

SA MUSIC WEEK IN PARTNERSHIP WITH ROCKSTAR NATIONAL TALENT SEARCH ROAD SHOW

‘LIFE IS YOUR STAGE’



BACKGROUND

SA MUSIC WEEK

South African Music Week is an annual 3 day music conference and festival whose primary objective is to unearth and expose local talent for the domestic market and to export to international markets.

Our target market is primarily youth and young adults demographically spread between 18 – 35 year olds.



PEPSI ROCKSTAR

The United States brand which started in 2001, is now being sold in South Africa. Rockstar Energy Drink South Africa held a grand launch on 4 August, in Houghton, Johannesburg to celebrate and in a way – give back to content creators. Hosted by Moozlie, one of their brand ambassadors, the room was filled with young and popular content creators such as Oratile Masedi known as Coachella Ranchy. The brand's audience is clear, young, vibrant and are hustlers who think positively.

The Rockstar energy drink is labelled as a high caffeine beverage and comes in both 300ml and 500ml cans



WHO

Rockstar (stylized as **ROCKSTAR** or **RR**) is an energy drink created in 2001,^[1] which, as of 2020, has a 0.3% market share of the US non-alcoholic beverage market.^[2] Rockstar is based in Purchase, New York. As of January 2013, Rockstar Energy Drink was available in more than 20 flavours and in more than 30 countries. In March 2020, PepsiCo announced it had agreed to acquire Rockstar for U.S. \$3.85 billion

With **80 mg of caffeine**, Rockstar Unplugged contains an innovative blend of ingredients that provide an extra burst of energy when you need it. The new sugar-free, calorie-free beverage combines hemp seed oil, B vitamins, spearmint, and lemon balm with a dose of caffeine



TARGET MARKET

The target market for Rockstar is made up of youth male and female between the ages of 18-35 year olds which include young adults.

WHAT



Moozlie



Automatic



DJ Cleo



- The Rockstar 'You got the Hustle' experience is a nationwide talent search competition to audition and discover new talent among youth who have a zest for life and ambition to be a Rockstar by showcasing their talent on the Rockstar live stage.
- Fully branded Rockstar - South African Music Week campaign made up of a mobile sound stage shall travel the country and informally appear anywhere in cities, communities and neighbourhood where youth gather offering once in a life time opportunity to audition their talent live before a panel of judges.
- Various Rockstar prizes shall be on offer for finalists who will compete at a Rockstar-South African Music Week annual event in October 2024
- The face of the Rockstar marketing and promotional campaign shall be led by Rockstar brand ambassador Moozlie and SA Music Week brand ambassador, Automatic who will also be part of a team of judges that shall include DJ Cleo and
- Besides talent, judges will be looking for how much hustle does each auditioning artist or musician has in pursuing their goal and ambition to be a Rockstar

WHERE

Rockstar –South African Music Week national talent search road show shall be launched in Johannesburg, Gauteng. ‘If you have the hustle, become a Rockstar on the Rockstar stage in a town near you!’ A nationwide road map show schedule shall be announced covering 9 Provinces and major cities namely:

- Johannesburg, Gauteng
- Durban, Kwazulu Natal
- Cape Town, Western Cape
- Mbombela, Nelspruit, Mpumalanga
- Bloemfontein, Qwa Qwa, Free State
- Nelson Mandela Bay, Umtata, Eastern Cape
- Kimberly, Northern Cape
- Mahikeng, Northwest
- Polokwane, Venda, Limpopo



Commercial towns and densely populated rural communities such as Klerksdorp, Welkom, Umlazi, Mabopane, and so forth shall be targeted.

WHERE

The target market is made up of an estimated 1.9 million + students/youth nationwide at universities and over 500,000 at colleges which we shall target during lunch time break activations countrywide. They include:

Universities:

GAUTENG:

- Medical University of South Africa
- University of JHB (Rand Afrikaans University)
- University of JHB (Vista University)
- UNISA
- University of Witwatersrand
- Tshwane University of Technology

WESTERN CAPE:

- University of Cape Town
- Stellenbosch University*
- University of the Western Cape

EASTERN CAPE:

- University of Fort Hare
- University of Transkei
- University of Port Elizabeth
- Nelson Mandela Metropolitan University

KWAZULU NATAL:

