



PRISM AWARDS 2017 ENTRY - SECTORS

CATEGORY: PR ON A SHOESTRING

AGENCY: POSITIVE DIALOGUE COMMUNICATIONS

CLIENT: WEFIX

NAME: SHARK SPOTTERS CAMPAIGN

CLIENT QUOTE: Sarah Waries, Project Manager of Shark Spotters:

“The Shark Spotters partnership with WeFix was an exciting development for our programme, contributing massively to our existing safety service, by allowing us to positively identify and evaluate potentially dangerous shark activity close to shore at two of our busiest beaches.”

OPENING STATEMENT (100 words)

Shark Spotters exist to balance the needs of people and white shark conservation by reducing shark attacks. They lacked financial support to incorporate technology into their monitoring to effectively identify sharks close to shore, thereby safe guarding swimmers.

weFix solved this through their introduction of drone technology, reducing beach clearings by 50%, generating 150 drone unit sales to the value of R3 000 000, and whose increased beach safety message via a paid PR campaign cost of R72 000 - reached a combined audience of 43 million, with a campaign cost per message of only 0.001 cents in 2 months.



A Shark Spotters team member sitting at his vantage point above Muizenberg Beach

STATEMENT OF OPPORTUNITY / PROBLEM:

weFix business problem: To launch their new DJI drones in a cluttered competitor trading environment and find a key differentiator to raise brand awareness and drive sales – with no budget.

Shark Spotters operating problem: An increase in shark attacks on Muizenberg and Fish Hoek beaches, using outdated, inefficient systems. Shark Spotters lacked the financial resources to introduce technological improvements to beach monitoring.

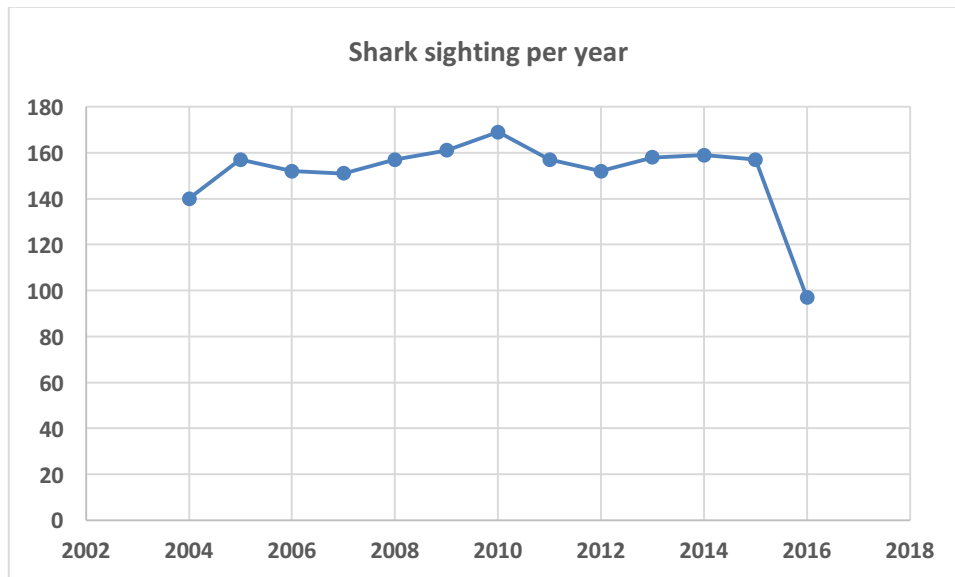
Collaborative opportunity: The conceptualised campaign partnered these organisations by introducing weFix's DJI drones into the Shark Spotters programme. This enabled early sighting and identified shark threats before an attack occurred. It reduced 'false alarms' sightings by 50% and communicated an increased beach safety messages to Capetonians, reaching over 40 million across editorial news media platforms in two months.

STATEMENT OF PROBLEM

1. To add a newsworthy element to the campaign, we delayed the launch to tie in with the start of summer and increased beach visitors.
2. Shark Spotters needed to complete practical training and acquire a drone operating licence. Both pilots were unsuccessful in the initial exam and the test had to be rewritten.
3. Whilst the drones were deployed at least four times a week, no footage of predatory sharks swimming close to the shoreline existed. This was the stills image and video footage needed to launch the media campaign.
4. Cape Town's windy conditions proved challenging to obtain aerial footage; drones are not permitted to fly in wind speeds exceeding 15km/h and are sensitive to moist weather.

