

# AGM 2015

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Marketing Portfolio

MUSA SHANGASE



www.claybrick.org.za







## Reportback - Advertising



**LEAVE LASTING IMPRESSIONS**  
Natural clay brick offers a timeless, elegant and durable finish to your building.



**BUILD FOR TODAY INVEST IN THE FUTURE**  
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**BEAT THE SUMMER HEAT WITH NATURAL CLAY BRICK**  
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+27 11 805 4206 | www.claybrick.org.za



## Reportback – Public Relations



**Will ABTs hold the public purse to ransom**


Clay brick has always been the material of choice for sustainable, low maintenance and long lasting infrastructure. Schools, clinics, houses built over the past 100 years all across South Africa off a proven track record of lowest lifetime cost.



**SUSTAINABLE SCHOOL INFRASTRUCTURE BUILDINGS**

**ABTs FOUND WANTING**

CLAY BRICK SMALL CONSTRUCTION IS LIVING PROOFS AT THE CONCRETE CONSTRUCTION WEEK PROCEEDINGS TRUST SUSTAINABLE & SUSTAINABLE INFRASTRUCTURE BUILDINGS SOUTH AFRICA AT THE LATEST LATEST CASE



## Reportback - Digital

**Feb 9, 2014 - Feb 28, 2015:** ● Sessions


**Feb 9, 2013 - Feb 28, 2014:** ● Sessions



<ul style="list-style-type: none"> <li>• Visitors – <b>UP 38%</b></li> <li>• Page views – <b>UP 44%</b></li> <li>• Total pages viewed in 2014: <b>187,400</b></li> <li>• Most popular - Brick sizes: <b>14,845</b></li> <li>• Referrals               <ul style="list-style-type: none"> <li>• Chamber of Mines <b>495</b></li> <li>• Apollo Brick <b>128</b></li> <li>• cidb.org.za <b>124</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Suppliers maps (9): <b>9 000</b></li> <li>+ Full Members list: <b>5 000</b></li> <li>+ Associate Members list: <b>1 300</b></li> <li>+ Individual members: <b>6 000</b></li> <li>• Federale Stene <b>1,830</b></li> <li>• Stutt Brick <b>1,155</b></li> <li>• Sterkfontein Bricks <b>1,082</b></li> <li>• East London Bricks <b>750</b></li> <li>• Corobrik Avoca <b>749</b></li> </ul>
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## Reportback - Leaflets

**CLAYBRICK for good**

I deserve the best  
I deserve a better life

Health  
Dignity  
Legacy  
Security  
Longevity  
Sustainability

**Low Cost Housing Solutions for Coastal Regions**

Durable  
Sustainable  
Faster building  
Easier handling  
Low maintenance  
Lower transport costs

Huge savings through production

Model No	Average Size (mm)	Weight (kg)	Volume (m³)
CLAYBRICK 100	220x114x65	10.10	0.0101
CLAYBRICK 100	220x114x65	10.10	0.0101

**Low Cost Housing Solutions for Inland Regions**

Durable  
Sustainable  
Faster building  
Easier handling  
Low maintenance  
Lower transport costs

Huge savings through production

Model No	Average Size (mm)	Weight (kg)	Volume (m³)
CLAYBRICK 100	220x114x65	10.10	0.0101
CLAYBRICK 100	220x114x65	10.10	0.0101

**The Clay Brick Impact:**

3,500,000,000 Bricks Manufactured

20,000 employed in production  
30,000 bricklayers  
60,000 handlers  
10,000 supply lines  
30,000 painters + plasterers  
30,000 create + distribution  
30,000 recycling + other subindustries

210,000 employment opportunities

Do the numbers...

**CLAYBRICK for good** www.claybrick.org.za

There is no alternative.

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## The Marketing Team

- **The Marketing "Think Tank" members**
  - Selected for their strategic understanding of the industry
  - Provide guidance on what is most likely to be effective
- **Executing the Strategy**
  - **Dianne** – since 2001. Expanded her services from the website to include marketing and advertising.
  - **Brent** – since 2014. Continues with below the line publications and media. He defined and will implement the Outside In strategy
  - **Technical contributors:** thank you to Howard Harris, Peter Kidger, Chris Dickinson and the Technical Team.

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**AGM 2015**  
celebrating 15 years





This slide has a green header and footer. The top left features the 'CLAYBRICK for good' logo. The main heading 'GROWING clay brick market-share' is in red. Below this, two columns are separated by a red header: 'Our Primary Objective' (green background) and 'Our Biggest Threat' (red background). The primary objective text is 'Increase the total number of clay bricks being bought in SA by influencing decision-makers to choose clay brick over other construction materials'. The biggest threat text is 'Alternative Building Technology systems – public sector and NGOs. 60% of government infrastructure in the future is REQUIRED to use ABTs.' The bottom left has the tagline 'Created from nature. Built to last.' with a leaf icon and 'Environmentally Friendly'. The bottom right has a tree icon and a circular 'AGM 2015' seal.

