

# IAB SA Good Works

## IAB SOUTH AFRICA GOOD WORKS AN INVITATION TO SHARE YOUR GOOD WORK

In this time of uncertainty, we applaud our member organisations for helping South Africans get the latest news, online food deliveries, entertainment, access to digital conference calls, and many essential services.

Good Work is worth sharing and we would like to share the good work our IAB Members are doing, as the situation with the coronavirus pandemic quickly evolves and the world adapts to a new way of doing business while staying safe.

Is your leadership team offering connectivity, content, and services to consumers for free or at a reduced cost or helping in any small way in this uncertain time? If you are an IAB member and would like your organisation's response to COVID-19 to be featured, contact [goodwork@iabsa.net](mailto:goodwork@iabsa.net)

We are grateful to all our members!

**The following IAB SA members have included content for the first release of IAB SA Good Works so far:**

Another **Solid Gold**® Podcast

**Solid Gold Podcast Studio** is assisting [EduInc](#) (a school in Fourways) with a podcast series to communicate with parents and pupils.

Listen to their podcasts here:

- <https://solidgoldstudios.co.za/fwd-eduinc-covid19-001.php>
- <https://solidgoldstudios.co.za/fwd-eduinc-covid19-002.php>
- <https://solidgoldstudios.co.za/fwd-eduinc-covid19-003.php>
- <https://solidgoldstudios.co.za/fwd-eduinc-covid19-003b.php> (vox pops only version)



**Yonder Media** developed the KwiZa Whatsapp game for the following reasons:

- To promote Covid-19 disease awareness and education amongst SA public in general
- A bit of free entertainment and fun for South Africans stuck at home during lock-down
- A platform to help galvanise brands to do whatever they can to make a contribution in this time of crisis – and to recognise those who have

As a team we wanted to play a role in assisting to promote the key official WHO and SA Government messaging around Covid-19 prevention, treatment and fake news as well the South African lock down in general – whilst simultaneously providing some free entertainment during the lock down “boredom”.

Putting brand identity trivia at the heart of the game also created an opportunity to recognise brands who are making contributions to the Covid-19 cause and to get selected brands involved as participants in the game itself.

Developed totally in-house by Yonder Media – and at our cost - as our contribution to the fight against Covid-19 the game identity, content and technology was created by a team of dedicated Yonder volunteers – and runs as a Whatsapp bot on Yonder’s proprietary YOMO tech platform – the same platform which powers mobile messaging applications for a variety of South Africa’s biggest brands, both in SA and the rest of Africa.

To Play the KwiZa game in Whatsapp simply send “Hi” to **+27872405252**

Brands who would like to get in touch with the KwiZa team should email [kwiza@yonder.co.za](mailto:kwiza@yonder.co.za).



**Bizcommunity’s** essential daily business-to-business information provides a snapshot overview of 19 industry sectors that helps companies keep a virtual presence alive.

They give:

- government directives to daily updates on labour law: <https://bit.ly/2XkMCvw>
- business survival plans: <https://bit.ly/2yBRVMV>,
- and a guide to who’s-publishing-what-by-sector right now to keep business virtual, as usual, on Biz: [www.bizcommunity.com/Article/196/23/202472.html](http://www.bizcommunity.com/Article/196/23/202472.html)



**VMLY&R South Africa's** Chief Connections Officer and IAB SA Agency Council member, Matthew Arnold, shared the following insights online to support marketers at this time. Matthew is also presenting on the subject at the IAB SA Trusted Brand Round Table webinar this Thursday 9<sup>th</sup> April 2020.

What marketers can learn from COVID-19 dashboards:

<https://www.bizcommunity.com/Article/196/16/201719.html>

Shifting media spend:

<https://thediaonline.co.za/2020/03/dont-stop-your-media-spend-shift-it/>

How brands should switch up their social media during Covid-19 by Natalie Pool, Head of Social Media at VMLY&R:

<https://www.bizcommunity.com/Article/196/669/202278.html>



At **Red & Yellow Creative School of Business** the learning continues and it's with great pleasure that we announce that our new event, "**Gearing Schools for The Unpredictable Future**" goes digital.

