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### The Maize Trust's "Pap Idols" campaign puts maize in the spotlight

The Maize Trust recently undertook a communications campaign that was intended to remind consumers of the benefits of maize meal as being essential in any modern South African diet. It needed to reposition maize meal as "real" yet contemporary South African food that reaffirms national identity and pride. The campaign would also emphasize the **health** benefits of maize meal in terms of cholesterol and care for the heart, as well as vitamin enrichment for those whose immune systems are compromised.

The campaign was spearheaded by a TV Game Show (24 minute cooking show of 26 episodes) called "Pap Idols", which ran from 17 May 2007, with the last show flighting on 15 November 2007.

Pap Idols was a cookery show that intended to put maize meal in the spotlight. Each episode consisted of three elements. Each week two contestants (recruited from nationwide auditions) competed against each other in a maize recipe cook-off. The objective was to create recipes that incorporated maize – pap, samp, polenta, maize rice etc. The recipes were judged by two celebrities from the world of food, Dorah Sitole and Lochner de Kock, ably assisted by two guest comedians who added much comic relief to proceedings. Each week's winner progressed to the next round until an overall winner was declared. Each week a viewer stood a chance to win domestic appliances while the overall winner stood to win a state of the art Sembel It kitchen.

The second component of the show featured a South African celebrity at home cooking with maize. The third component profiled well-known chefs and restaurants that used maize in new and exciting ways on their menus.

During the recruitment campaign, members of the public were invited to submit recipes at various recruitment venues countrywide. Winners were invited to participate on the show. The campaign was launched on Radio and ran from 2 April 2007 to 23 April 2007 on Metro and 5FM. A newspaper campaign ran from 2 April 2007 to 20 April 2007 in The Star, Volksblad, Sunday Times, Rapport, City Press, Cape Argus, Pretoria News, Daily News and Mpumalanga Beeld.

Every week, the Pap Idols website featured the week's contestants, recipes, celebrity guests and featured restaurants.

Market research was conducted prior to the start of the "Pap Idols" show to determine current usage and attitudes towards maize meal among higher income

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consumers and to act as a benchmark. The performance of the marketing communication programme was then measured against this benchmark after "Pap Idols" had come off air. In particular the following was measured:

- Perceived consumption frequency of maize meal
- Top of mind awareness of maize meal vs. other starches
- Perceptions of maize meal relative to other starches
- Awareness of game show and related media activity

Post Pap Idols research revealed that when those who saw the show were asked to describe content:

- 35% described it as a cooking competition
- 25% saw it as celebrities cooking
- 23% described it as a show showing different ways to cook pap or providing maize meal recipes.

Consumers who saw the show were more likely to say maize meal is "modern", and "more sophisticated" and less likely to say it is "for poor people". Similarly, they are more likely to agree that maize meal can be "used in different ways"; is "easy to prepare" and is "quick and convenient".

It's interesting to note that there were measurable positive changes in viewers' perceptions and attitudes towards maize meal, as well as comprehension of the key "quick", "easy" and "healthy" attributes that the campaign was keen to establish.

Future marketing campaigns will revolve around a generic maize TV commercial and radio ads, which are currently in development and which will flight **from** August 2008 to August 2009.



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MAIZE TRUST  
PAP IDOLS ADVERTORIAL AFRIKAANS REVISED  
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### Die Mielietrust se "Pap Idols"-veldtog plaas mielies in die kollig

Die Mielietrust het onlangs 'n kommunikasieveldtog onderneem om verbruikers te herinner aan die voordele van meliemeel as 'n noodsaaklike bestanddeel van enige moderne Suid-Afrikaanse dieet. Die veldtog moes meliemeel herposisioneer as 'n "egte", maar tog eietydse Suid-Afrikaanse voedsel wat nasionale identiteit en trots herbevestig. Dit sou ook die gesondheidsvoordele van meliemeel met betrekking tot cholesterol en hartsorg beklemtoon, asook vitamienverryking vir diegene wie se immuunstelsels blootgestel is.