**CLAYBRICK**  
for good

## GROWING clay brick market-share

### Our Primary Objective

Increase the total number of clay bricks being bought in SA by influencing decision-makers to choose clay brick over other construction materials

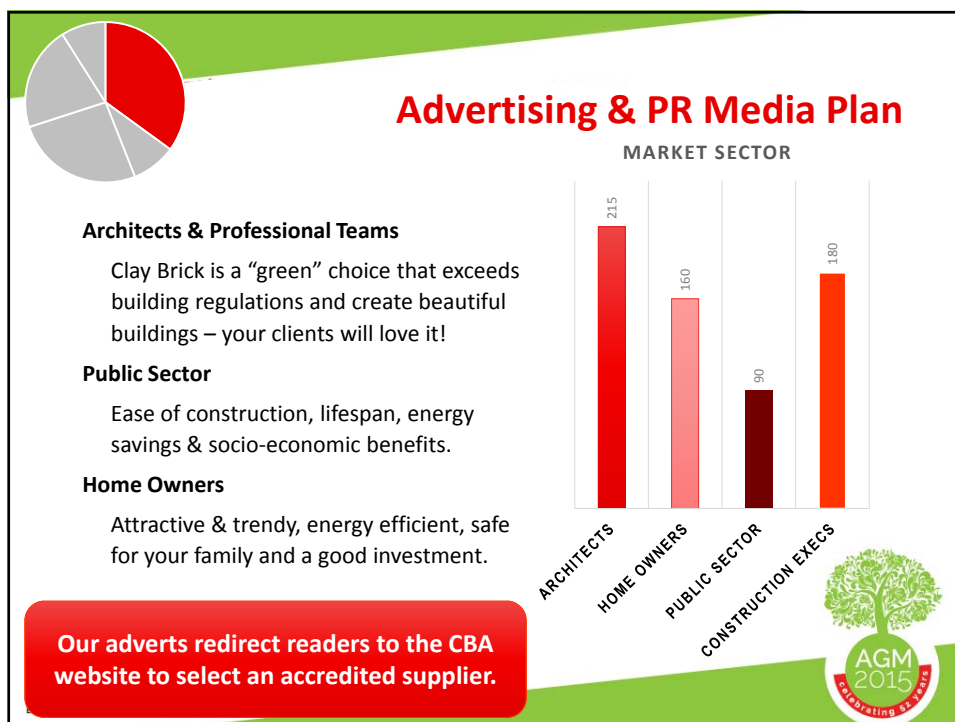
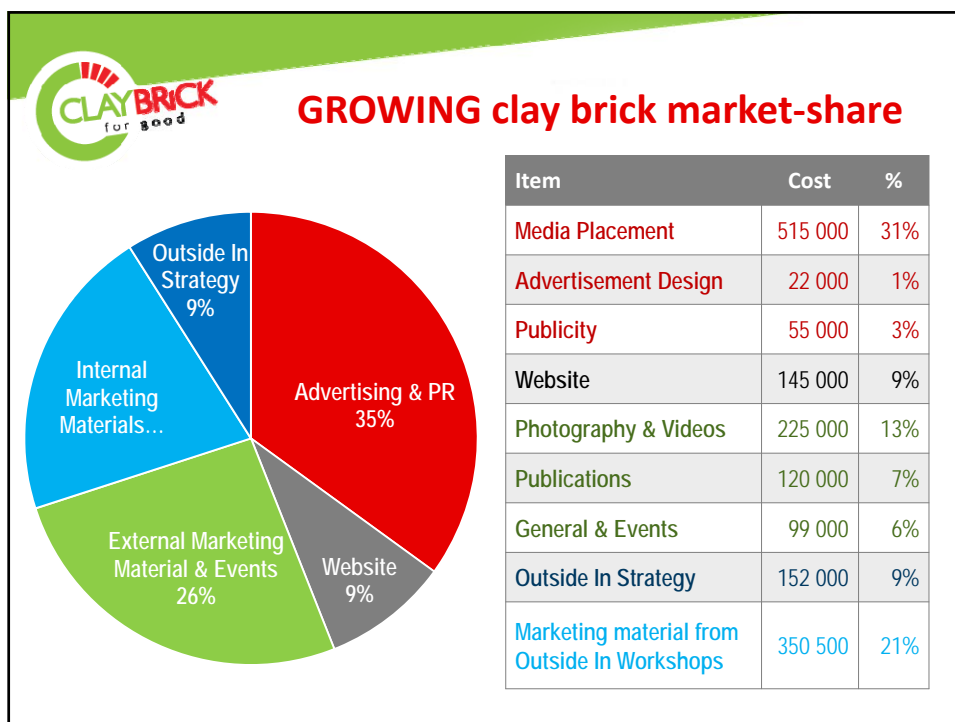
### Our Biggest Threat

Alternative Building Technology systems – public sector and NGOs. 60% of government infrastructure in the future is REQUIRED to use ABTs.

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AGM 2015  
celebrating 55 years





## Digital Media Plan

1. Update website **SECURITY** & maintainability (now 4 years old)
2. **INTERACT** with members via website rather than only email
  - Polls and surveys – CBA members and the public
  - Email teasers with website links to the full story
  - YouTube (via Google+) is a learning environment suited to communicating complex research & training topics
3. **PROMOTE ACCREDITED MEMBERS** as preferred suppliers

Over 5 000 people a month come to the website to look for suppliers – is your profile up-to-date?




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## Photography & Video



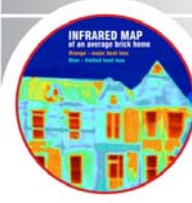
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## Publicity & Publications

See the **MARKETING DVD** for:

- Publications,
- Media sheets
- Technical Notes
- Presentations
- Videos
- Advertisements



**INFRARED MAP**  
of an average brick home  
Winter, when heat loss  
from a brick house is high

**MEDIA SHEET**

**ENERGY EFFICIENCY IS MORE THAN AN R-VALUE**

In many countries, wall thermal resistance (R-value) is the sole determinant of energy efficiency. Here in South Africa, R-values are only one measurement to consider. South African buildings exposed to long hot summer months require high thermal mass to achieve both optimum warmth in winter as well as cooling in summer.