RESEARCH

- We contacted Shark Spotters to ask for their insights into the number of shark incidents per year and used this research as reference for the campaign.



An average of 157 shark sightings are recorded per year, this figure fluctuates over time. In 2016 only 97 shark sightings were recorded.

Safety requirements:

Around 1.5 million people visit Cape Town beaches during the holiday season.

Communication channels:

With the event being weather dependent and reliant on shark footage, PDC researched an extensive list of broadcast, online and print media to support the campaign and to communicate the beach safety message to Capetonians.

PLANNING

Measurable Objectives:

- Increase awareness of weFix's DJI product offering to assist weFix meet their launch sales target
- Create awareness around how drone technology is being innovatively deployed on the said beaches to keep beach-goers safe
- Build and establish weFix's reputation as SA's largest distributor of DJI drones
- Co-ordinate a media interview schedule and secure publicity with no paid for media budget

Target audiences & desired outcomes:

- Local False Bay community: made to feel safer whilst frequenting the said beaches.
- General Cape Town public: general beach safety message and awareness of weFix's DJI drone offering to drive interest and sales.
- South Africans: Make everyone in the country aware that weFix facilitated a solution to the high incidence of shark attacks and brought greater beach safety for swimmers.
- Approach online, print and broadcast to produce short lead coverage to large audiences.

Key message formulation:

- weFix cares for the community by creating safer beaches through drone monitoring
- weFix provides solutions through their technology and products
- weFix leads the market in recreational drone technology

Communication channels:

- Traditional media channels across online, print and broadcast
- Social media platforms: weFix and Shark Spotters communities
- Internal communications: weFix website and newsletter

Key planned actions:

- Planning started in October 2016 and the launch was executed on 1 December 2016.
- Accredited training courses for the Shark Spotters team to safely operate the drones were conducted.

- Insurance and maintenance premiums were implemented to ensure consistency and maintain drone operation for an ongoing period.
- A crisis communications plan was devised should an attack occur during the campaign.

EXECUTION

PRE – LAUNCH:

1 December 2016: Media Alert

To generate interest a media alert was distributed to broadcast, print and online media detailing the launch. The alert communicated:

- weFix drones monitor Fish Hoek and Muizenberg beaches by enabling Shark Spotters to identify species through a live feed on an iPad.
- The use of these drones was trialled over the last two months to ensure they were ready for the increased activity on beaches.
- The drones recorded a number of shark sightings, including a 3.3m bronze shark prowling the False Bay coastline, in close proximity to shore.

LAUNCH WEEK:

4 – 15 December 2016: Media interviews

Media interviews commenced with weFix CEO, Alex Fourie and Shark Spotters spokesperson, Sarah Waries discussing the collaboration, efficacy of drone technology in the programme and watched the licenced drone pilots in action.



POST – LAUNCH

16 December – 16 January 2017:

The drones enable Shark Spotters to enhance beach safety and to identify the species of sharks spotted, accurately assessing the potential threat the sharks posed to water users nearby.

EVALUATION

OBJECTIVE	OUTCOME
1. Create awareness for the launch of weFix DJI drone offering within a paid PR campaign budget of R72 000	<ul style="list-style-type: none"> The campaign coverage reached a South African audience Online: 13 009 325 unique viewers Print: 161 380 readers Radio: 5 365 401 listeners TV: 24 490 000 viewers <u>Total: 43 026 106</u> Full campaign cost per message = 0.001 cents (Total campaign investment R72 000 divided into reach 43 026 106) Front page news in Die Burger and False Bay Echo 34 interview opportunities across print, online and broadcast media, which referenced Shark Spotters and the drone technology from weFix which brought about increased beach safety Campaign 1:1 AVE: R1 618 669.59m in earned media exposure for weFix and Shark Spotters.
<ul style="list-style-type: none"> Increased awareness of weFix's DJI product offering to assist weFix meet its sales target 	<ul style="list-style-type: none"> weFix sold 150 DJI drones at R20 000 per unit within two months, which exceeded their sales targets by 50% and generated R3 000 000m in sales.
<ul style="list-style-type: none"> Enable greater safety of beaches 	<ul style="list-style-type: none"> False shark sightings and water clearing were reduced by 50% 32 shark sightings were reported at the operating beaches during summer, the drones enhanced beach safety and identified shark species Improved public safety which enabled Shark Spotters to offer a better service to the said beach going community Provided an accurate assessment of the potential threat sharks posed to water users nearby