Die veldtog is gelei deur 'n TV-speletjiesprogram (26 episodes van 'n kookprogram van 24 minute elk) met die naam "Pap Idols", wat vanaf 17 Mei 2007 uitgesaai is, met die laaste program op 15 November 2007.

Pap Idols was 'n kookprogramreeks wat daarop gerig was om meliemeel in die kollig te plaas. Elke episode het uit drie elemente bestaan. Elke week het twee deelnemers (wat in landwyse oudisies gewerf is) in 'n mielieresep-kookkompetisie teen mekaar te staan gekom. Die doel was om resepte te skep wat meliemeel, pap, stampmielies, polenta, mieliegruis of ander mielieprodukte as bestanddele bevat. Die resepte is beoordeel deur twee bekendes in die koswêreld, Dorah Sithole en Lochner de Kock, bygestaan deur twee gaskomediante wat gehelp het om die lagspiere te prikkel. Elke week se wenner het na die volgende **ronde** deurgedring totdat 'n algehele wenner aangewys is. Elke week kon 'n kyker ook huistoestelle wen, terwyl die algehele wenner 'n byderwetse Sembel It-kombuis kon wen.

Die tweede komponent van die reeks het bekende Suid-Afrikaanse persoonlikhede getoon wat tuis met mielies kook. Die derde komponent het bekende sjefs en restaurante getoon wat mielies in nuwe en opwindende maniere in hulle spyskaarte gebruik.

Gedurende die werwingsprogram is lede van die publiek genooi om resepte by verskeie werwingspunte landwyd voor te lê. Die wenners is genooi om in die reeks op te tree. Die program is op radio bekendgestel en **was** van 2 April 2007 tot 23 April 2007 op Metro en 5FM **uitgesaai**. 'n Persveldtog is ook van 2 April 2007 tot 20 April 2007 in The Star, Volksblad, Sunday Times, Rapport, City Press, Cape Argus, Pretoria News, Daily News en Mpumalanga Beeld blootgestel.

Elke week is die week se deelnemers, resepte, genooide gassterre en restaurante op die Pap Idols-webwerf vertoon.

Marknavorsing is voor die begin van die "Pap Idols"-program gedoen om die gebruik van en houdings teenoor meliemeel onder verbruikers in die hoër inkomstegroepe te bepaal. Dit het as **maatstaf** gedien. Die uitwerking van die bemarkingskommunikasieprogram is daarna gemeet en met hierdie syfers vergelyk nadat "Pap Idols" sy speelvak voltooi het. Die volgende is spesifiek gemeet:

- Die waargenome verbruiksfrekwensie van mieliemeel.
- Spontane bewustheid van mieliemeel versus ander styselprodukte.
- Persepsies van mieliemeel teenoor ander styselprodukte.
- Bewustheid van die speletjiesprogram en verwante media-aktiwiteite.

Die Pap Idols-navorsing het verbruikers wat die program gesien het, gevra om die inhoud te beskryf.

- 35% het dit as 'n kookkompetisie beskryf.
- 25% het dit gesien as bekendes wat kook.
- 23% het dit beskryf as 'n program wat verskillende maniere wys om pap te kook of 'n program wat mieliemeelresepte verskaf.

Verbruikers wat die programreeks gesien het, was meer geneig om te sê dat mieliemeel "modern" en "meer gesofistikeerd" is, en minder geneig om te sê dat dit "vir arm mense" is. Hulle was ook meer geneig om saam te stem dat mieliemeel "op verskillende maniere gebruik kan word", "maklik is om voor te berei" en dat dit "vinnig en gerieflik" is.

Dit is interessant **om** daarop te let dat daar meetbare positiewe veranderinge in kykers se persepsies en houdings teenoor mieliemeel was, asook van die sleutelbegrippe "vinnig", "maklik" en "gesond", wat die veldtog graag wou vestig.

Toekomstige bemarkingsveldtogte sal draai om 'n generiese TV-flits en radioflitse vir mieliemeel wat tans ontwikkel word en van Augustus 2008 tot Augustus 2009 blootgestel sal word.