

Mondstuk van die Suid-Afrikaanse aartappelbedryf • Mouthpiece of the South African potato industry

CHIPS

VOL 35 NO 03 • MAY / JUNE 2021

**MARKMONITOR: DIE EERSTE
/ DRIE MAANDE VAN 2021
OP VARSPRODUKTEMARKTE**

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PSA 'personalises' mass media

By Immaculate Zinde and Phindiwe Nkosi
(Photographs by Dzuguda Productions and Phindiwe Nkosi)

Hallie Flanagan certainly said it all: "The power of radio is not that it speaks to millions, but that it speaks intimately and privately to each one of those millions." At the time of writing this article, Potatoes South Africa (PSA) was preparing to roll out its second radio campaign for 2021 on Radio Sonder Grense or RSG (translated as Radio Without Borders) and Metro FM.

One can only hope that Peggy Noonan was right in stating that "TV gives everyone an image, but radio gives birth to a million images in a million brains." While the power of radio cannot be understated when it comes to marketing, it is important to note that these PSA campaigns that we are embarking on, are not based on what we 'hoped' to achieve, but rather on solid research which gives a good indication of what we can achieve.

Powered by research

According to the findings of the *Consumer Usage and Attitude Study, 2019* – a study on potato consumption in South Africa conducted on behalf of PSA – television and radio were among

the top two ways that potato consumers preferred to hear and learn about potatoes. The study revealed that most people watch television or listen to the radio at least once a week or more.

According to the study, while only 16% of respondents had seen, read or heard any advertising relating to potatoes in the past year covered by the study, 75% of consumers thought of potatoes as being versatile after having viewed

the advertisement. Furthermore, an astounding 72% of consumers said that they felt motivated to eat more potatoes after having viewed the advertisement.

Research indicates that radio and television are still among the top mediums used to influence consumers to consume more potatoes. It is against this backdrop that PSA's marketing division decided to engage in a television campaign in December



Some images captured while busy with on-farm shoots for the television commercials.

2020, and two radio campaigns in 2021. Plans are underway for another television campaign and a new social media campaign, especially with the Covid-19 pandemic shifting the scope of global interaction to digital spaces.

To measure is to know

The world as we know it is no more, particularly with regard to the way marketers reach out to consumers. It is imperative to consider the impact of digitisation as brought on by the pandemic. It is also, therefore, crucial to measure and research how we can tug at the heartstrings of consumers and spur them to action. We must know which mediums are most effective and need to be prioritised.

Several changes were implemented following the findings of the afore-mentioned *Consumer Usage and Attitude Study*. However, thorough


research and education are still needed to evaluate consumer reactions. This will allow researchers to compare the first and second round of mass media advertisements for both English and Afrikaans audiences, and come up with specific findings regarding consumer perceptions, attitudes, what worked well, and areas of improvement. This is crucial as, while mass media lives up to its name of reaching the masses, it often comes with a hefty price tag compared to social media initiatives.

Scope of work

A service provider has been appointed to ensure that PSA's radio and television commercials meet their set objectives and perform as intended. PSA is in the process of testing the different commercials through focus groups to gauge and build intelligence. One of the service provider's responsibilities is to identify which

television and radio commercial immediately caught viewers' and listeners' attention. This will enable the marketing division to measure the impact of all above-the-line efforts in a scientific manner.

By testing PSA's recently produced and launched television and radio commercials, we are opening ourselves up for a growth spurt. Slight nuances differentiate one advertisement from the other, but they all have an overarching theme. The researchers will also report on points of interest in the discussions, including but not limited to, body language of viewers and listeners, along with other critical findings relating to the commercials that were not covered by the brief specifications.

The detailed qualitative and quantitative report on key findings will assist PSA in better understanding and more effectively targeting consumers. 



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