



PROGRAM : BACHELOR OF ARTS DEGREE
STRATEGIC COMMUNICATION

SUBJECT : **APPLIED STRATEGIC
COMMUNICATION 3A**

CODE : **ACC3AA3, AMC3AA3**

DATE : WINTER EXAMINATION, MAY 2018

DURATION : 3 HOURS

WEIGHT : 50:50

TOTAL MARKS : 100

EXAMINER : MS R HATTINGH

MODERATOR : DR P MOODLEY

NUMBER OF PAGES : 5 PAGES

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.

Case study: Gauteng Opera

Established in 1999 as Black Tie Ensemble, Gauteng Opera is an all-round performing arts and entertainment company, specialising in opera productions, concerts and events that are driven by excellence in vocal performance and theatre.

The company prides itself on being one of the foremost nurturers of experts and proponents for quality vocal performance and theatre practitioners. This is achieved through work opportunities for trained singers and training young South Africans with singing talent. Gauteng Opera also introduces young people who are interested in theatre to the discipline by employing them as interns to develop their skills in theatre management.

Through the years, Gauteng Opera has benefited financially from the NAC by receiving company funding, which has kept administration sustainable. Gauteng Opera also receives project funding that benefits South African singers, choristers, orchestra musicians, conductors, directors and designers, thereby securing a sustainable artistic workforce and contributing to the development of the arts in South Africa as a whole.

Gauteng Opera has in the years developed and trained over 150 singers, technical experts and arts administrators. It has managed to offer opera of the highest standard while investing in young talent.

This in a country, which is home to world-renowned soprano Pretty Yende and bass-baritone Musa Ngqungwana. In an interview with Pretty Yende she speaks about music in the following way.

"The music is a tool. But more than that, there is the human part of it that wants to explore the impossible, and that inspired me more than actually being an opera singer."

It is truly unfortunate that this good story of Gauteng Opera seems to have drawn to an end. With funds having dried up, Gauteng Opera hosted its final concert on Sunday the 18th of March 2018: Sacred Songs at the Tin Town Theatre. The concert consisted of well-known sacred music to celebrate Easter, including Ave Maria, Panis Angelicus, Pie Jesu, Every Time I feel the Spirit and Goin' Home. These songs were performed by Khayakazi Madlala (soprano), Yolanda Nyembezi (mezzo-soprano), Phenye Modiane (tenor), Kagiso Boroko (tenor), Lindo Maso (tenor), Kanyiso Kula (tenor), Chuma Sijeqa (baritone) and Solly Motaung (baritone).

In March 2018, Classic FM 1027 Launched a Campaign to save Gauteng Opera by donating the first R50 000,00 and has been challenging corporates to match or better this. The CEO of Classic 1027, Lyndon Johnstone, said it will be a travesty and a sad day for Opera and Music if this institution has to close its doors.

#SAVEGAUTENGOPERA



The strategy followed by Classic FM 1027 heavily relied on a radio campaign to involve corporate sponsors and music lovers. Funds could be donated to: Myers Attorney Trust Account, RMB, Account Number: 62209178054, Reference: Gauteng Opera.

Source: <http://www.gautengopera.org>

You have been tasked as a strategic communication specialist to conceptualise and create a funding and engagement strategy for FRIENDS OF THE GAUTENG OPERA to allow the Gauteng Opera to open its doors again in 2019. This strategy needs to be different from #SAVEGAUTENGOPERA of Classic FM 1027 as discussed in the case study.

The stakeholder group that you need to engage is music lovers that attend the Standard Bank Joy of Jazz festival. The festival is celebrating its 20th year. This is remarkable especially seeing that the first Joy of Jazz festival in the State theatre Pretoria attracted 200 people and 25 thousand people attended the 2017 festival held in the Sandton Convention centre. Jazz lovers that attend are from all walks of life, different age groups and truly representative of the diversity of South Africa. However, they mostly reside in Gauteng.

Conceptualise a strategy and create a mini-communication campaign to allow the Gauteng Opera to keep its door open by 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

ANSWER ALL THE QUESTIONS IN RESPECT OF THE CASE STUDY

QUESTION 1

Conceptualise and discuss a fund-raising strategy that drives engagement in order to allow the Gauteng Opera to reopen its doors in 2019, by targeting the Standard Bank Joy of Jazz visitors.

- 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 the Gauteng Opera (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) pieces of 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. (15)

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 visitors to the Standard bank Joy of Jazz festival.

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 visitors to the Standard Bank Joy of Jazz festival to support the FRIENDS OF THE GAUTENG OPERA.

Please note that these type 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