AND, we've decided to make it for **free**, which opens our interrogation of 'how to future-proof our youth', up to all of you despite where you're located.

We've teamed up with Capitec Foundation for this important event that we're hosting on the **8<sup>th</sup> April, 15h30 – 17h45**.

4 hard-hitting speakers will address the challenges faced by high school learners today:

- **Fred Roed** of Heavy Chef
- **Bruce Probyn** of The Principals Academy
- **Ian Calvert** of Further
- **Mari Lategan** of Curro Holdings

Please visit [this link](#) to book your spot and see the attached [press release](#) and [event poster](#) with everything you need to know.

If you have any queries or would like to get in touch, please contact [Nikki](#).

# Tencent

**Tencent's** *PUBG Mobile* team have been working to ensure our community stays in contact and entertained through a '#2GetherWePlay Challenge,' as they believe the gaming industry is one uniquely positioned to bring friends together when they have to be apart.

The event will run throughout the lockdown, and feature in-game and social media elements. I've attached a press release on the challenge, along with some more information on the game itself. It's available for iOS and Android, if you want to give it a go. Now's a good time!

Read more here:

<https://www.criticalhit.net/gaming/forget-about-the-lockdown-go-play-some-pubg-mobile-with-friends/>  
<https://www.glitched.online/bring-back-sports-south-african-covid-19-charity-tournament/>  
<https://esportscentral.co.za/other/pubg-mobile-launches-2gether-we-play-challenge/>



**Vodacom's** newly created zero-rated platform – ConnectU – gives people free access to essential services.

- **E-School** is part of this initiative and is free for all Vodacom subscribers and carries content in all 11 official languages from Grades 2 to 12.
  - E-school website: <https://www.vodacom.co.za/vodacom/services/vodacom-e-school>
  - E-school press release with info: <https://www.vodacom.com/news-article.php?articleID=7462>
- **U-Connect website:**
  - Article on ConnectU with instructions on how to connect: <https://now.vodacom.co.za/article/connect-for-free>
  - Youtube video: <https://youtu.be/l4YYhkeJlyo>

**Vodacom** and Discovery have entered into a joint venture offering a free virtual doctor's consultation - Online Doctor Consult.

They have also jointly created a fund to pay doctors for approximately 100 000 consultations, making them free to any South African. The platform is obviously also zero-rated from a data perspective.

- Press release with info: <https://www.vodacom.com/news-article.php?articleID=7470>
- YouTube video: <https://www.youtube.com/watch?v=ONHM1C6xvvE>



**Google South Africa** have a plethora of offerings to help bring relief and assistance during this time.

Here are just a few of them:

- **TeachfromHome**

A temporary hub of information and tools to help teachers:

<https://teachfromhome.google/intl/en/>

- **Google Analytics**

Learn Google analytics FOR free online. Analytics Academy helps you learn about Googles measurement tools so that you can grow your business through intelligent data collection and analysis Create dashboards to analyse your traffic. See who your audiences are and how to optimise your campaigns.

<https://analytics.google.com/analytics/academy/>

or

[google.com/analytics](https://google.com/analytics)

- **PrimerApp** - short courses

**Primer** is a fast, easy way to learn new digital marketing skills. We give you bite-sized lessons to do whenever you have 5 minutes free." Before it was known as **Primer**, it was called Learn10x.

<https://www.yourprimer.com/>

- **Google Trends**

Search for news articles and stories that are currently trending around the world and keep yourself up to date.

<https://trends.google.com/trends/?geo=US>

- **Think with Google**

Surf this page for ideas that motivate; insights you want and inspiration you need.

<https://www.thinkwithgoogle.com/>

- **Google AdWords Express**

Get more customers with easy advertising. Set up your online ad in 15 minutes and let Google do the rest.

<https://www.google.co.za/adwords/express/>

- **Google Go and Youtube Go**

A faster easier way to search.

[https://play.google.com/store/apps/details?id=com.google.android.apps.searchlite&hl=en\\_ZA](https://play.google.com/store/apps/details?id=com.google.android.apps.searchlite&hl=en_ZA)