

Tata my World Cup... tata the Scorpions

By Louise Marsland

15 Aug 2006

Short of streaking naked across a soccer field at one of the 2010 stadiums with your client's brand tattooed across your unmentionables, there's not much that will be allowed in terms of branding and advertising outside of official FIFA sponsorships - actually the streaking is not allowed either, but has happened! Opportunities, however, do exist to support 'South Africa The Brand', all in the name of 2010.



Image courtesy of FIFA
(www.fifa.com)

Local Organising Committee (LOC) CEO, Danny Jordaan, warned yesterday that local companies already infringing on world cup regulations would face prosecution. This included the legions of websites already registered in every permutation to capitalise on the 2010 World Cup... and FIFA has 1200 lawyers on its payroll to back him up!

Speaking on marketing opportunities for South African corporates leading up to 2010 at a seminar in Johannesburg, Tuesday, 15 August 2006, Jordaan emphasised that while South Africa is the event host, the event celebration and legacy is for the entire African continent.



While a little thin on the ground with real content in terms of specific marketing opportunities, a more holistic picture emerged of opportunities to brand South Africa and Africa, and the partnership that can go with that, including lessons from past global tournaments and basic brand guidelines from the experts.

This was the first in these such marketing events hosted by the LOC and the International Marketing Council (IMC) and set the groundwork for the way forward for a brand plan for South Africa 2010.

Marketing no-no's



Ambush marketing, such as airships that just *happen* to be flying over a stadium on the day of a Soccer World Cup tournament, free buses (heavily branded, of course) provided to gullible municipalities for their fans, streakers with brand logos painted on their bodies, fake 'demonstrations' with branded posters... you name it, it's been tried... and it's all illegal in the 10km FIFA zone around each of the official World Cup venues.

"We have hundreds of Internet sites already set up which are in infringement of the FIFA rules, with every variation of 2010... tata my world cup... tata my 2010... tata my tickets... We will have to *tata my scorpions* and see you in court!" Jordaan warned, to laughter from the audience. But make no mistake, he was dead serious.

So, for frustrated marketers who will see their leading South African brands overshadowed by international competitors already signed to the FIFA World Cup circus, where are the opportunities?

Partnership marketing seems to be key, according to most of the speakers at the 2010 marketing event yesterday. Because this is not just about soccer or the year 2010, this is about building South Africa and Africa as brands with positive brand messages and an outcome that will greatly benefit the entire continent. This is where the LOC and the IMC will need your help.

Yvonne Johnston, IMC CEO, said 2010 success will be enhanced by branding: "building a brand creates a premium product. When we get this right, we all stand to benefit."

Johnston, who is always stunningly arrayed in local creative jewellery and design at these outings, yesterday with a skirt decorated with beading in unique SA tradition - living and representing the brand she promotes - is again, always positive: "This is bigger than one company/city/organisation - this is for your country, because we will all benefit if the economy grows. The 2010 FIFA World Cup provides opportunities for those companies who are not affiliated with FIFA to become actively involved in the activity leading to the World Cup and beyond."

The way forward

So what needs to be done? Johnston explains:

- Mobilise the masses - everyone in South Africa should want to be part of this campaign.
- Collectively we need to focus on eradicating our challenges and communicating the successes better.
- Take responsibility for positive communication.
- Create a consistent message from the country.
- Create an identifiable look and feel.
- Ensure that the product lives up to the message... are we 'Alive With Possibility'? WHY?

Johnston gave the audience of high profile marketers, communicators and government and local government stakeholders some homework: "What are you doing to be alive with possibility? Are we delivering on our promise... what did you do today to be proud of?"

And it's a challenge indeed. As with many gatherings these days, the lunchtime conversation turned to crime and the organisers who steered the conversation away from the problems to future positives.

As Johnston pointed out: "South Africa will be in the international spotlight from now on. We need to fully exploit this opportunity to project our image in the most positive light possible. The soccer and the athletes who participate will be important. But the challenge for South Africa will be to elevate the country to centre stage. We now find ourselves in the planning phase where we can plan the 'global coming out party'. We can decide what clothes we want to wear, and which images should make a lasting impression to the millions who will tune in."

An event of this magnitude provides us with core opportunities more than a mere emphasis on the country's physical beauty, its tourism attractions, economy political stability, and so on. We need to celebrate culture and talent, Johnston emphasised.

"The 2006 World Cup Soccer may have been won by Italy, but Germany was the winner. Danny Jordaan showed today that we are ahead of the game - let's stick with that and take an overwhelmingly positive message forward," Johnston reiterated.

Jordaan whizzed through his 39MB presentation which summarised where South Africa is with infrastructure, funding, and so on, in his usual humorous and easygoing style. Inspiring, funny, great graphics, but without much meat. No doubt that will come later.

He did emphasise opportunities at planned 2010 soccer Fan Parks which would be set up in various centres around the country for soccer fans to congregate and interact with the game and watch the games on massive screens. Branding partnership opportunities will abound at venues such as these. Jordaan said one of the reasons fans go to "Fan Parks" is because the quality of visuals is excellent. In the stadiums, depending on where you are sitting, you can't always see very much.

"We only have three million tickets - we will have one million available for South Africans (in a population of 44.5 million!). That's the reality. So Fan Parks become a serious option."

Brand message

Johnston's wish list would include:

- A unified nation speaking success with one voice.
- A nation demonstrating how it is Alive with Possibilities.
- The media reflecting the positive spectrum of achievements.
- Positive anecdotes becoming the topic of conversation.
- Increasing knowledge about South Africa globally.
- Understanding of the brand program locally.

Success factors would be determined by:

- Community building and buy in.
- Social cohesion.
- People determined to create wonderful experiences for visitors.
- Staff in supportive companies mobilised to stand together.
- And lots of flags!

Working with brand South Africa going forward, Johnston said the following steps would be taken:

1. Decide in principle whether there is support for nation branding.
2. Allocate funds.
3. Agree to contractual obligations with partners.
4. IMC will ring fence the budget for marketing and branding.
5. Provide regular report backs to market.

The IMC can also provide an array of marketing material to stakeholders and indeed any company going overseas or addressing an international audience, with research, presentations, DVD videos, PR stories about success, and creative templates with a variety of look and feel.

Current resources include the web portal www.southafrica.info and an ideas page which will be established on the IMC website, www.imc.org.za, which interested parties can submit project ideas to. There are also case studies from Sydney, Barcelona and Germany on the site for more info. All the papers from the 2010 seminar in Johannesburg will also be up on the site for further reference, shortly.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

■ Teaching trade: the importance of empowering the female entrepreneur - 17 Dec 2019

■ New monetisation models for media are needed - 16 Dec 2019

■ #AfricaCom: The many VOD markets - 25 Nov 2019

■ #AfricaCom: TV content future will be shaped by OTT - 20 Nov 2019

■ Africa's growth rests on economic empowerment of women - 1 Nov 2019

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>