**Contributors:**  
At Costsee (Claybrick.org.za)  
Peter Kogler (Corebrick)

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## Publicity & Publications

New **DISTRIBUTION CHANNELS** for our publications:

- Universities and educational institutions
- Professional bodies: NHBRC, CIBD, MBA
- Retail outlets: Builders Warehouse
- and most of all our Members!




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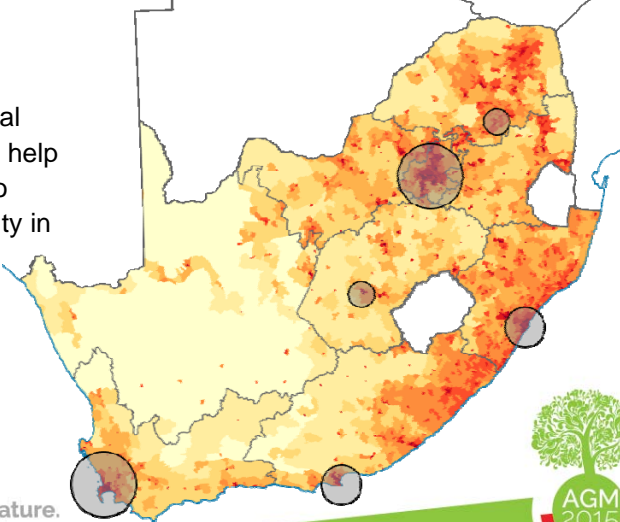
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celebrating 25 years







## Serving our members

**Objective:**  
To provide practical marketing tools to help your sales team to expand our visibility in local markets.



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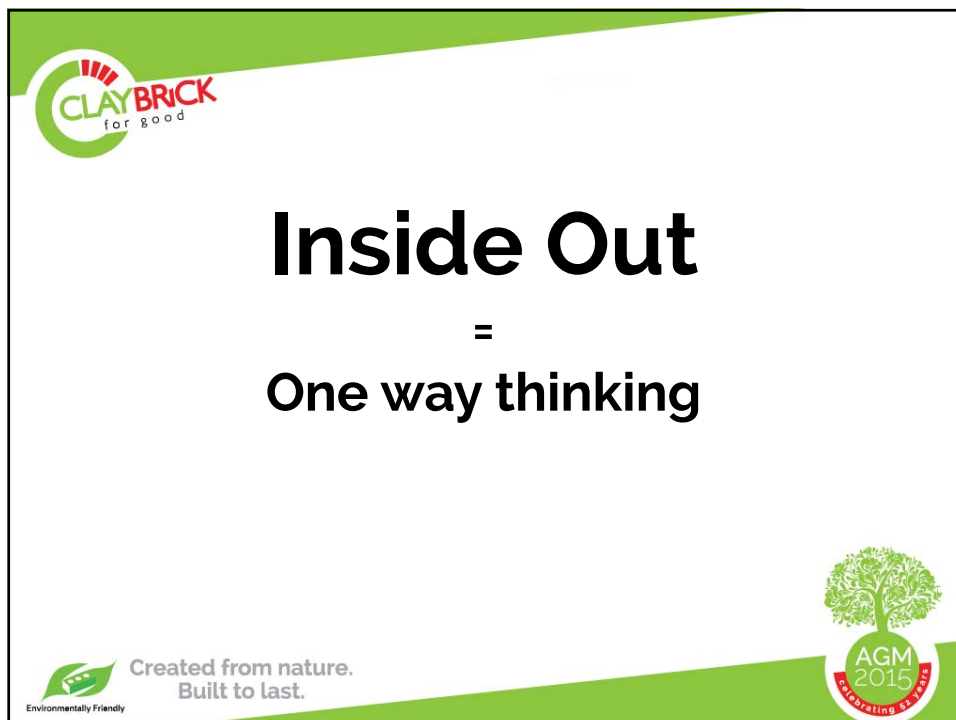
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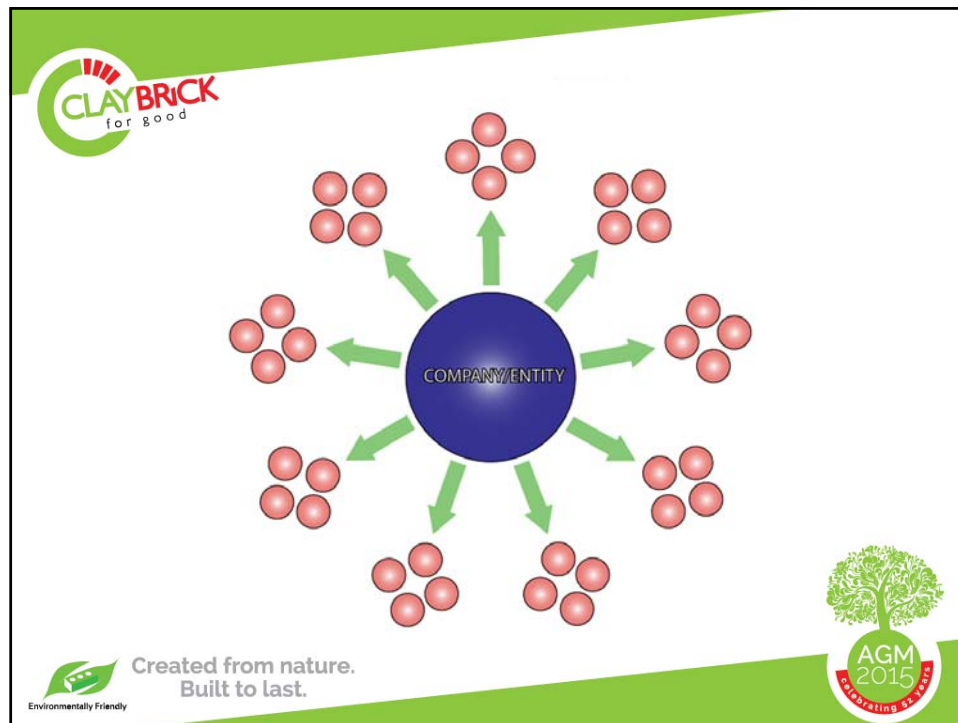
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BuildAid

