



**PROGRAM** : BACHELOR OF ARTS DEGREE  
*STRATEGIC COMMUNICATION*

**SUBJECT** : **APPLIED STRATEGIC  
COMMUNICATION 3A**

**CODE** : **ACC3AA3, AMC3AA3**

**DATE** : SPECIAL EXAMINATION 2018

**DURATION** : 3 HOURS

**WEIGHT** : 50:50

**TOTAL MARKS** : 100

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**EXAMINER** : MS R HATTINGH

**MODERATOR** : DR P MOODLEY

**NUMBER OF PAGES** : 5 PAGES

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**REQUIREMENTS** : TWO UJ ANSWER BOOKS

**INSTRUCTIONS TO CANDIDATES:**

PLEASE ANSWER ALL THE QUESTIONS.

PLEASE LEAVE LINES OPEN BETWEEN QUESTIONS AND UNDERLINE  
HEADINGS AND SUBHEADINGS.

YOU MAY ANSWER THE QUESTIONS IN ANY ORDER.

*(Signature)*  
RH

*(Signature)*  
P

**City Johannesburg and Johannesburg Water.**  
**Top 9 ways you can Save Water as a South African**



Water is our most precious commodity, and it is time our generation start making it a priority to prevent wasted, build a better future for South Africa. How can you help save water and still leave the same lifestyle?

**1. Watering the Garden**

Use a drip irrigation system instead of a hose or sprinkler to water your garden. If don't have access to one, then have your garden watered by hand with a misting setting on the hose end, this can reduce your water usage by half compared to sprinklers. Longer grass keeps more moisture and requires less water.

**2. Limit the use of your Dishwasher**

Dishwashers can waste so much water if you run it when it is not full. A way to prevent this is to wash your dishes by hand if you don't have a full load, or make sure the dish washer is full before use. A handy tip is to check the washer straight after use, this way any dishes with markings can be wiped rather than running the cycle again.

**3. Using the Sink**

When using the sink in the bathroom or kitchen, stop the flow of water while busy and then proceed to rinse off as required.

**4. Shaving**

If you shave in the shower, or sink remember the same applies here. Fill up a small amount of water for rinsing the shaver and only use following water when rinsing off.

**5. Miss use of the Toilet**

Every time you flush the toilet, you waste up to 35 litres of water. So why not just flush when necessary?

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R.H. and a stylized signature.

## 6. Car Wash

This may be hard for us city folks, but if you have a lawn, Wash your car on it! Use Biodegradable soap and a bucket of water. Only turn on the hose for the final rinse. Your car will be clean, your lawn will be fed, and by doing this you know you did a lot to help the environment.

## 7. Leaky Toilets & Piping

If you notice a leaky pipe, faucet, or toilet, get it fixed immediately. A leaky toilet, for example, can waste up to 700 Litres of water a DAY. Turn off your water supply until you fix the issue. Use one of our IOPSA approved plumbers or view our What to do on Leaks

**8. Bathtime!** Bathtime is no longer Funtime. It wastes an unnecessary amount of water. An average shower uses 1/5 the amount of water that is needed for a bath!

**9. Using the Toilet as a Garbage Can- Do Not Do This!** Throw out everything in a garbage can, even if it is tempting to just throw it in the toilet. Tissues, Hair, and Bugs are things that people generally throw away in the toilet, but they will be disposed if thrown away in the garbage can as well.

Source: <http://www.iopsa.org.za>

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You have been tasked as a strategic communication specialist to conceptualise and create a strategy for City Johannesburg and Johannesburg Water. This strategy needs to be engage residents of the Greater Johannesburg that use public parks to become water aware activists in their communities.

The stakeholder group that you need to engage is people that use public parks in the Greater Johannesburg

Conceptualise a strategy and create a mini-communication campaign using at least **THREE (3)** of the following trends that Dave Nemeth mentioned in #BizTrends2018: *The ever-changing consumer.*

- Consumers no longer have patience waiting
- Humanise approach and interactions
- Integrate customer experience
- Treat consumers like individuals
- Educate your staff
- Expect the unexpected

Q. M. J.  
R/H P

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**ANSWER ALL THE QUESTIONS IN RESPECT OF THE CASE STUDY****QUESTION 1**

Conceptualise and discuss an engagement strategy in order to convince people who use the public parks in the Greater Johannesburg region to become water aware activists in their communities

- 1.1 Write a succinct strategic platform that informs your strategy. Please underline the sub-headings. (15)
- 1.2 Name the strategy. (5)
- 1.3 Write a positioning statement for City Johannesburg and Johannesburg Water's "SAVE WATER" campaign. (5)
- 1.4 Discuss the phases of the strategy. (15)

**QUESTION 2**

Create a fund-raising communication campaign for your strategy that drives engagement. You are welcome to use any of the official South African language as copy in your communication-campaign. If you use language other than English, please translate the copy and explain its relevance and meaning.

- 2.1 Conceptualise and discuss the creative concept that you are using. (5)
- 2.2 Use the name of the strategy in a slogan for your mini-campaign that encapsulates the concept and that will be used as a hashtag. (5)

**QUESTION 3**

Using the concept that you discussed above, scamp up, write and discuss TWO (2) communications aimed at your audience that use social media platforms. Write, scamp up and discuss the content of both "interactions". Name the platforms and write all the copy. If you include visual content, scamp the images and describe them. Remember your stakeholder group use the public parks in City Johannesburg. (15)

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**QUESTION 4**

Using the same concept, create and scamp up a poster. State the specific placement. Please write all the copy of the ad (headline, sub-headline, body-copy, call to action). Make sure that the branding and contact details are clearly visible. Remember your stakeholder group are residents of the Greater Johannesburg region that use public parks.

You only need to scamp a simple drawing. You are welcome to explain in words what the visual needs to look like if you choose to use a visual. (15)

**QUESTION 5**

Conceptualise a brand activation / alternative communication / ambient communication that will engage residents of Johannesburg that visit public parks to save water. Please note that these types of communications denote communication **other** than traditional media: ie. NOT radio / TV / print / billboard / poster/ event / flyer or social media. (15)

**QUESTION 6**

Write a rationale to explain the concept and executions that you have created for your mini campaign. Discuss the strategic and creative choices that you have made. (5)

**TOTAL: 100**

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