

NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NUMBER: 475 [CW580E]

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475. Mr R A Lees (DA-KZN) to ask the Minister of Finance:

What total amount was spent by his department on promotional advertising (a) on (i) radio and (ii) television stations and (b) in print media in the 2011-12 financial year?

CW580E

REPLY:

(a) An amount of R26, 517, 017.90 was spent on RSA Retail Savings Bonds marketing in the 2011/12 financial year with the following details:

	Promotional advertising	Amount spent
(i)	Radio	R 19 272 693.28
(ii)	Television	R 0.00
(b)	Print	R 2 277 439.24
	Outdoor	R 4 966 885.38
	Total	R 26 517 017.90

The amount spent needs to be viewed against the backdrop of an amount of R4, 6 billion which was invested in RSA Retail Bonds during the same period.

ADDITIONAL NOTES:

1. The marketing budget of 2011/12 financial year was used as follows:
 - Flight the Retail Savings Bond's radio adverts on 26 radio stations;
 - Place print adverts in 6 weekend papers;
 - Brand 30 busses: Cape Town (10), Johannesburg (10) and Pretoria (10); and
 - Brand 9 boarding gates and the security check-in walls and pillars at the King Shaka International Airport.

2. Radio stations used:
 - SAFM
 - RSG
 - Umhlobo Wenene FM
 - Ukhozi FM
 - Lesedi FM
 - Metro FM
 - 5FM

Regional

 - TRU FM
 - Good Hope
 - Ligwalagwala
 - Ikwewezi
 - Munghana Lonene
 - Phalaphala
 - Thobela
 - Jakaranda
 - Igagasi
 - Khaya FM
 - Heart FM
 - East Coast Radio
 - OFM
 - Algoa FM
 - Capricorn
 - Mower
 - 702
 - Highveld
 - YFM

3. Targeted publications were:
 - City Press
 - Sunday Times
 - Rapport
 - Personal Finance
 - Mail & Guardian
 - Weekend Argus