

Communication Strategy 2007 – World Burn Foundation – Southern Africa.

This year is a challenging one for us all. I feel that we have not really capitalized on our media capacity and contacts over the past 12 months. So I now propose that we do the following for the year 2007.

We have already established quite a strong foundation for us to build on and I feel that we must really play catch-up this coming year. My first proposal is to inject new life into our print media. Advertising Agency J Walter-Thompson has made a few very beautiful print ads for us to use at our discretion. I feel we must utilize this opportunity to its full potential.

The project entails using famous artist Diane Victor who paints children's faces using the flame of a candle (see <http://www.artthrob.co.za/06aug/reviews/goodman.html>) initially she painted missing children but two creatives from J Walter Thompson saw this as an opportunity to include children who have been severely burned. See below.



I think that this can be a very powerful campaign. There is a strong fire safety message below. The artist has given us permission to use the pictures, even though they are originally missing children, the message is very powerful.

What is being proposed is that the artist get pictures of burn survivors prior to their accidents and paint them in a similar fashion. However they felt that the kids might be adversely affected by this, so I told them we must use pictures of kids (with their permission of course) currently post-accident. What they also propose to do is exhibit the pictures with the Burn Foundation at Constitution Hill with the assistance of EMS with their safety messages too. They want to have an very elaborate opening night with the assistance of fire-fighters and WBF staff. Press included and all media attention too. I think this is a wonderful opportunity to move forward with this before the end of February.

I would also like to attack the media in March – August with an aggressive fire prevention message and follow-up with the same on the website. This to re-enforce fire prevention messages throughout the winter periods in JHB and then a follow-up in the summer throughout Western Cape. We are obviously going to have to pull many strings to get media space. I have faith that Caxton press will come to the party.

I would also like to propose that we record some 30-second radio ads to support the print throughout this period. I have written 3 but they still need some work before we can go to production. I would like to start flighting these in Gauteng by May – August, and then get airtime in the Western Cape from September – February 2008.

Our new TV commercial will need to work much harder for us in 2007. Currently Multichoice has the commercial and have agreed to some flighting. I would like to pressure them a little more.

This is a brief overview of what I think can be achieved this year, as we need to capitalize on what we have already achieved. I am open to comment and am available for discussion if need be.

Kind regards

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