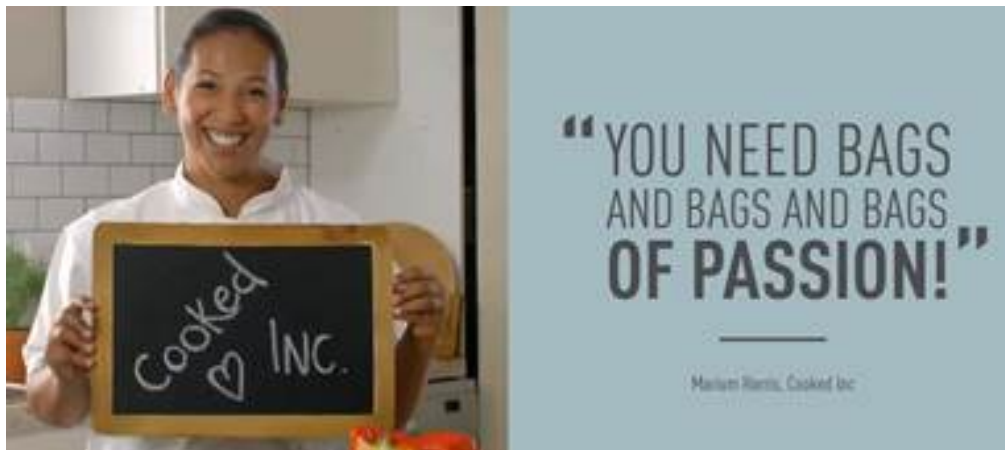


**PRISA PRISM AWARDS
ENTRY SUMMARY**

CATEGORY: BUSINESS-TO-BUSINESS
CONSULTANCY: ATMOSPHERE COMMUNICATIONS AND THE KING JAMES GROUP
CLIENT: SANTAM
PROJECT: 1001 DAYS
CONTACT: LAUREN VOLMINK
LAUREN@ATMOSPHERE.CO.ZA

OVERVIEW

“Through insightful research and real-life case studies, this platform helped equip entrepreneurs nationwide on their journey to success in a real-impact way. We were very pleased with the results.” - Donald Kau, Santam Head of Corporate Affairs



Leading short-term insurer, Santam briefed us to create a platform addressing the challenges causing 90% of small-to-medium (SME) businesses to fail before reaching their 1001 day milestone.

Our research with entrepreneurs uncovered common challenges SMEs face, and we used the findings and insights to inform our six-month solution-oriented campaign. We hosted a monthly web-series on a dedicated microsite, amplifying content through influencer engagement and media relations.



CHALLENGES AND OPPORTUNITIES

- The government agenda emphasized entrepreneurship as key for economic growth, creating opportunity for our relevant campaign release.
- With entrepreneurship a popular topic, we needed our message to cut through the noise.
- We tapped into almost 100 years of Santam's claims data from commercial clients to extend their expertise with authority, and give their voice legitimacy and authenticity.

- We brought highly-respected local business influencers on-board, to go beyond data and provide practical guidance.



RESEARCH AND KEY INSIGHTS

Desktop research:

To identify 'make or break' factors causing local and global SMEs to fail, we reviewed news articles, papers and recorded talks.

Review of existing research:

We achieved in-depth understanding of the start-up landscape through extensive local and international research, including the Global Entrepreneur Monitor; The SME Survey by Arthur Goldstuck, head of World Wide Worx; and an SME survey conducted by Santam's head of market intelligence, Graham Easton.

Our research highlighted:

1. The common challenges determining whether a start-up would fail or succeed.
2. Entrepreneurs who survived their first 1000 days in business were more likely to succeed and thrive over the long-term.

There was a lack of research linking these two insights, so we commissioned independent research focusing on SMEs that were within or had just passed the first 1000 days. Our campaign was based on this research.

PLANNING OF STRATEGY

Communication Objectives:

- Create targeted, national awareness around the 1001 Days initiative during the six-month campaign period and cement the milestone in the lifecycle of a business.
- Equip South African entrepreneurs with the knowledge to navigate their first 1000 days in business.
- Position Santam as the short-term insurer that understands and supports SA entrepreneurs.

Key messages:

- Santam has launched the 1001 days initiative
- Santam is dedicated to helping South African entrepreneurs reach the 1001-days-in-business milestone
- Entrepreneurship forms part of Santam's DNA

Target audience:

- Primary: SA entrepreneurs in their first 1000 days in business.
- Secondary: All SA business owners and shareholders, and individuals considering starting their own business.

Media channels:

1. **Earned:** Editorial content pitched to news, entrepreneur, business, trade and community media.
2. **Paid:** Media partnerships with Metro FM and Between 10 and 5; social media advertising on Santam's owned channels.
3. **Owned:** 1001 Days microsite, Santam website, social media channels and blog.
4. **Shared:** Partnership with 6 influencers with high social media followership among entrepreneurs to host periscope sessions and

Twitter conversations about the 1001 Days campaign on their platform(s).

Tools:

- Dedicated, interactive 1001 Days microsite.
- Six curated mini-reports, one for each monthly theme.
- Storify, a tool consolidating social media timelines, was used to aggregate influencer content.

