OVERVIEW

Sanlam challenged us to conceptualise a National Savings Month campaign to take on one of the biggest causes of debt and poor savings - conspicuous spending, a phenomenon fuelled by ostentatious celebrities.

We persuaded actress Pearl Thusi and multi-platinum rapper Cassper Nyovest – two celebrities known for energetic spending – to twist the lifestyles portrayed on their social feeds from conspicuous spending to #ConspicuousSaving. Their fans were shocked by, but approving of, their frugal, penny-pinching behaviour.

Our approach led to measurable results, once again positioning Sanlam as the leading voice on saving during National Savings Month.

“Another successful Savings Month! It encouraged South Africans to re-examine their money behaviour, addressing the issue from a fresh perspective. We were blown away by the response.” - Sonja Sanders, Head of Marketing at Sanlam.
CHALLENGES AND OPPORTUNITIES

- SA financial services companies compete to stand out during National Savings Month.
- Financial planning messages have lost impact – a novel approach would allow Sanlam to generate real-impact nationwide interest.
- The environment was critical: 2016 was tough economically, making life for South Africans hard. We couldn’t launch a campaign asking people to save when they could barely keep financially afloat. Sanlam flipped the conversation to encourage people to spend less. Not save more.
• We found the biggest opportunity lay in launching a conspicuous saving counter-remedy to conspicuous spending.

RESEARCH

• Telephonic interview with Sarah Stanley Fallaw, US-based PH.D in applied psychology, founder and president of DataPoints, to discuss her white paper: Financial Behaviours and Wealth Potential. This revealed building wealth is linked to ignoring others’ activity – difficult considering social media’s omnipresence.
• Telephonic interview with Annamaria Lusardi, US-based founder, academic director of the Global Financial Literacy Excellence Centre, chair of OECD-International Network, on Financial Education’s research committee, and NYT contributor. Her expertise in financial education informed our strategy, showing shifting savings narratives change behaviours. Lusardi came on-board as our third-party expert.
• Interviews with SA celebrities known for conspicuous spending: Bonang Matheba, AKA, Cassper Nyovest and Pearl Thusi. These confirmed that celebrities feel a responsibility to share the less glamorous side of their lives, but aren’t sure how to do so. Nyovest and Thusi joined the campaign. These sessions ensured absolute authenticity.
• Desktop research showed the media focus on celebrity lifestyles. This informed media targets and online channel selection.

PLANNING OF STRATEGY

Communication Objectives:
• Create national awareness around conspicuous spending and launch the counter-remedy of conspicuous savings.
• Provide relatable content to educate South Africans on the impact of conspicuous spending, and drive engagement and participation.
• Generate public interest around the concept of conspicuous spending (pre) and conspicuous saving (post) to drive high levels of engagement and encourage participation across online campaign channels.
• Position Sanlam as the leading voice on saving during National Savings Month – enhancing the brand’s credibility and commitment to South Africans.

Key messages:
1. South Africans are high consumers – it’s easier to incur debt than save.
2. We model the perceived lifestyles of those in our social feeds.
3. The confusing savings market means reduced awareness about saving fostering economic development.
4. Sanlam aims to refocus attention onto the bragging rights of #ConspicuousSaving.
5. As Wealthsmiths™, Sanlam encourages South Africans to re-examine our relationship with money so that spending today doesn’t impact our ability to live well tomorrow.

6. Sanlam wishes to instill pride in managing wealth well – it’s not how much money you make but what you do with it.

**Target audiences:**
**Primary:** SA urban youth aged 18-35.
**Secondary:** Social, media-savvy South Africans.
**Actions required:** For audiences to change spending behaviour to live within their means.