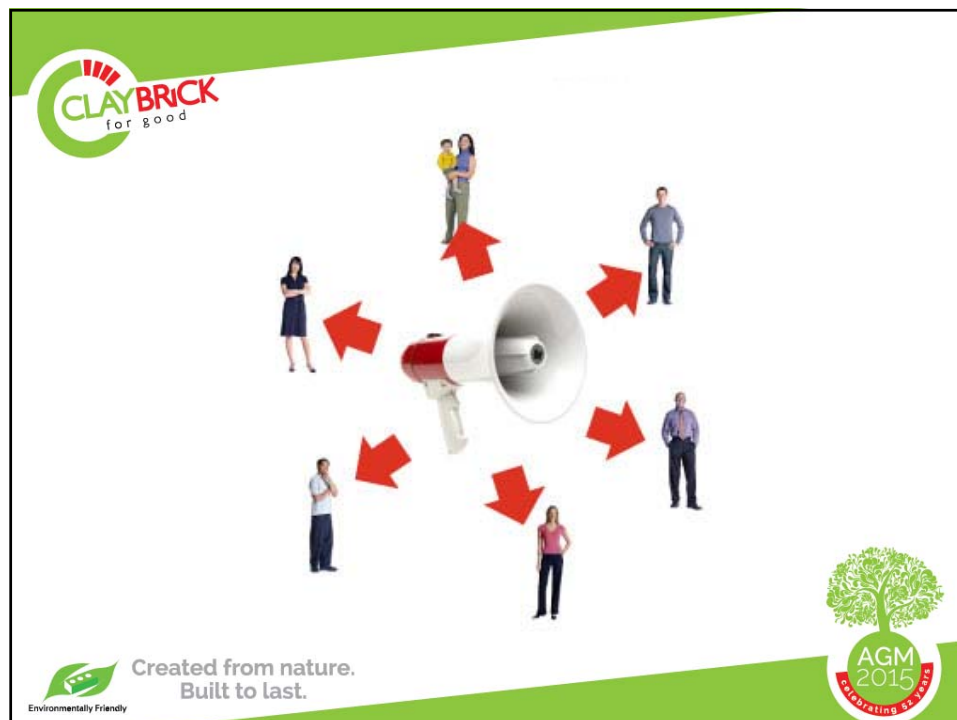
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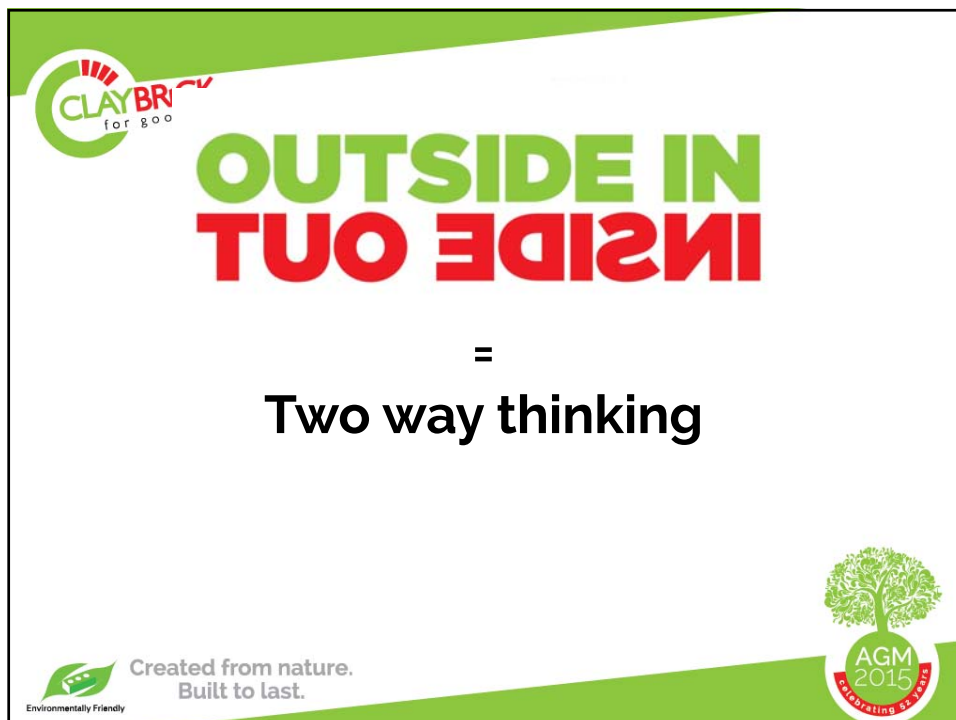
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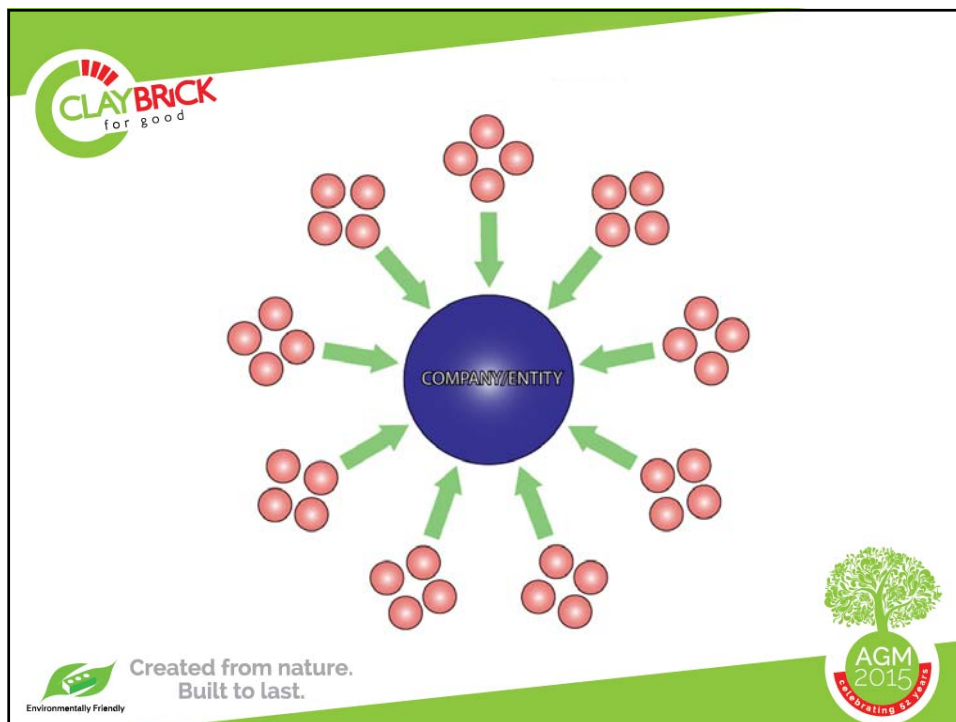


