers Assembly line



P&G Global Vice Chair, Dimitri Panayotopoulos and Abdul Mogale - Ekurhuleni Head of the Mayoral Committee for Economic Development