

| Brief - South Africa Week 2025 | |
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| Market: | Nigeria |
| Description: | Brand Activation at South Africa Week to be held in Nigeria in Lagos |
| Date: | 26 April 2025 |
| Prepared by: | West Africa Hub |
| Prepared for: | Activations Agencies |

| Our Challenge |
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| <p>What is the Business challenge?</p> <p>The Nigerian mission in Lagos will host its annual South Africa Week, in collaboration with South African Tourism as part of SA INC—a joint initiative designed to strengthen relations between South Africa and Nigeria while boosting tourism to South Africa.</p> <p>As part of this initiative, South African Tourism will collaborate with the South African Consulate for the Freedom Day celebration during the week’s events. This collaboration allows us to tackle travel barriers to South Africa through innovative and positive brand positioning while advancing our advocacy efforts.</p> <p>The primary goal of this initiative is to create an engaging, experiential platform that offers guests an immersive taste of South Africa, stimulating all their senses and leaving them inspired.</p> <p>Formats:</p> <ul style="list-style-type: none"> • Freedom Day Celebration: An immersive brand activation to be held at a venue to be advised. The event will be headlined by the Consul General and other dignitaries from both South Africa and Nigeria. The invited guests will comprise of, South African Tourism, its trade partners (airlines and their travel agents/tour operators’), the South African Consulate, stakeholders, the business community from Lagos as well as media and other friends of South Africa (media, influencers etc) <p>Media Interviews: The Marketing team will arrange and facilitate interviews for the Consul General, SAT principals as well as trade partners or airlines participating in the activation.</p> |
| <p>What is the Marketing challenge?</p> <p>To communicate and demonstrate that South Africa’s:</p> <ul style="list-style-type: none"> • Variety of value for money tourism offerings. • World-class facilities and infrastructure. |

- Offers a variety of experiences in close proximity that covers a broad spectrum of consumer tastes and preferences.

| Our Goal |
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| What does the business want to achieve? <ul style="list-style-type: none"> • Develop long lasting relations with the corporate community in Nigeria. • Has a strong relationship with the business community in Nigeria. • Increase positive narrative in the media about South Africa as a preferred destination for business travel and leisure. • As part of SA INC, is open to collaborate with corporate Nigeria in order to enable the increase of MICE travel to South Africa. |
| What does marketing need to achieve? <ol style="list-style-type: none"> 1. Execute a Brand Activation that increases positivity about South Africa among; <ul style="list-style-type: none"> • Corporate Nigeria • Media • Travelling public 2. Develop Brand and Marketing tools/assets for the use by SA INC 3. Increase inquiries about and bookings to South Africa through trade |

| Our Target Market |
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| Who are we talking to? <ul style="list-style-type: none"> • Corporate Nigeria • South African EXPAT community • South African business owners in Nigeria • Media • Friends of South Africa • Diplomatic Corps |
| What are they looking for? <p>An impactful communication and brand experiential platform and assets that South African Tourism and all the stakeholders who will be a part of this initiative can use to communicate to their respective constituencies.</p> <p>This should include the creative execution ideas, mechanics, tool kit, collateral, catering and entertainment.</p> <p>The stakeholders who will be joining South African Tourism and the missions include Nigerian business community, media, influencers, and opinion makers.</p> |

Functional Needs:

- Production of a digital invitation card with an RSVP link
- Production of 100x event programme
- 6 hostesses clad in authentic South African cultural attire (sourcing of ushers and the branded attire)
- 200x branded goodie bags
- An authentic South African gastronomic experience.
- 200x branded collaterals (agency to provide suggestions)
- 200x destination South Africa guide
- Photography and videography

What Behaviour do we want to Change?

| | Our consumers now | Our consumers in future |
|--------------|---|---|
| Think | SA is unwelcoming, unsafe and costly | This is value for money destination that I love AND want to take my MICE/Leisure travel to. |
| Feel | Indifferent/Despondent | Enthused, inspired, motivated and eager to experience it. |
| Do | Booking and recommending other destinations | Recommending and booking travel to South Africa. |

What's getting in the Way? *List all functional and emotional barriers*

The SA visa regime is seen as rudimentary and unwelcoming of Nigerians
 The appeal of other destinations
 The travel restrictions of Dubai and other key destinations has increased demand for SA however, the visa regime remains the biggest deterrent.

What's our Personality?

Passionate, warm, and inviting. We talk about South Africa in a way that captures our realness, with all the energy and vibrancy that comes with it.

REAL, UNFILTERED, EASY, HONEST, AUTHENTIC, PERSONAL, ENERGETIC,
 INSPIRATIONAL, COLLOQUIAL, ACCESSIBLE

Digital Mandatories

Key social media channels (Twitter, Instagram, Twitter)
SAT West Africa channels
Digital agency to develop Social Media Plan including hashtags etc

| Suggested Budget Allocation | |
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| Activation | TBC – Subject to activation concept |

| Mandatories |
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| SA Tourism logo G20 logo <ul style="list-style-type: none"> Option but not definite: We also have to add logos of the other stakeholders – code of arms, sponsors etc |

| Evaluation |
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| How will work be evaluated |
| Well put together creative recommendations |
| Who will evaluate the work? |
| West Africa Team SA INC including DIRCO |

| Logistics and timings |
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| First revert: 11 April 2025 |
| Final Revert: 14 April 2025 |