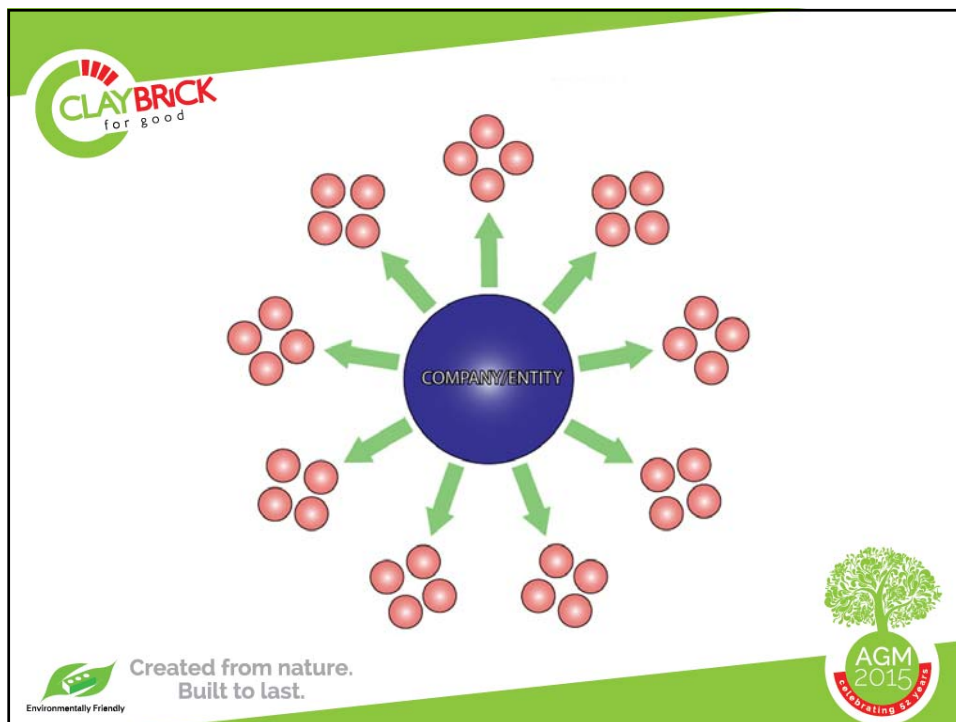
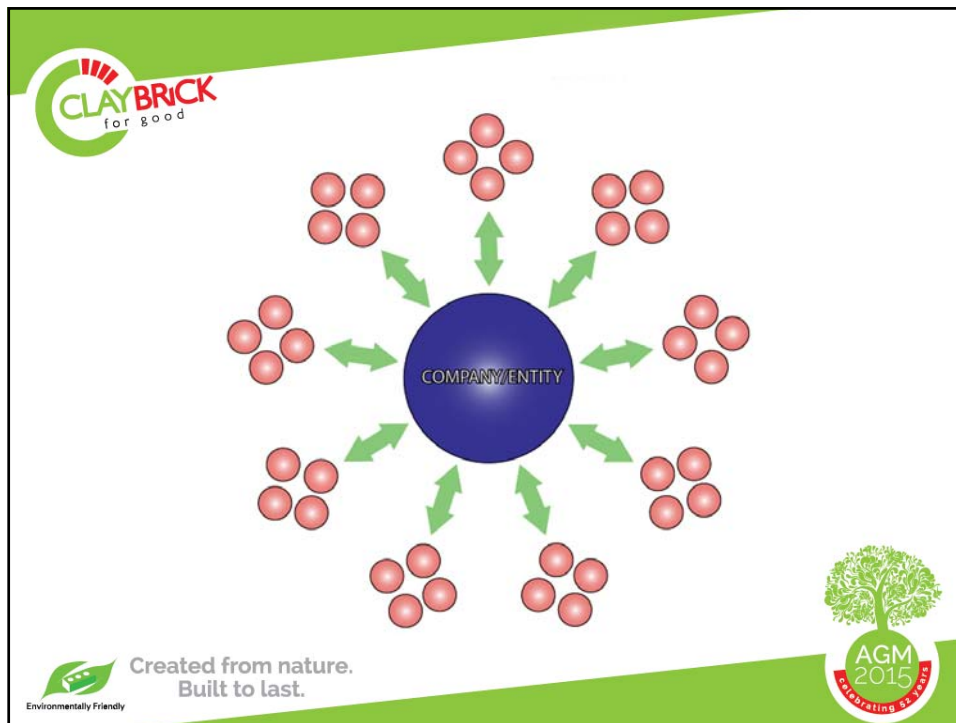