EXECUTION OF THE STRATEGY

Step 1: Conducted independent research

We briefed imagineNATION Alliance to conduct a nationwide survey with business owners, who were either in or had recently completed their first 1000 operational days. Their common challenges informed our approach and content agenda. The insights were grouped into six key themes, translated into the campaign's six monthly chapters.

Step 2: Identified two entrepreneurs on their journey to 1001 days

To humanise the campaign, we found two very different businesses that were on their own journeys to hit 1001 Days. Nelisiwe Masango (www.bearruninvestments.co.za) and Mariam Harris (www.cookedinc.co.za) shared their highs, lows and learning curves month-by-month in a series of video diaries and articles.

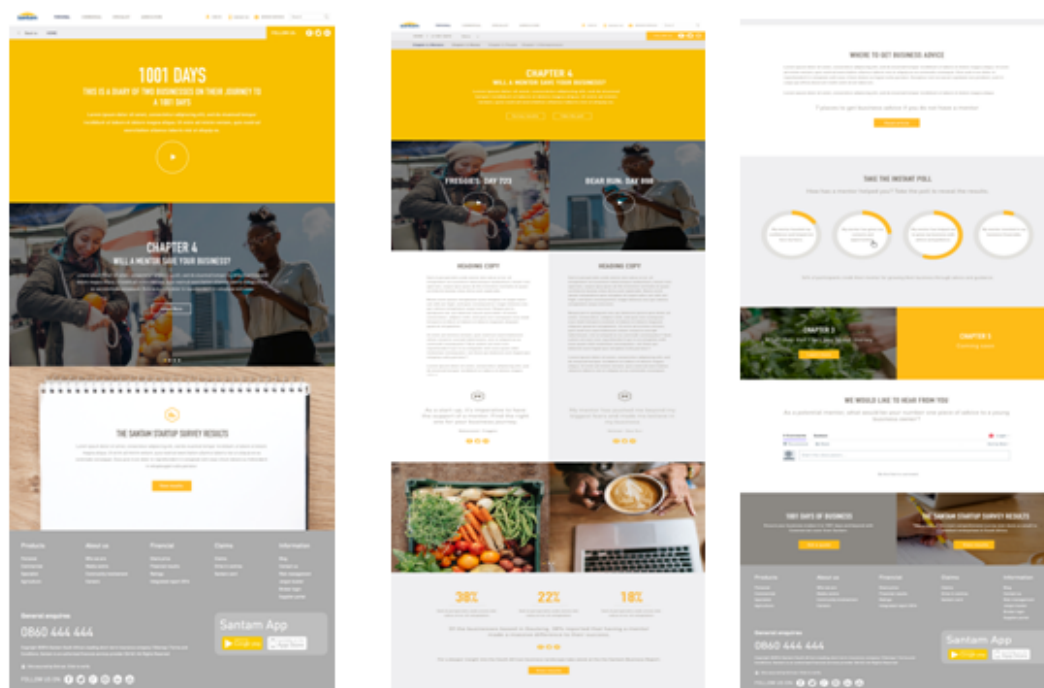


Step 3: Built a microsite

A dedicated, interactive microsite was developed as the campaign's online hub (www.santam.co.za/1001-days). Every month for six months, a new chapter was released, which included vlogs capturing the experiences of our two entrepreneurs; a mini-report of research findings; and practical advice from an expert panel. To drive real-time engagement, our audience of entrepreneurs were asked to share their opinions on the site. Content was shared on the Santam blog and social media channels.

The six chapters unpacked through the campaign were:

1. Can anyone really be an entrepreneur?
2. Financial planning
3. What they don't tell you about planning?
4. Will a mentor save your business?
5. How do you handle it when things start to go so wrong?
6. Can you make it to 1001 days and still have a life?



Step 4: Implemented a targeted, six month media relations campaign

We leveraged the research and campaign content into a strategic, media relations programme, targeting channels relevant to our audience of entrepreneurs. Each month, a mini-report was released, and Santam spokespeople were interviewed on the research findings, offering practical guidance based on their experience as leading business insurers. To add further credibility and depth of insight, we brought on-board third party experts, such as Luvuyo Rani (business mentor and owner of award winning [Silulo Technologies](#)), Timothy Maurice (personal branding specialist and [author](#)), and Kate Emmerson ([Behavioural specialist](#)).

We supported the earned media plan with weekly paid-for interviews on Metro FM and monthly features on Between 10 and 5.



