



<b><u>FACULTY</u></b>	: Humanities
<b><u>DEPARTMENT</u></b>	: Strategic Communication
<b><u>CAMPUS</u></b>	: APK
<b><u>MODULE</u></b>	: ACC2BB2 and AMC2BB2 : Applied Corporate and Marketing Communication 2B
<b><u>SEMESTER</u></b>	: Second
<b><u>EXAM</u></b>	: <b>SSA 9 January 2020</b>

<b><u>DATE</u></b>	: January 2020	<b><u>SESSION</u></b>	: 08:00-10:00
<b><u>ASSESSOR(S)</u></b>	: MRS R Hattingh		
<b><u>MODERATOR</u></b>	: DR C Meintjes		
<b><u>DURATION</u></b>	: 2 HOURS	<b><u>MARKS</u></b>	: 100

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NUMBER OF PAGES: 5 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS.
  2. Number your answers clearly.
  3. Question 1 and Question 2 are related.
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READ THE ARTICLE AND ANSWER **ALL THE QUESTIONS** THAT FOLLOW.



BECOME A DONOR  
0800 119 031

<https://sanbs.org.za>

### Blood is life

From the day that human life is conceived, blood fulfils a life giving and nurturing role. Blood is the fluid of growth, transporting nourishment from digestion and hormones from glands throughout the body. Blood is the fluid of health, transporting disease fighting substances to the tissue and body waste to the kidneys. <https://sanbs.org.za/>

Because it contains living cells, blood is alive. Unlike medications that are manufactured, blood cannot be manufactured. Healthy donors are the only source of blood for those who need it. If it was not for blood donors, life-saving medical treatment for children with life threatening anaemia, trauma victims, women with pregnancy related complications, organ transplants, bone marrow transplants, complicated surgical procedures and cancer treatments would not be possible.

### Your blood saves lives

Less than 1% of South Africans are active blood donors. At present, only one in every approximate 140 people are blood donors in South Africa. This means the nation is almost always close to running out of blood stocks, placing thousands of lives at risk every single day. A unit of blood only lasts 42 days after donation and, for this reason, it is important for blood donors to donate regularly. Donors can give blood as often as every eight weeks. Every unit of blood can save a minimum of three lives as blood is separated into red blood cells, plasma and platelets. SANBS aims to collect 3000 units of blood per day to ensure a safe and sufficient blood supply in the health care system. This is the journey of 1 unit of donated blood. There are many SANBS blood donation centres open to the public. To find the location nearest to you, click on our [map](#). Or you may consider motivating your employer to host a [blood drive](#) at your offices for the convenience of all staff members.

### Donation process

Donating safe blood means you are committed to participating in a vital community service to improve the quality of life, for patients in need of blood transfusions. The South African National Blood Service (SANBS) has various measures in place to protect the health and wellbeing of blood donors and patients. These measures ensure that our blood supply is among the safest in the world.

You will be required to **complete a Donor Questionnaire**. The questions are aimed at assessing your health and lifestyle to eliminate any effects that could pose a risk to your health and the health of a recipient.

This is followed by a **one-on-one interview** with the nurse who goes through the questions to ensure that the questions are understood and that the donor understands the importance of being honest on the questionnaire.

Your **blood pressure and haemoglobin (iron) levels** are checked. (The checking of your iron level is done with a small prick to your finger.)

**If you meet this criteria you may continue, if not you will be deferred**

**When you are comfortable on the chair**

We will need to confirm your name, address and date of birth

We examine your arm and place a cuff on your arm to maintain a small amount of pressure during donation (this does not measure blood pressure).

We then examine your arm to find a suitable vein and clean it with an antiseptic sponge.

We will insert a needle in your arm which will collect your blood into a blood bag with your unique number.

We only use new, sterile needles which are used once and incinerated thereafter.

A scale weighs the blood and stops when you have donated 480ml. This usually takes between 5-10 minutes.

In addition to the blood bag donated, 3 small vials of blood will also be collected. This is what goes through for testing with the unique number that refers back to the blood donated.

You should not feel any discomfort or pain. If you do, tell a member of staff. The needle will be removed and a sterile dressing applied to your arm. The blood donation process takes about 30 minutes from start to finish. **You are requested to lay down for a few minutes once you have donated.**

Remember these tips...

Increase your fluid intake for four to six hours after donation.

Avoid strenuous physical exercise or heavy lifting with the arm used for donating for two hours.

Do not smoke for at least half an hour after donation.

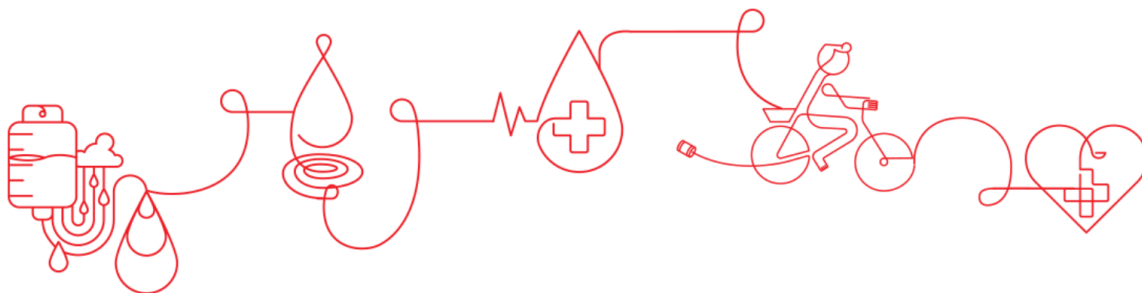
**If you feel unwell after making a donation or think you may be coming down with an infection, please contact your donor centre, call our toll free number 0800 119 031 or send an email to [customerservice@sanbs.org.za](mailto:customerservice@sanbs.org.za)**

#### ***How often should I donate?***

You can donate blood every 56 days and we would like donors to commit to regular blood donation. This means at least four donations during a two-year period. This will assist in ensuring a safe and sufficient blood supply.

#### **Remember – don't wait, please DONATE!**

The universal access to safe blood is the lifeline for the healthcare system of any nation. We can all be proud of the dedicated and selfless South Africans who regularly donate their blood to save the lives of thousands of other people every year.



**QUESTION 1**

YOUR TASK, AS AN INTERNAL COMMUNICATION PRACTITIONER, WORKING AT THE UNIVERSITY OF JOHANNESBURG, IS TO CREATE A COMMUNICATION STRATEGY AND COMMUNICATION CAMPAIGN FOR A BLOOD DRIVE IN ORDER TO SUPPORT SANBS.

- 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 the lack of engagement of students and staff with SANBS.

(10)

- 1.3. Let's assume the results of your study are the following:

- 70% of Students and Staff are not aware of the existence of SANBS and blood donation.
- Students and staff that have previously donated blood are committed to do so three times a year.

Develop a communication strategy aimed at students and staff to improve engagement with SANBS. Write a strategic platform.

1.3.1 Key observation

1.3.2 Essence of the brand

1.3.3 Communication objective (SMART objective please).

1.3.4 Target audience description and insight.

1.3.5 Key message to audience.

1.3.6 Promise

1.3.7 Support

1.3.8 Competitor insight

1.3.9 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.

- 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. (15)

2.4 Create and scamp any form of traditional communication.

- Name the platform.
- Write the copy and make certain that the following elements are in your communication:
- Call to action, slogan, and brand. (15)

2.5 Create and scamp any form "alternative / ambient / guerilla" communication.

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. (15)

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

**Total: 100**