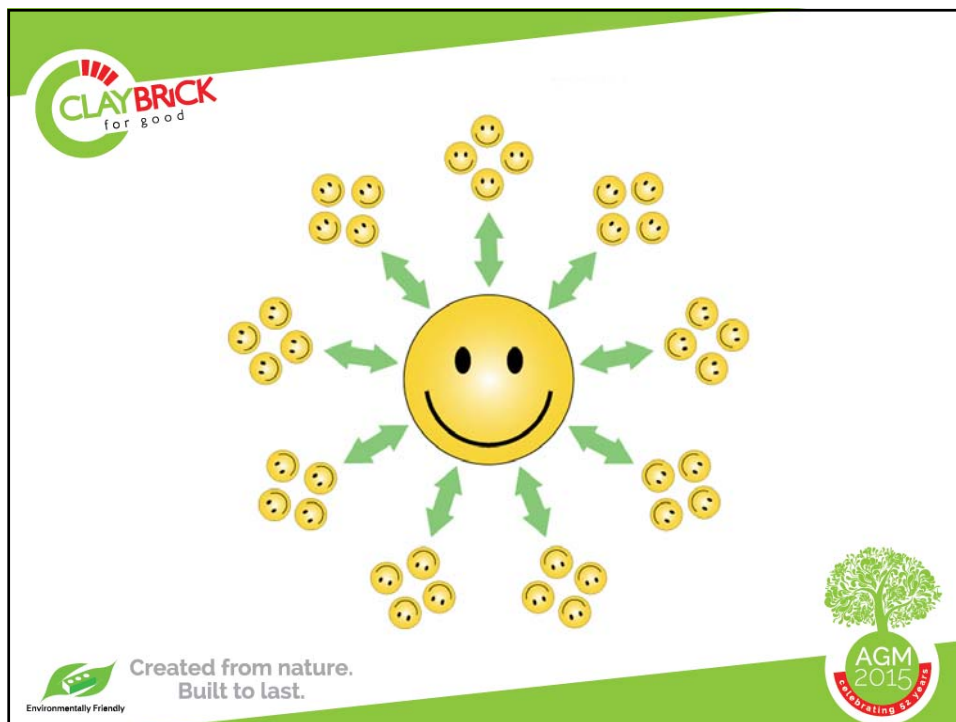














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So that's all good  
and well...



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2015  
celebrating 50 years



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**SO WHAT DOES THAT HAVE TO DO  
WITH US?**




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2015  
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ARE WE **OUTSIDE IN** **INSIDE OUT** ?

In our strategies and approach?



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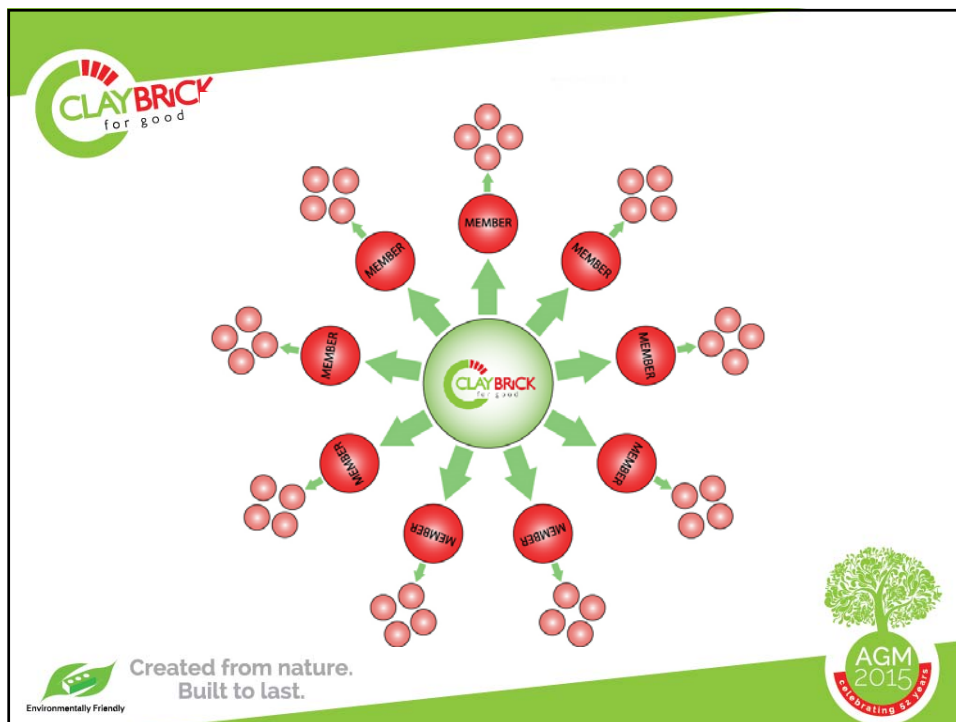
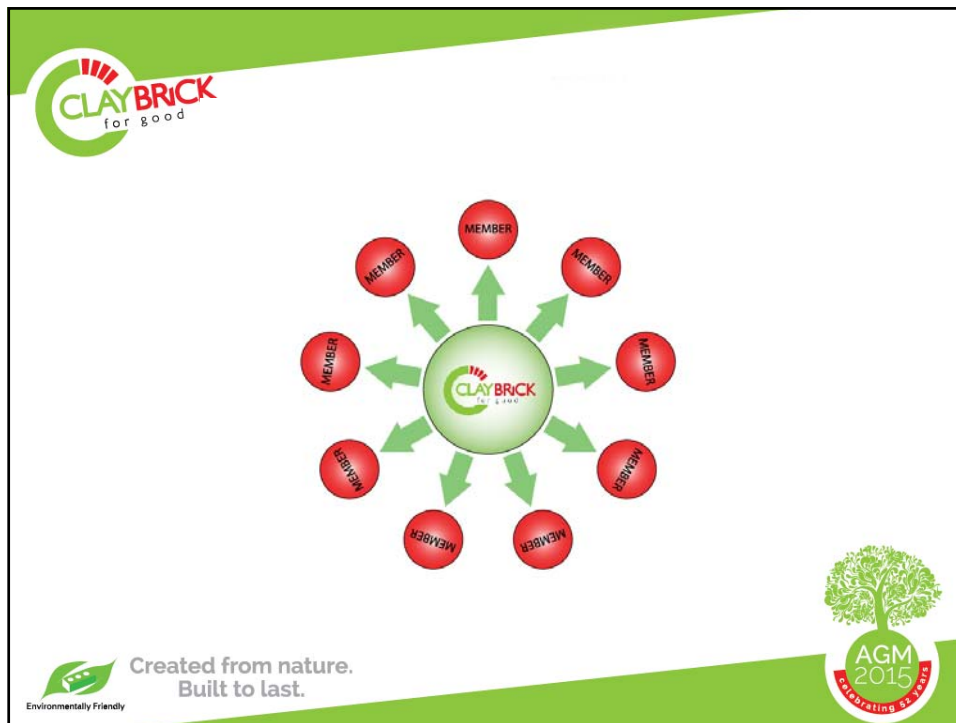
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celebrating 50 years

