

Managing promotional resources: are TV broadcasters getting it right?

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TV broadcasters need to apply the basic tools when managing their promotional resources if they are truly committed to achieving desired results. Objectives, strategy and tactics would have to be carefully designed to achieve specific goals. This emerged late last week at [PromaxBDA Africa 2011](#).

Speaking at the Sandton Convention Centre in Johannesburg, Jo Wilkinson, of James and Wilkinson Media (JWM), said: "Have clear and single-minded objectives, and a focused vision, which will ensure that your promotional activities run effectively.

"Prioritise your promotional messages."

"Prioritise your promotional messages. How? We recommend that you have an annual or quarterly planning process. And make use of a single model to aid the prioritisation of promotions."

Britain's Wilkinson, who previously worked for BBC and Sky, urged broadcasters to allocate a percentage of promotion airtime to each category. She warned broadcasters against wasting or mismanaging airtime, which she described as their biggest marketing tool, thus recommending that they manage it carefully and control it well.

Wilkinson also had strong words for broadcasters who disregard their audiences by showing 'crap', stating: "Don't forget your audiences. Choose content that satisfies audiences, delivers higher viewing, helps improve the brand's perception of your channels, and add value to your brand.

"And most of all, distinguish between commercially viable and less commercially viable viewing and light viewers and heavy viewers."

Apply aspirational targeting

Wilkinson's colleague Alan James said: "Try to extend the reach of your content by applying aspirational targeting, which is one way of repositioning your channel (programme credibility, and brand repositioning and future repositioning)."

James, who previously worked for BBC and Ogilvy & Mather before launching JWM with Wilkinson, pointed out that broadcasters need to use effective frequency to maximise their effectiveness. Summing up their presentation entitled 'Sitting on a goldmine', both James and Wilkinson said promotional resources will only be well-managed by applying the

four following points:

- Single-minded objectives: tell everyone in the team what you are trying to achieve
- Clear prioritisations of promotional messages
- Efficient targeting
- Effective frequency planning and resources allocation

James said, "At a time when there is increasing pressure on marketing and creative budgets, now is the time to ensure that you are getting maximum value from your promotional resource, and recognise its opportunity cost and the impact it has on each individual service and overall portfolio."

Themed 'Connect 3.0', PromaxBDA Africa 2011's sponsors included SABC1, 2 and 3, M-Net, DStv, TopTV, e.tv, Red Pepper, Clearwater, Monarchy, *Screen Africa*, SuperSport, CSquared and branding partner Orijin.

"Promotion of local talent"

SABC marketing director Yvonne Johnston said, "This partnership strengthens our efforts as the public broadcaster in contributing to the promotion of local talent, and for locals from the world to explore the future direction of TV promotion."

The event was also graced by US-born Michaela Angela Davis, an image activist, writer and conversationalist, who urged broadcasters to get intimate with their audiences, create characters and invest heavily in content.

Davis currently works for BET (Black Entertainment Television), one of America's top 20 cable networks.

