



GO DIGITAL SOUTH AFRICA

Campaign Toolkit for Communicators

1. INTRODUCTION

- 1.1 On 4 March 2015, Cabinet approved the Broadcasting Digital Migration Amendment Policy with the inclusion of the control system in Set Top Box (STB). Cabinet further approved that the STB will be provided freely to more than 5 million poor television household owners; and that priority will be given to those households in the border region areas of the country.
- 1.2 The Department of Communications and Digital Technologies (DCDT) has embarked on a nation-wide communication campaign – **Go Digital South Africa** to raise mass awareness and support the roll-out of the Broadcasting Digital Migration (BDM) Programme. The campaign is intended to create awareness of digital migration, the benefits, processes and requirements in preparation for the implementation of its rollout.

- 1.3 As a communicator, this toolkit will give you some ideas on getting involved in the promoting awareness and education of digital migration. We encourage you to play an active role in driving awareness / educational messages and supporting the **Go Digital South Africa** campaign. It is in the interest of the country to support this campaign.

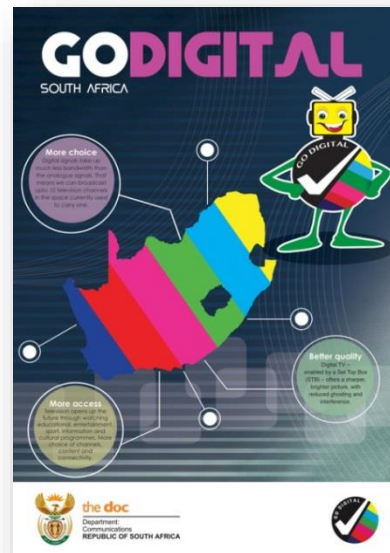
2. COMMUNICATION OBJECTIVES

- 2.1 The communication objectives of the **Go Digital South Africa** Campaign are:

- a) To create awareness, educate and inform South Africans about digital migration;
- b) To inform South Africans about the benefits of digital migration;
- c) To educate South Africans about the dual illumination process and the implications thereof; and
- d) To encourage South Africans to acquire broadcasting reception devices (STBs/antennas) before analogue switch off.

3. CAMPAIGN CONCEPT

- 3.1 The campaign concept places emphasis on **connection**.
- 3.2 **South Africa Go Digital** encourages everyone to embrace digital migration to move South Africa forward.
- 3.3 The Broadcasting Digital Migration platform's biggest selling point is that it offers more choice of programming and better quality while using **less bandwidth**.
- 3.4 **Campaign look and feel:**



3.5 **Elements:** Different shapes are layered to create a dynamic background and an impression of space and dimension.

- **Coloured Map:** To emphasise that this platform is accessible throughout South Africa.
- **Squares:** the idea of squares come from the previous "It's coming" look that used coloured boxes to represent pixels. However they are abstractly used in single colour, layered and with rounded corners to give it a modern edge.
- **Lines:** Lines are used to represent signal flow. Both curved and straight lines are used to depict movement and dynamism.
- **Circles with lines:** A 2-dimensional circuitboard is depicted by a combination of lines and circles; that is the idea behind this graphic to bring forth the technology element. Bigger versions of this element are used as placeholders as well for copy and pictures.
- **Colours:** The colours used are adopted from the Go Digital logo.

- **Mascot:** The body is derived from the Go Digital logo. The old-TV head gives the mannetjie character and most importantly, brings forth the fact that the DTT platform does not require only modern digital TVs, it can also be accessed on a normal "old" tv (with the use of a set-top box).

4. WHO'S INVOLVED

4.1 The **Department of Communications** and Digital Technologies is the lead department driving the Broadcasting Digital Migration Programme.



4.2 **SENTECH** is responsible for the country's digital broadcasting network (both terrestrial and satellite) and STB installations, in line with the Broadcasting Digital Migration policy.



4.3 The **Universal Services and Access Agency of South Africa's** (USAASA) mission is to facilitate and maintain universal services and access to information and communications technology. In the context of BDM, USAASA is responsible for managing the subsidy fund for STB acquisition and distribution.



4.4 **ICASA** is responsible for regulating the telecommunications and broadcasting sectors.



4.5 The **South African Post Office** (SAPO) is responsible for the distribution of the STBs.



4.6 **SABC, Etv and Mnet** are currently the terrestrial broadcasters who will be embarking on the process of migrating from analogue to digital broadcasting.

4.7 **Community broadcasters** are also to migrate from analogue to digital broadcasting.

5. TARGET AUDIENCES

5.1 Primary target audience:

5.1.1 5 million poor TV owning households eligible for government subsidy.

5.2 Secondary target audiences:

5.2.1 13 million TV owning households; TV owners in sectors (business; education; hospitality industry, schools, tertiary institutions, hospitals); prospective TV owners; Municipalities; manufacturers; retailers; broadcasting and ICT sector; organised labour; NGOs; civil society organisations; media; co- operatives; churches; stockvels & other community groups; TLA; Houses of traditional leaders, SCOs &CDWs

6. THEME AND MESSAGES

- Theme: Go Digital South Africa, Go Digital Mzansi
- Go Digital Tagline: It is happening!
- Broad Message: “Together Moving South Africa Forward”

6.1 See website: <http://www.gov.za/about-government/government-programmes/digital-migration>

7. HOW CAN YOU GET INVOLVED

- 7.1 All role players and communicators are urged to be involved in the Go Digital South Africa Campaign by supporting its communication objectives.
- 7.2 **Here are some ideas for becoming involved (not exhaustive – your ideas are welcome!):**
 - 7.2.1 Encourage employees, stakeholders and the partners to wear and display the campaign's brand
 - 7.2.2 Initiate and participate in supporting activations, awareness drives, promotional events, etc.
 - 7.2.3 Write an article in your local newspaper or newsletter.
 - 7.2.4 Add photos and video in your communication – pictures communicate a thousand words.
 - 7.2.5 Izimbizo, door to door visits, share information at shopping centres and events / meetings / workshops, etc.
 - 7.2.6 Develop and run exhibitions in high traffic areas.
 - 7.2.7 Be a panel member on a community radio / TV talk show.
 - 7.2.8 Write letters to the editor or your own opinion pieces.
 - 7.2.9 Make announcements at mass public gatherings / events / schools / tertiary institutions / churches, etc.
 - 7.2.10 Use any other appropriate and creative channels and products at your disposal to promote awareness and education.

YOUR VOICE COUNTS – we thank you for your support!