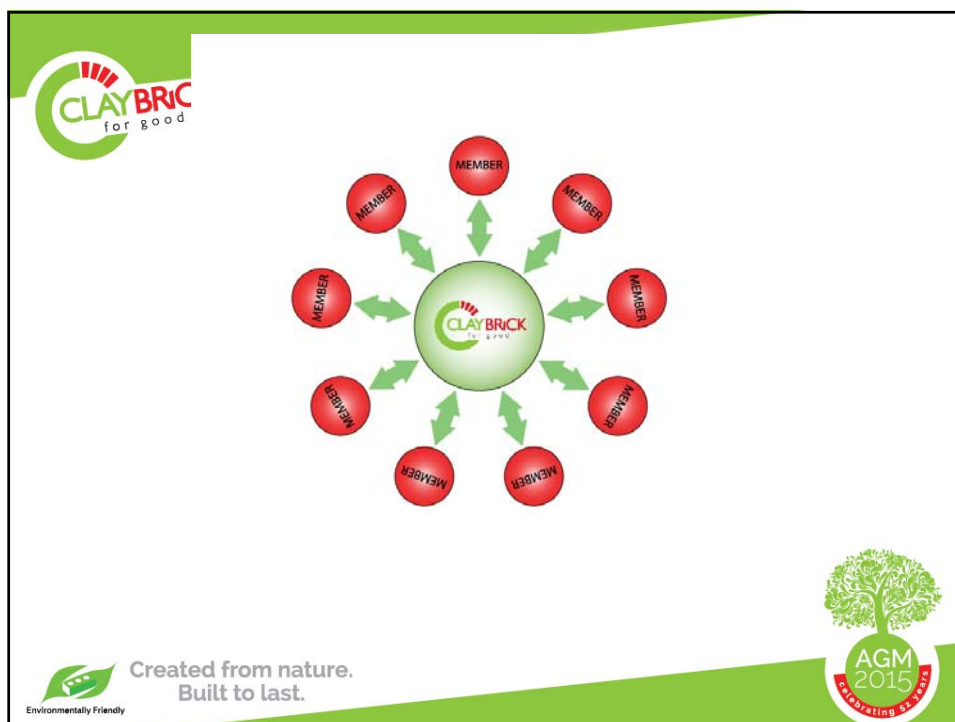
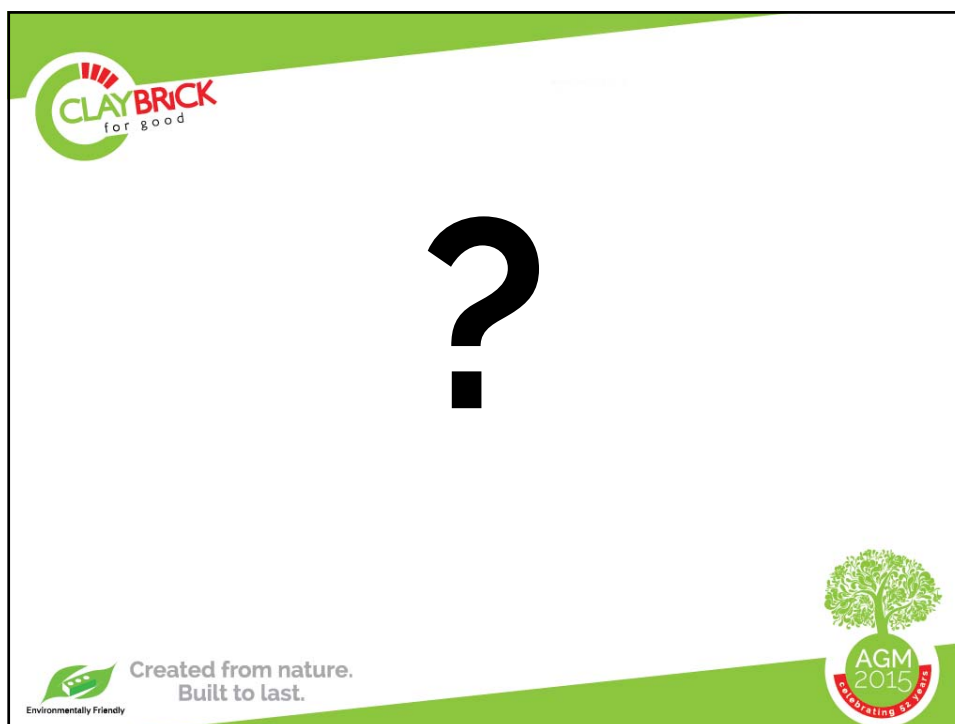