PromaxBDA Africa 2011 Winners

Category	Award	Entry title	Company
Best Television Image Campaign	Gold	Lifestyle Brand Campaign	BBC Worldwide
Best Television Image Campaign	Silver	MM1HD Launch Campaign	Monarchy
Best Television Image Promo	Gold	Making Memories with DStv	Studio Zoo for DStv
Best Television Image Promo	Silver	MM1HD Launch Promo	Monarchy
Best Themed Campaign	Gold	MM1HD Launch Campaign	Monarchy
Best Themed Campaign	Silver	Rugby World Cup	Thackwell & Whittaker
Best On-air Program Campaign	Gold	MM1H Alice in Wonderland Campaign	Monarchy
Best On-air Program Campaign	Silver	Big Brother Amplified	Birthmark for M-Net Africa
Best News & Current Affairs Promo	Gold	ARight Royal Wedding on DStv	Studio Zoo for DStv
Best News & Current Affairs Promo	Silver	e-News Channel Internation Promo	e.tv
Best Documentary or Factual Entertainment Promo	Gold	Touching Base: Cyrus	MTV Base
Best Documentary or Factual Entertainment Promo	Silver	Touching Base: Adebayo	MTV Base
Best Entertainment Promo	Gold	M-Net Mike & Molly "Up Size Burger Box" Teaser	Clearwater for M-Net
Best Entertainment Promo	Silver	Nonhle Goes to Hollywood	Birthmark for Vuzu
Best Reality Promo	Gold	Man V Food	SPT
Best Reality Promo	Silver	M-Net Masterchef Australia "Knife's Edge" Teaser	Clearwater for M-Net
Best Lifestyle Promo	Gold	Feet	Chello Multicanal
Best Lifestyle Promo	Silver	AKitchen Cacophony on DStv	Studio Zoo for DStv
Best Children's Promo	Gold	Close Encounters of the Ferb Kind	The Walt Disney Company
Best Children's Promo	Silver	CBeebies Colours/Numbers	BBC Worldwide
Best Drama Promo	Gold	Murderous Mondays - M-Net Movies 1 HD	Monarchy
Best Drama Promo	Silver	M-Net (Africa) Jacob's Cross "Power"	Clearwater for M-Net
Best Drama Campaign	Gold	M-Net The Borgias	Clearwater for M-Net

Best Drama Campaign	Silver	M-Net (Africa) Jacob's Cross "Power" Campaign	Clearwater for M-Net
Screen Africa Best Movie Promo	Gold	M-Net Action - Horror Fest	Orijin
Screen Africa Best Movie Promo	Silver	M-Net Friends 2011 Feb Movies 45"	Clearwater for M-Net
Best Music/Arts Promo	Gold	National Arts Festival	Red Pepper
Best Music/Arts Promo	Silver	MVP	MTV Base
Best Sports Promo	Gold	ICC CWC	CSquared/SuperSport Int
Best Sports Promo	Silver	SABC_IRB_RWC2011	SABC2
Best Sports Campaign	Gold	RugbyWorld Cup	Thackwell & Whittaker
Best Sports Campaign	Silver	Standard Bank Pro	Admit One
Best Special Event Promo	Gold	RugbyWorld Cup Launch	Thackwell & Whittaker
Best Special Event Promo	Silver	Madiba Birthday Wish	Clearwater for M-Net
Best Humour in Promotion	Gold	Prudence (Mam'Gobozi)	Ogilvy Johannesburg
Best Humour in Promotion	Silver	Xhose Commentary	CSquared/SuperSport Int
The Mama Africa Award	Gold	Touching Base: Cyrus	MTV Base
The Mama Africa Award	Silver	Touching Base: Bolaji	MTV Base
Best Promo Not Using Promo Footage	Gold	RugbyWorld Cup Launch	Thackwell & Whittaker
Best Promo Not Using Promo Footage	Silver	M-Net Mike & Molly "Up Size Burger Box" Teaser	Clearwater for M-Net
Best Promo Only Using Promo Footage	Gold	Touching Base: Cyrus	MTV Base
Best Promo Only Using Promo Footage	Silver	M-Net HD "Order vs. Chaos" 60"	Clearwater for M-Net
Something For Nothing	Gold	I Am Tshwane TV	Tshwane Television
Something For Nothing	Silver	e.tv The Weatherman: November Channel Generic	e.tv
Best Music Composition	Gold	MK Channel Branding 2011	Orijin
Best Music Composition	Silver	OMusic Branding	Monarchy
DStv/M-Net Editing	Gold	The Wild - Title Sequence	Monarchy
DStv/M-Net Editing	Silver	M-Net Africa HD "Breathe"	Clearwater for M-Net
Sound Design Award	Gold	M-Net Weeds 6 "Little Green Men"	Clearwater for M-Net
Sound Design Award	Silver	Horror Genre Ident - M-Net Movies 1 HD	Monarchy
Best Copy/Scriptwriting	Gold	2011 Look Forward	Thackwell & Whittaker
Best Copy/Scriptwriting	Silver	US PGA Tour Launch	Thackwell & Whittaker
Best Directing	Gold	M-Net - The Wild	Monarchy
Best Directing	Silver	M-Net (Africa) Jacob's Cross "Power"	Clearwater for M-Net
Most Outstanding Promo of the Year	Gold	M-Net (Africa) Jacob's Cross "Power"	Clearwater for M-Net
Most Outstanding Promo of the Year	Silver	M-Net Festive Greetings	Orijin
Best Sponsor Integration Spot	Gold	Cell C	MTV Base
Best Sponsor Integration Spot	Silver	Volvo Inspiration	Clearwater for M-Net
SABC Best Integrated Marketing Campaign Award	Gold	SuperSport Rugby World Cup Campaign	SuperSport
SABC Best Integrated Marketing Campaign Award	Silver	M-Net (Africa) Jacob's Cross "Power" Campaign	Clearwater for M-Net
Best Public Service Announcement/Community Spot	Gold	DStv's 3RS	Studio Zoo for DStv
Best Public Service Announcement/Community Spot	Silver	M-Net Cares - Drive to Literacy	Orijin
Best Use Of Social Media - Category Cancelled			
Best Interactive Promotion	Gold	M-Net Series "Psst"	Clearwater for M-Net
Best Interactive Promotion	Silver	MVP	MTV Base
Most Outstanding Marketing Initiative	Gold	SuperSport Goalmouth	SuperSport
Most Outstanding Marketing Initiative	Silver	M-Net Action - Social Media Campaign	Orijin
Best On-air Branding Design	Gold	ODISEA	Chello Multicanal
Best On-air Branding Design	Silver	M-Net Movies 1 HD	Monarchy
Best On-air Ident Design	Gold	MM1HD - Musical Ident	Monarchy
Best On-air Ident Design	Silver	MM1HD - Horror Ident	Monarchy
Best Program Title Sequence Design	Gold	M-Net - The Wild	Monarchy
Best Program Title Sequence Design MK Awards 2011	Silver	MK Awards 2011	Magic Factory
Best Original Logo Design	Gold	2010 Channel O Music Awards	Clearwater for M-Net
Best Original Logo Design	Silver	DStv Online - OMusic	Monarchy