- Greater marine conservation understanding of shark movements and behaviour close to the shore

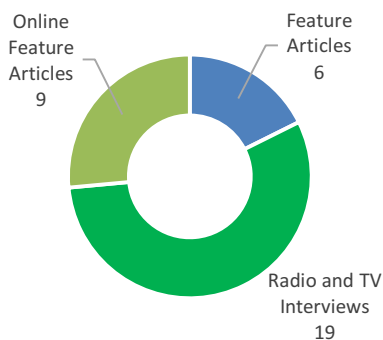
Word count: 1190

Supporting material: See pages 9 – 12 below:

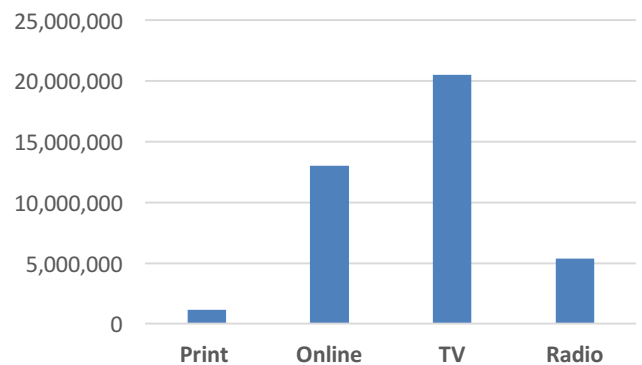
- Media Analysis Report – campaign result
- Print coverage: Die Burger and False Bay Echo (Front page) Cape Argus (Page 3)

MEDIA ANALYSIS REPORT

Media Genre Overview



Audience Reached



Conversation Cloud

weFix Beach Shark Spotters
Drones DJI Cape Town **Muizenberg**
Fish Hoek Cape Beaches
Shark Sightings **Bronze Shark**
Alex Fourie Sarah Waries

Publicity Highlights



FRONT PAGE COVERAGE

weFix in partnership with Shark Spotters: Front page coverage:



SOEK DIE BRUINJAS: Sô lyk 'n skermgreep van die videomateriaal wat die Shark Spotter-hommeltuigoperateur verfilm het tydens 'n onlangs proeflopie in Valsbaai. Al die foto's is in Vishoek geneem. Die rool omringde haai is 'n walvishaai. Foto: WERIX | SHARKSPOTTERS

(Picture above: Die Burger, 8 December 2016 Front Page: Drones help with shark)

FRONT PAGE COVERAGE

weFix in partnership with Shark Spotters: Front page coverage:



(Picture above: False Bay Echo, 5 January 2017, Front Page: Sharp eye on sharks)

PAGE 3 COVERAGE

weFix in partnership with Shark Spotters: Front page coverage:



Drones to keep eyes on sharks

Bronwyn Davids

BATHERS will be a little safer from the threat of shark attacks this festive season as the Shark Spotters employ surveillance drones to help keep an eye out.

Project manager for the group, Sarah Waries said licensed drone pilots have been roped in to "enhance beach safety" at Muizenberg and Fish Hoek.

"Having the drones, we are able to extend our range, a kilometre outside the range of our shark-spotting area. The drone is able then to track the movements of the shark.

The spotters have been practising for months in using the drones and received quite a few interesting sightings – bronze whale sharks, bottle nosed sharks, big shoals of



TECHNO: Ghaliep Mohammed flies a drone intended as a tool for shark spotting.

PICTURE: TRACEY ADAMS

fish but no sighting of a great white at Fish Hoek," Waries said.

She said for the past two years sightings of great white sharks have been rare and this may be due to

environmental factors.

As an avid surfer, weFix – the company sponsoring the drones – chief executive Alex Fourie said their company philosophy was

"to make things better" and that is why they decided to supply the shark spotters with the drones and to facilitate training to become licensed radio pilot operators.

(Picture above: Cape Argus, 6 December 2016 Page 3: Drones to keep eyes on sharks)