



<u>PROGRAM</u>	: BA STRATEGIC COMMUNICATION <i>APPLIED STRATEGIC COMMUNICATION</i>
<u>SUBJECT</u>	: APPLIED STRATEGIC COMMUNICATION 2B
<u>CODE</u>	: ACC2BB2 and AMC2BB2
<u>DATE</u>	: SSA EXAMINATION NOVEMBER 2018 / JANUARY 2019
<u>DURATION</u>	: 2 HOURS
<u>WEIGHT</u>	: 50: 50
<u>TOTAL MARKS</u>	: 100
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<u>EXAMINER</u>	: R HATTINGH
<u>MODERATOR</u>	: C MEINTJES
<u>NUMBER OF PAGES</u>	: 4 PAGES

INSTRUCTIONS : TWO BOOKLETS PER STUDENT

INSTRUCTIONS TO CANDIDATES:

ANSWER ALL THE QUESTIONS.
YOU MAY ANSWER THE QUESTIONS IN ANY ORDER.
INDICATE THE CORRECT QUESTION NUMBER CLEARLY
QUESTION 1 AND QUESTION 2 ARE RELATED

READ THE ARTICLE AND ANSWER ALL THE QUESTIONS THAT FOLLOW.

#StopSucking: SA restaurants say 'No to straws!'

2018-01-11 14:30 - Kavitha Pillay

Cape Town - As research continues to reveal the extent to which plastic is destroying the world, with specific harmful impact on ocean life, steps could not be taken any sooner to decrease the amount of plastic polluting the environment.

In an effort to save the ocean from plastic pollution, some restaurants in SA are no longer giving customers straws with drinks and plastic bags with take-aways.

South African seafood franchise, Ocean Basket has taken a major step in conservation by banning the use of straws and plastic bags at its restaurants. It will also work with NPOs, aquariums, science centres and other restaurants to promote its plastic straw-free initiative.

The restaurant chain says "The ocean sustains us with the basic elements of life; it produces half the oxygen we breathe, helps to provide the water we drink and delivers us the very core of our business success – seafood."

According to [GoodThingsGuy.com](#), Ocean Basket is "in the process of building a movement within their stores to inspire all of us to prevent plastic pollution, reduce waste, improve recycling and live cleaner, healthier lives."

The roll-out of projects begins with banning the use of plastic straws and bags. The franchise also only uses seafood that has been harvested in a responsible, ethical manner, and through various activities such as education, outreach and awareness, will become ambassadors of the oceans and rivers.

According to [Greenpeace Africa](#), "Up to 12 million metric tonnes of plastic enter our seas worldwide every year. The sea is choking." The organisation took to Twitter to applaud the decision made by the restaurant chain.

The franchise is joined by other restaurants in Cape Town, such as [Truth Coffee Roasting](#) which also does not give customers straws, and [Bacon on Bree](#) which only provides straws upon special request. These eateries are all contributing to lowering the use of plastic and its detrimental effects on the environment.

The move towards a plastic-free society is gaining momentum as conservation groups, businesses and individuals work together to drive home the message of plastic harm on nature.

The Mother City's V&A Waterfront is strongly cementing its eco-conscious movement by implementing a number of initiatives that make it stand out as a [responsible tourism venue](#). It recently implemented a 'plastic gobbling marine drone' known as a [WasteShark](#), which will trawl the ocean surface picking up as much as 500kgs of ocean trash at a time.

It's CEO, David Green, also announced that the company is [set to ban plastic bags and bottles](#) from the precinct.

Taking the plight for a plastic-free society beyond SA's borders, two Frenchmen are currently [cycling 20 000kms in order to find ways to recycle](#) this hazardous material. Cousins

Quentin Witvoet and Matthieu Witvoet are aiming to find and identify inspiring solutions to the plastic plague of the 21st century.

Meanwhile, Kenya also made strides in decreasing its plastic use by banning plastic bags at supermarkets and shopping outlets. The country - which earlier this year built the first boat made entirely of recycled ocean plastic to sail along the coasts of Kenya, Tanzania and Mozambique before arriving in South Africa - will impose fines on those people who violate the ban.

QUESTION 1:

Your task, as an internal communication practitioner, working at the University of Johannesburg, is to create a communication strategy and communication campaign promoting the abolishment of plastic bags, plastic straws and eating utensils at the University of Johannesburg by 2019.

- 1.1. Consider the different stakeholders at the University of Johannesburg. Segment three (3) possible groups and discuss your segmentation methodology. (10)
- 1.2. Keep in mind the Appreciative Inquiry processes (Discover, Dream, Design and Destiny) that we applied this semester, and develop and discuss the research objective and methodology that you would use in order to collect findings regarding opinions and perceptions of students, staff and service providers at the University of Johannesburg. (10)
- 1.3. Let's assume the results of your study are the following:
 - 65% of students, staff and service providers at the Student Centres are not aware of the negative effects of single use plastic.
 - 85% of students, staff and service providers, after understanding the negatives of single use plastic, are eager to support this initiative.
 - Biodegradable packaging and eating utensils are not more expensive than plastic.

Develop a communication strategy aimed at students and staff to support this initiative.

1.3.1 Key observation

1.3.2 Communication objective (SMART objective please).

1.3.3 Target audience description and insight.

1.3.4 Key message to audience.

1.3.5 Promise

1.3.6 Support

1.3.7 Competitor insight

1.3.8 Tone of voice (20)

QUESTION 2

NOTE: THE COMMUNICATIONS YOU ARE CREATING IN QUESTION 2 ARE THE ACTUAL APPLICATION OF THE STRATEGY YOU CREATED IN QUESTION 1. Make sure they align with your strategy.

2.1 Discuss the big idea of your strategy. Name your strategy. (5)

2.2 Write a slogan for your communication campaign that encapsulates the creative concept and that represents the strategy. This slogan would need to be used in all your communications. Make sure it also works as a hashtag. (5)

2.3 Create and scamp any form of online / digital communication. (15)

- Name the platform.
- Write the copy and make certain that the following elements are in your communication:
Call to action, slogan, and brand.
- Discuss any other content that will be added
i.e. photograph / gif / 45 second video.

2.4 Create and scamp any form of traditional communication. (15)

- Name the platform.
- Write the copy and make certain that the following elements are in your communication:
Call to action, slogan, and brand.

2.5 Create and scamp any form “alternative / ambient / guerilla” communication. (15)

Please note: this is not an event.

- Discuss the communication describing the steps.
- Write the copy and make certain that the following elements are in your communication:
Call to action, slogan, and brand.

2.6. Write a rationale for your internal communication campaign. (5)

TOTAL 100