



**back to back**  
social marketing

Company Profile



## Introduction

Back to Back Marketing is a 100% Black owned Social Marketing agency, established in 2003, with a Level 1 BBEEE status. We provide streamlined yet sustainable Afrocentric solutions to suit the diverse mix of culture and socio-economic segments in our communities, without compromising corporate control or reputation.

We are passionate about Africa and believe in working with brands that are passionate about the communities they operate in.

**"Our work ensures that both brands and communities obtain long term benefit from campaigns tailored to suit all parties."**



Back to Back recognizes that CSI in South Africa is complex and constantly evolving, in the face of the challenges we face in social and economic spheres.

## So... What is Social Marketing?

Social Marketing is a unique tool that facilitates the development and integration of marketing concepts, in order to foster outcomes that benefit both brands in profits and create long-term relationships with communities.

We integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competitively segmented social change campaigns that are effective, equitable and sustainable.

*Social Marketing practice is guided by ethical principles.*





**“Brand Positioning** is the act of designing the brand’s offering and image to occupy a distinctive place in the mind of the target market.”

- Philip Kotler



## Nike Girl Effect

In developing countries, gender discrimination and disenfranchisement run rampant. Young women seldom have a voice, the means, the education or the power to impact their destiny as easily as they have in developed countries.

The Nike Foundation along with their partners are trying to change that with the Girl Effect. This is a great long term effort and focused on how with the right opportunities, young girls in developing countries can make a difference and ultimately change our world.

The concept is based on research, and the deep insights of large scale data sets, used to monitor issues impacting these young women in their communities.



Through these evaluations, solutions with tangible impact on a girl's self-expression, self-value, relationships and her ability to make choices about her life are implemented.

At every stage, girls take part – as designers, field researchers and data collectors. These insights are unfiltered and authentic, leading to the empowerment and upliftment of the girl child in these communities, through varying brand initiatives in education, technology, socio economic engagement and health care.

**"We wanted something that people can get behind and make their own. The Girl Effect is a movement that belongs to everyone." – Maria Eitel (Nike VP or CR)**





### Focused Goals

Our social marketing objectives focus on the wellbeing of the community and brand growth integrity. In our view, if the goal is not benefiting the community, then it is not social marketing.



### Positive Brand Identity

As such our approach is aimed at building and maintaining positive brand identities, whilst ensuring solid returns on community investment, aligned with Corporate objectives. Thereby helping to achieve and maintain sustainable social change.



### Return on Investment

We believe in creating a return on investment through integrated social marketing initiatives, to ensure that we bring the communities we touch opportunities for empowerment and tangible economic change.



### Lasting Partnerships

We identify opportunities, that align businesses and government departments alike, to partner in and tailor made home grown solutions, to fulfil needs through strong community focused brand initiatives.



### Alignment

It is paramount that our partner brands/companies are aligned with communities in achieving goals that are mutually beneficial and make a viable difference to the status quo.



### Strong Legacy

Our principles dictate that all our projects be authentic, meaningful, empathetic, long term commitments, that leave a positive legacy for brands and communities, whilst ensuring a legitimate Return on Investment.





## Social Marketing

- Social and Community Development
- Corporate Social Investment
- Skills Development



## Brand Development

- Enterprise Development
- Marketing and Advertising
- Arts and Culture Events and Exhibitions
- Corporate and Commercial





### Improved Consumer Relations

Our social marketing solutions align client corporate social investment and strategy in improving consumer relations.



### Improved Brand Image

Improves Corporate brand image and sustained Return on Investment for both client and consumers.



### Competitive Advantage

Gives a competitive advantage through improved customer retention and sustainable community relations.



### Long Term Expansion

Our tailored solutions promote long term expansion in sales and market share.



### Mutually Beneficial Growth

Social marketing improves the living standard of communities, while improving market share growth for our brands.



### Better Economic Planning

It ensures the economic planning is more significant and more fruitful to society.





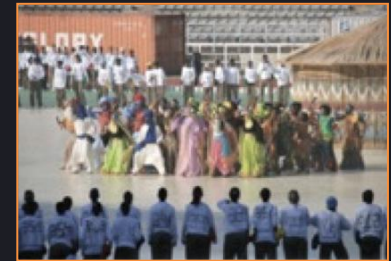
## The FIFA World Cup Experience

### Objective – Mass Mobilisation

- The mobilisation and integration of communities to participate in the opening and closing ceremonies of the coveted Global soccer tournament – 2010 Fifa World Cup in South Africa.
- To audition and cast 1500 participants to perform in the opening and closing ceremony of 2010 Fifa World.

### Results

- Developed meaningful social cohesion strategies in community engagement, with 1500 local community members having participated in the opening and closing ceremony of the 2010 Fifa World Cup.
- Sparking ongoing engagement with government, private sector and Fifa Local Organising Committee for sustained involvement with the communities.



## The Lion King, South Africa

### Objective – Brand Awareness and Audience Development

- To create a schools outreach program targeting 38,000, grade 11 and 12 learners from previously disadvantaged school backgrounds in Gauteng, to experience live performances of the Broadway musical "The Lion King", as part of a joint CSI initiative with Walt Disney, Telkom and ABSA.