**Media channels:**
1. **Earned:** Editorial content pitched to consumer, celebrity, news, lifestyle, trade, business, marketing and community media and their online offerings; consumer and celebrity bloggers.
2. **Paid:** Native media partnerships with Cosmopolitan, GQ, Destiny Connect, Destiny Man and Personal Finance.
3. **Owned:** Sanlam brand and campaign channels (website, YouTube, Facebook, Twitter, Instagram).
4. **Shared:** Nyovest and Thusi’s Twitter and Facebook feeds.

**Tools:**
- Curated celebrity social feeds.
- Music video.
- Documentary.
- Live event.

**EXECUTION OF THE STRATEGY**

We needed to demonstrate how obsessive followership of celebrities’ lifestyles can impact behaviour – without saying it in so many words. Well, at least not at first.

We followed a seed and reveal strategy where our celebrities did the seeding and Sanlam followed to land the reveal mid-July.

**Phase one: Seed (1 – 21 July 2016)**

**Suddenly frugal celebrity social feeds**

From 1 July, Nyovest and Thusi’s feeds switched from images of their usual champagne and Bentleys, to the opposite. They posted orchestrated acts of conspicuous saving. Buying at thrift stores, having street-side haircuts, DIY manicures are examples.

The response was immediate as millions of followers speculated: *Are they broke? What's going on?*
Speculation heightened by entertainment and news media

We hyped speculation by “leaking” images of Nyovest getting a street barber haircut and Thusi thrift shopping.

It grabbed headlines instantly as journalists and bloggers joined the conversation. What’s up with Cassper Nyovest and Pearl Thusi’s new lifestyle? Frugal Cassper rents his house out online for R2K a night.

The earned exposure was contrasted with native articles placed across Cosmo, GQ and Destiny’s online platforms, showcasing the hard work of the ‘real people’ behind the glamour.
Phase two: Reveal (22 – 31 July 2016)

Thusi appeared on the cover of Cosmo in a hessian sack

Showcasing the down-to-earth single-mother to debunk celebrity lifestyle myths.
Nyovest wrote a hit track about the pitfalls of living beyond your means

A “big-budget” music video was produced for “Mr Madumane (Big $pendah)” but recycled materials replaced the usual bling.

Sanlam hosted a reveal event – disguised as Nyovest’s music video launch party

The launch had over 100 media, social influencers and super-fans. Thousands more joined through Facebook Live and the positive reactions and comments streamed in.
We made a documentary chronicling the celebrities’ Sanlam journey

It was screened at the event and released on the campaign page for the rest of South Africa to join the conversation.

Earned and paid media interviews and features

Media interviews with Sanlam, third-party experts, and celebrity partners drove home the saving message.

This was amplified through native content across Personal Finance, Cosmo, GQ and Destiny.
Managing your money responsibly ‘should have its own bragging rights’

Communication objectives

Launch Sanlam’s conspicuous-saving remedy through on-target content and media channels.

Key results

- 82m earned-impressions across traditional and social media (73% over-target) in four-weeks, valued at R11.3m AVE.
- 625k music video views (25% over-target).
- 92% of earned (traditional) media exposure in top-tier-channels (15% over-target).

Educate South Africans through relatable insights.

Key results

- 82% of earned (traditional) media exposure included campaign key messages (9% over target).
- 641k documentary views (28% over target).
- 103 top-tier traditional media, social media influencers and super-fans attended the reveal event, and 19k
Generate public interest to drive high levels of engagement.

- 176k click-throughs to the campaign page (181% over target), with visitors spending 6-minute (average) on-site sessions.
- 1.2m social media engagements with online campaign content.

Position Sanlam as the leading voice on the topic of saving.

- 93% of earned (traditional) media exposure referenced Sanlam.
- 40% of earned (traditional) media exposure quoted Sanlam experts.
- 93% of the earned exposure and conversation across traditional and social media was positive or neutral.
- Sanlam owned the majority share-of-voice across news and social media, driving 3x more conversation than the nearest competitor.

CONCLUSION

The approach ignited a national conversation around living within your means. The response was immediate and the Sanlam conspicuous saving message got people reflecting on and changing their spending behaviour.