Best use of Typography	Gold	M-Net Festive Greetings	Orijin
Best use of Typography	Silver	MM1 HD - Inglorious Basterds	Monarchy
Best CG Animation	Gold	Firefly	Ogilvy Johannesburg, Black Ginger, Shy The Sun
Best CG Animation	Silver	Spot Periscope ODISEA	Chello Multicanal
Best Set Design	Gold	MK Awards 2011	Magic Factory
Best Set Design	Silver	Jam Alley Crew vs. Crew	Red Pepper
Best Visual FX and Compositing	Gold	M-Net Magic City	Orijin
Best Visual FX and Compositing	Silver	Rugby World Cup Launch	Thackwell & Whittaker
Best Design with Footage	Gold	M-Net Festive Greetings	Orijin
Best Design with Footage	Silver	M-Net Mike & Molly "Up Size Burger Box" Teaser	Clearwater for M-Net
Most Outstanding Design in Promotion	Gold	M-Net Cares - Drive to Literacy	Orijin
Most Outstanding Design in Promotion	Silver	M-Net Festive Greetings	Orijin
Design Rocket Award - Category Cancelled			
DStv/M-Net Promo Rocket Award	Gold	Ryan Lane	Clearwater for M-Net
DStv/M-Net Promo Rocket Award	No Silver winner		
Channel Brand of the Year	Gold	MK Channel Branding 2011	Orijin
Channel Brand of the Year	Silver	M-Net Movies 1 HD	Monarchy

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Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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