### Results

- All 38 000 learners, experienced the magic of the spectacular Lion King production, exposure they would have seldom obtained in their communities.
- This campaign created a legacy by empowering a new kind of theatre going audience as well exposing a youth previously devoid of exposure to Broadway musicals or musicals in general, thus broadening horizon for young creative therein.
- 15 learners were subsequently recruited to do their internship program with the Lebo M Foundation and Till-down productions.
- All 15 learners assisted with the pre-production and post production of the 2010 FIFA World Cup opening and closing ceremony



## The Standard Bank, Joy of Jazz

### Objective – Brand Awareness and Audience Development

- Taking Jazz to communities which ordinarily would not have been able to experience international and local celebrities performing at the International Standard Bank Joy of Jazz on local soil.

### Results

- Co-ordinated workshops, to impart skills and musical knowledge to community members to further their dreams as musicians through workshops and industry exposure.
- Provided community access and engagement opportunities with local celebrities and internationally renowned jazz artists.
- This campaign with support from local businesses, local municipalities, Standard Bank and the Department of Arts and Culture, focuses on increasing awareness as well as building socially integrated avenues of career growth in communities.



## McDonald's - 2010 World Cup Legacy Project

### Objective – Youth Legacy Project

- Coordinated the McDonald's under 14' schools tournament, which hosts 9 qualifying schools.
- The aim is to engage communities surrounding participating schools, to encourage sporting participation in schools, communities, SASR Hubs and encourage spectator clubs.
- Create ongoing excitement and support for the tournament in participating schools and their communities. Whilst collating data on tournament as a going concern.

### Results

- Currently the tournament has reach of 9630 learners in 9 provinces, with awareness in schools and communities reaching 1,113,000 people across the country.
- This community engagement includes parents, municipalities, student governing bodies, churches, community youth groups and the general public in all provinces on an ongoing basis.
- This has shown how serious and committed McDonalds are about developing their sporting dreams and creating a sustainable legacy with schools and their communities.



## Nestle Water - Enterprise Development Program

### Objective

- To create brand awareness and increase distribution points of Nestle water in the township.

### Results

- Established 150 water depots and vendors located in multiple high traffic areas in Soweto communities.
- Provided comprehensive training to 150 tavern owners, enabling them to operate their own water depot as part of the Enterprise Development Program.
- These activities brought about increased product sales in conjunction with weekly brand activations as part of the push - pull strategy.





In 2012 Back 2 Back Marketing established the !Kauru African Contemporary Art Project.

The project was established to address issues surrounding socio-economic cohesion, transformation and politics on the continent through Art. This project concept was inspired by xenophobic attacks which took place in South Africa, in 2012.

!KAURU aims to encourage positive discourse, in Africa and internationally, that challenges existing perceptions of the continent through contemporary art. This is a platform for African contemporary artists and cultural practitioners to engage and showcase contemporary art from the continent, while empowering them through aligned corporate partners.

This project provides access to creatives across the African continent. This is facilitated in order to strengthen collaborative engagement and build sustainable relationships with creatives throughout the African continent.

Over the last 6 years, !KAURU has exhibited the works of over 130 artists from over 25 African countries. The !Kauru African Contemporary Arts platform is a symbiotic eco system that brings business and contemporary African art together.

**!Kauru's corporate art consultancy services offers integrated solutions dedicated to transforming your brand through the curated use of contemporary art.**



## Tshepiso Mohlala



- A marketing strategist with fifteen years of experience in the field of marketing and advertising, having worked for blue chip companies like, BMW (South Africa), Audi (Germany and South Africa) and Sony Ericsson South Africa.
- She began her journey at Samplex, a Marketing and Advertising agency as an Accounts Director in 2000.
- In 2003 she established Back-to-Back Marketing and Advertising, with a vision to create a "Leading Virtual Marketing and Advertising ideas company."
- This is an agency dedicated to deliver beyond all clients expectations, through harnessing the talent, innovation and artistic flair of dynamic entrepreneurship and culture in the marketing and advertising industry.

"Philanthropist, humanitarian, with strong social consciousness."

- Back-to-Back Marketing and Advertising has been positioned in the field of Social Marketing, centred on her professional experience and strength in:
  - Below the line advertising
  - One-to-one Experiential Marketing
  - Corporate Social Marketing
  - Business development
  - Brand Development
  - Customer and client relations
  - Corporate sponsorship

***Back 2 Back Social Marketing Consultancy has successfully conceptualised, developed and executed advertising and marketing strategies across the spectrum in the Social Marketing space under her leadership to date.***



Clients






“There is no fundamental social change by being simply of individual and interpersonal actions. You have to have organizations and institutions that make a fundamental difference.”


- Cornel West






## Back To Back Social Marketing

 **Address:** 31 Lone Close | Block E | Lonehill Office Park

 **Phone:** + 27 11 465 4993

 **Email:** [info@btob.co.za](mailto:info@btob.co.za)

 **Website:** [www.btob.co.za](http://www.btob.co.za)