- University of Durban Westville • University of Natal - Durban
- University of Zululand

LIMPOPO:

- University of Limpopo • University of Venda

NORTHWEST :

- University of Northwest • University of the North

FREE STATE:

- University of Free State
- Central University of Technology

Key private colleges:

- Damelin
- Intec College
- Varsity College
- Allenby Campus
- Boston Colleges
- Midrand Graduate Institute
- CIDA Colleges
- PC Training

Key public colleges:

- Border Technikon
- Cape Technikon
- Eastern Cape Technikon
- Technikon Free State
- Mangosuthu Technikon
- M L Sultan Technikon
- Technikon Natal
- Technikon Northern Gauteng
- Technikon North-West
- Peninsula Technikon
- Port Elizabeth Technikon
- Technikon Pretoria
- Technikon SA
- Vaal Triangle Technikon
- Technikon Witwatersrand

WHEN?

The Rockstar-South African Music talent search campaign road show shall kick off at the Soweto Theatre in Jabulani Soweto on the 31st of March 2024.



WHO

The target market for the Rockstar brand is youth, college/university students and young adult demographics between the ages 18 and 35 who are go getter hustlers hungry for success. This could be anyone from emerging rapper or Amapiano artist making beats, a college student, young professional at work, a video gamer or a soccer player going about his business.

'Play hard, work hard.' generation of consumers is what Rockstar is targeting in terms of young adult consumers who are driven by ambition to succeed and are conscious of who they are.

HOW

As part of its talent search road show campaign, Rockstar and SA Music Week shall put together a street team of urban promoters and marketers whose task is to quickly spread the word about the talent search campaign across the country targeting youth. More importantly, the selection of judges to oversee the talent search campaign will need to have outstanding credentials as entertainers, artists, actors, emerging entrepreneurs, young professionals, technicians, actors, college students, gamers, and so forth.

The talent search road show shall start with three major cities (Joburg, Durban and Cape Town) followed by towns in the Nine Provinces.



MARKETING CAMPAIGN



PARTNERSHIP BENEFITS

BRAND AWARENESS

Splash Screens	Splash screens in the SAMW mobile event app offers branding opportunity for Pepsi.
Virtual Partnership Pages	Virtual Pepsi. Pages embedded into the SAMW website and SAMW mobile app to provide more information about who sponsors are and how attendees can connect with them.
Pre Roll Advertising and Commercials	Video branding opportunities like pre-roll advertising or commercials.
Virtual Exhibitor Booths	A virtual exhibitor booth for one-to-one or few virtual meeting. Providing Rockstar with a place to connect with attendees, provide product demos, or host sponsored events
Stage Branding	Logo exposure on stage Branding
Printed marketing material	Brochures, Roadshow Programme, Poster and online artwork
Online adverts	Logo exposure on digital material

PARTNERSHIP BENEFITS

AUDIENCE INSIGHTS

Lead Capture and Registration Insights	Insights on event registrant and attendee information. In addition, ROCKSTAR . can request custom registration questions to capture deeper analytics relevant to their audience
Session Engagement	Understanding who registered and attended a sponsored showcase will be very valuable for ROCKSTAR putting in the time to set up a fireside chat, or even a low-key happy hour with attendees
Audience Engagement	ROCKSTAR will gain value by understanding what topics, subjects, or event tracks are most relevant to the attending audience.

Thank You!



PHYSICAL ADDRESS:
125 Reddersburg Street 84 Mayor Plaza Amberfield,
Centurion Gauteng Province
0145
SOUTH AFRICA

CONTACT DETAILS:
Tel: 065 853 8770
Email: michael@samw.co.za
Website: www.samw.co.za

POSTAL ADDRESS:
PO Box 1480 SaxonWold Gauteng Province 2132
SOUTH AFRICA

DISCLAIMER: The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of South African Music Week (Pty) Ltd. The opinions expressed are in good faith and while every care has been taken in preparing these documents, South African Music Week (Pty) Ltd makes no representations and gives no warranties of whatever nature in respect of these documents, including but not limited to the accuracy or completeness of any information, facts and/or opinions contained therein. South African Music Week (Pty) Ltd, its subsidiaries, the directors, employees and agents cannot be held liable for the use of and reliance of the opinions, estimates, forecasts and findings in these documents