Kate Emmerson is the director of QUICK SHIFT DEVA Pty Ltd and has been coaching, mentoring and facilitating mastermind groups for entrepreneurs for 13 years. She is an advocate of playing to your strengths and ditching all limiting beliefs in order to leverage your personality, talent, passion and intention to follow your heart and turn dreams into reality. She is the best-selling author of 2 books, an international keynote speaker and appears as an expert in "the Secrets of the Keys" sharing her motto of LIVE LIGHT, LIVE LARGE. www.kate-emmerson.com



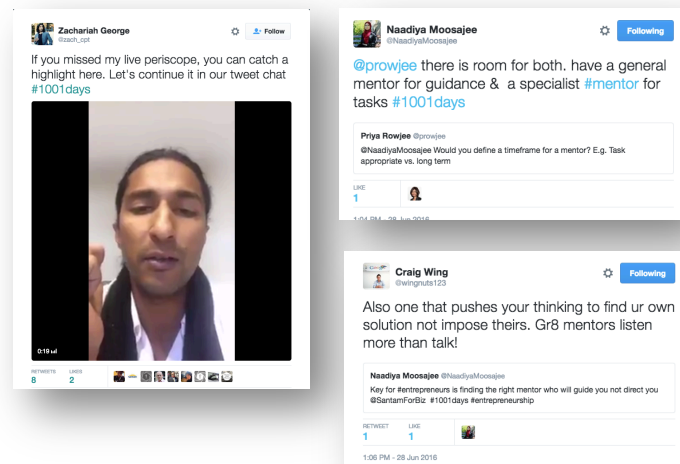
Luvuyo Rani is managing director of Silulo Ulutho Technologies, an IT business which provides computer training skills, computer and mobile phone sales and repairs, website development, and printing. The business started as an Internet cafe in Khayelitsha, a township on the outskirts of Cape Town, has grown to include 36 stores in the Western and Eastern Cape. www.silulo.com



Lebo Gunguluza is the group chairman and founder of the Gem Group. Gunguluza used his experience in media and advertising to launch his first company in publishing and corporate events. Within 18 months, it was generating over R2-million. Gunguluza formed another company GIDE, a youth development and career guidance company in with his brother. A year later the turnover had doubled, the Gem Group, was established to oversee the new divisions and growing group of companies. www.gemgroup.co.za

Step 5: Further amplified the content through on-target influencers

To extend our reach, we partnered with 6 influencers with significant social media networks, who were relevant to each content chapter. They hosted on-message online, multi-media conversations on their Twitter profiles during particular months, which were then aggregated on our Storify feed.



EVALUATION

COMMUNICATION OBJECTIVES	KEY RESULTS
Create targeted, national awareness around the 1001 Days initiative during the six month campaign period and cement the milestone in the lifecycle of a business	<ul style="list-style-type: none">• 9.5m earned impressions across traditional and social media• 132.2m paid impressions across traditional and social media• 100% of traditional media exposure appeared in top tier channels• 100% of traditional media exposure and social media conversation referenced the 1001 Day milestone
Equip SA entrepreneurs with expert insight and practical advice to help	<ul style="list-style-type: none">• 100% key message penetration across traditional media exposure

them successfully navigate their first 1000 days in operation	<ul style="list-style-type: none"> • 100% media interviews with campaign spokespeople • 22 719 click-throughs to the microsite, with visitors spending an average of 2 min, 27 seconds on site per session • 17.7m social media engagements across online campaign channels • 93 633 video views
Position Santam as the short-term insurer that understands and supports SA entrepreneurs	<ul style="list-style-type: none"> • 100% of traditional media exposure quoted/ interviewed Santam spokespeople • 100% of traditional media exposure referenced Santam • 100% of media coverage and social media conversation was positive or neutral

CONCLUSION

The campaign successfully equipped entrepreneurs nationwide with the necessary knowledge to reach their 1001 day milestone, and effectively positioned Santam as the insurer that “keeps your business in business” among this key audience segment.

CAPE

TALK

STATION

FEATURES

WIN

EVENTS

CONTACT

SMALL BUSINESS FOCUS

Businesses that survive first 3 years are more likely to succeed, shows research

24 March 2016 1:10 PM

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1001 is the number of days a business needs to survive in order to make it, says research.

Timothy Maurice, author, thought leader and external spokesman for Santam's 1001 Campaign explains why this seems to be the case.

Research has shown that most entrepreneurial businesses that surpass the 3 year (1001 days) mark are likely to succeed and thrive in the longer term. Tonight we look at Santam's 1001 campaign which aims to assist local small business to reach what many view as a difficult milestone in business.

IDEATE

Succeeding As An Entrepreneur: Nature or Nurture?

Author: Staff Reporter | March 17, 2016 | Entrepreneur Life

Statistically, entrepreneurial businesses that make it to 1001 days are likely to succeed and thrive long-term. To discover just what makes a successful entrepreneur – and help many more South Africans reach this milestone–Santam has launched the next phase of its 1001 days initiative.

Taking a deep dive into the world of entrepreneurship, the leading insurer conducted an independent research survey of 606 business owners in South Africa. The research findings will be released in a series of reports over the next six months and can also be accessed – along with other useful expert insights – through the 1001 days website.

This month we explore the question: "Can anyone be an entrepreneur?" to take a closer look at the traits, motivators and industries of these successful businesses. Key findings:

• The ability to cope under pressure, adaptability, self-confidence and people skills were viewed as essential traits to succeed. More than 90% of respondents cited these as vital traits to succeed.

• These were followed very closely by optimism, financial savvy, leadership and the ability to negotiate.

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PRISM, Santam 1001 Days Entry/ Atmosphere