

THIS IS US

An interpretative look at the South African mass market



EXECUTIVE SUMMARY

This case study was conducted through the analysis of an e-survey's responses, in which the invitees were selected from a database of users who accessed the internet, through the use of our interactive wall murals.

CHALLENGES

From a database of more than 15,000 users located in townships across South Africa, only a few have access to internet to respond to this e-survey.

AVAILABLE AT <https://forms.gle/4ZtEvd54x2j4BfyJA>

FMCG



OVERVIEW

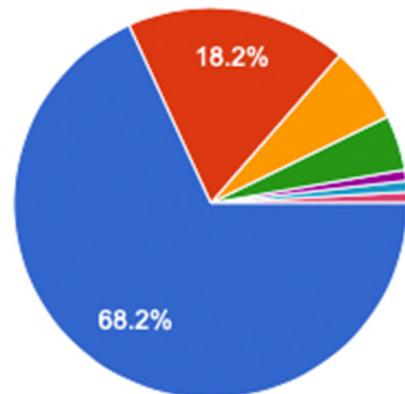
Informal convenience stores are regularly used by the mass market and we aimed to gather the key role players in supplying, OTC healthcare products.

When I have a headache, the BEST choice is...

- Grand-Pa
- Panado
- Compral
- Water
- Prayers
- Lots of water
- Dispring

RESULTS

Despite that, local drug manufacturer **Adcock Ingram** has a significant market share over the pharmaceutical industry, it's presence in the *kasi* is over-shadowed by **GlaxoSmithKline's GRAND-PA HEADACHE POWDERS**.



INSIGHT

For a significant period of time, the only headache powder that was available at informal convenience stores was *GRAND-PA* and because of that, this brand name has become synonymous with pain killers.

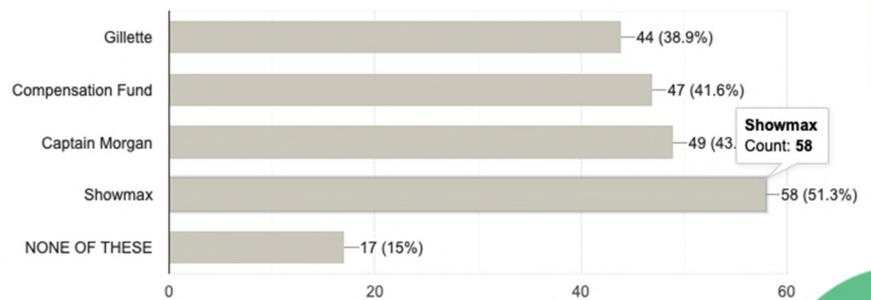
TOP-OF-MIND



OVERVIEW

This question was aimed at exposing the consumer's ability to recall a specific campaign.

Which of the advertisements do you know?



RESULTS

Respondents were able to choose more than one option and with this it is clear to see that, these campaigns do indeed reach their intended target.

INSIGHT

These campaigns had a strong out-of-home presence with a reasonable focus on, the use of *wall murals*.

85%
EFFECTIVE RATE

RETAIL CONSUMER BEHAVIOUR



OVERVIEW

We aim to extract people's favorite or most trusted store, when it comes to filling up their basket.

RESULTS

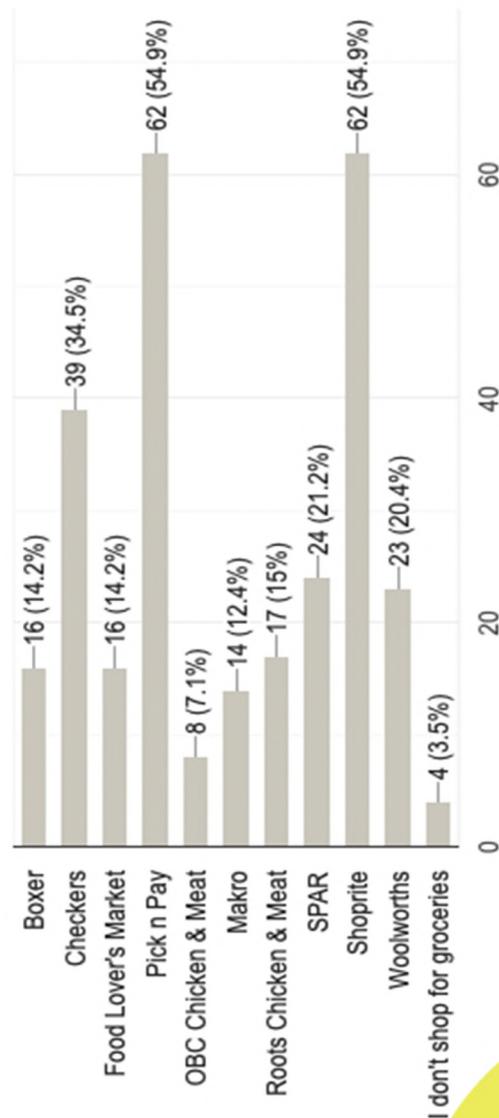
Very few surprises at the top, with **Pick n Pay**, **SHOPRITE** and **CHECKERS** being amongst the top 3 favourites however, a highly competitive mid-pack shows a need for increased brand exposure.

INSIGHT

Being the most accessible store nationwide, **SHOPRITE's** 'no frills' approach continues to capture it's consumer's loyalty.

I prefer to do my grocery shopping at....

113 responses



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Captain Morgan
WHICH CAPTAIN ARE YOU?

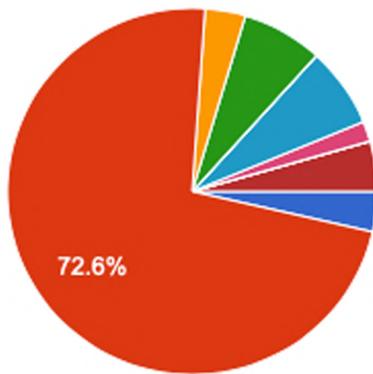


FREE WIFI
PASSWORD: #WhichCaptainAreYou

Not For Persons Under The Age Of 18

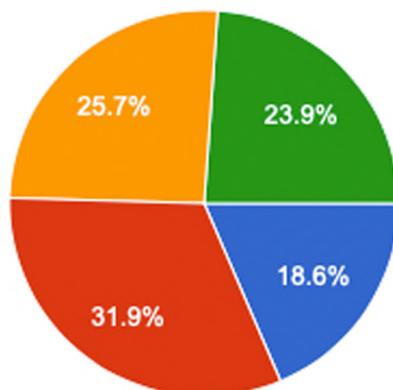


OWAKHE
MEDIA



- Limpopo
- Gauteng
- North-West
- Mpumalanga
- Free State
- Kwa-Zulu Natal
- Eastern Cape
- Western Cape
- Northern Cape

Every month, I spend about



- R1-500
- R500-800
- R900-1500
- + R1500