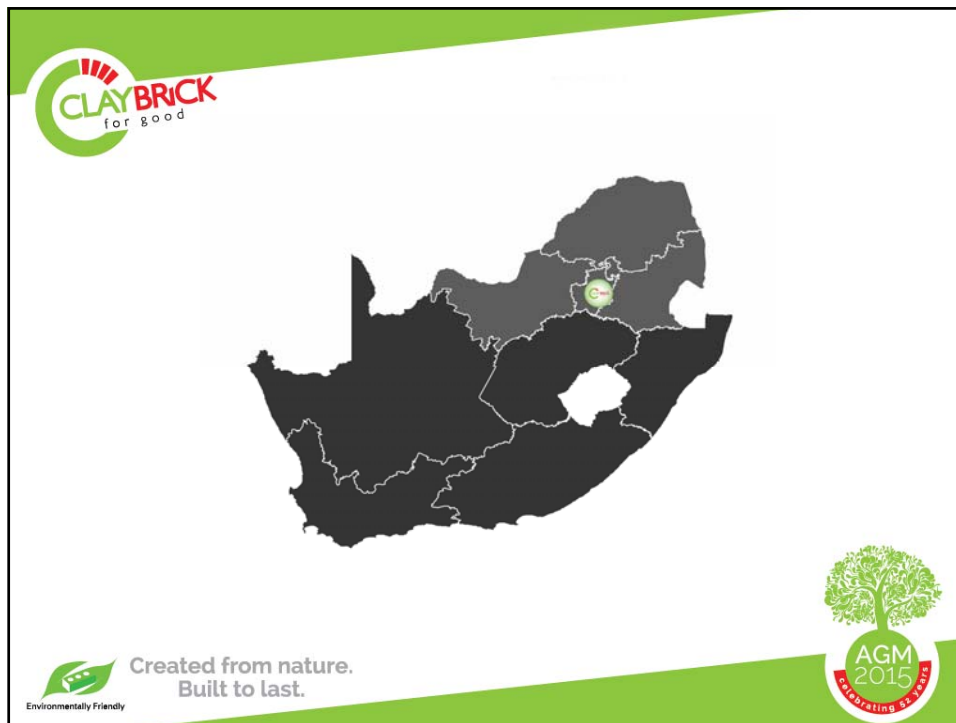
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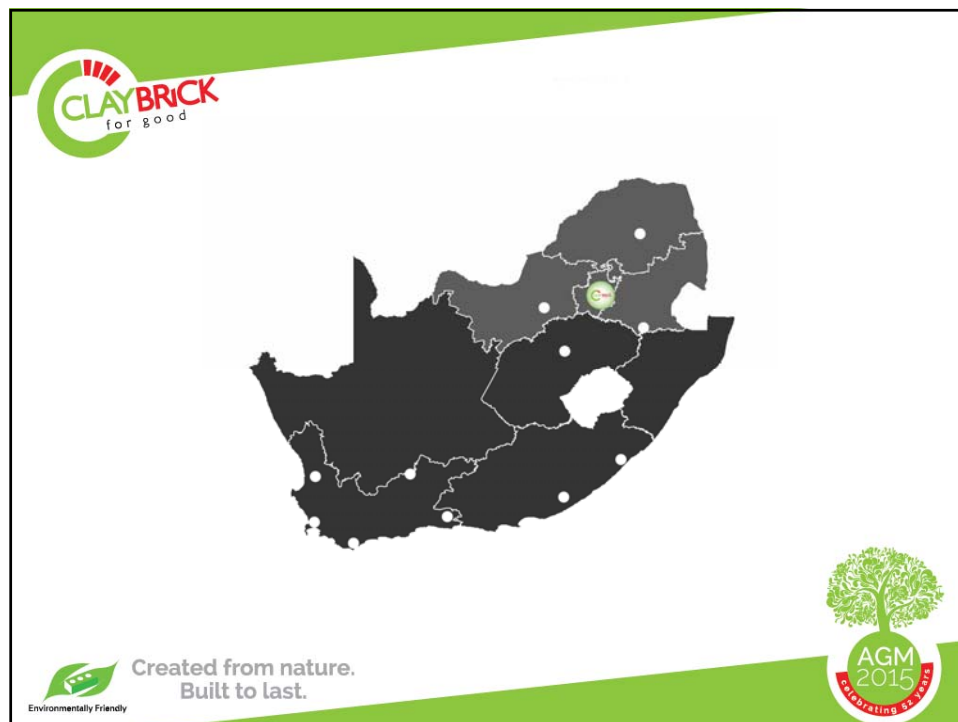
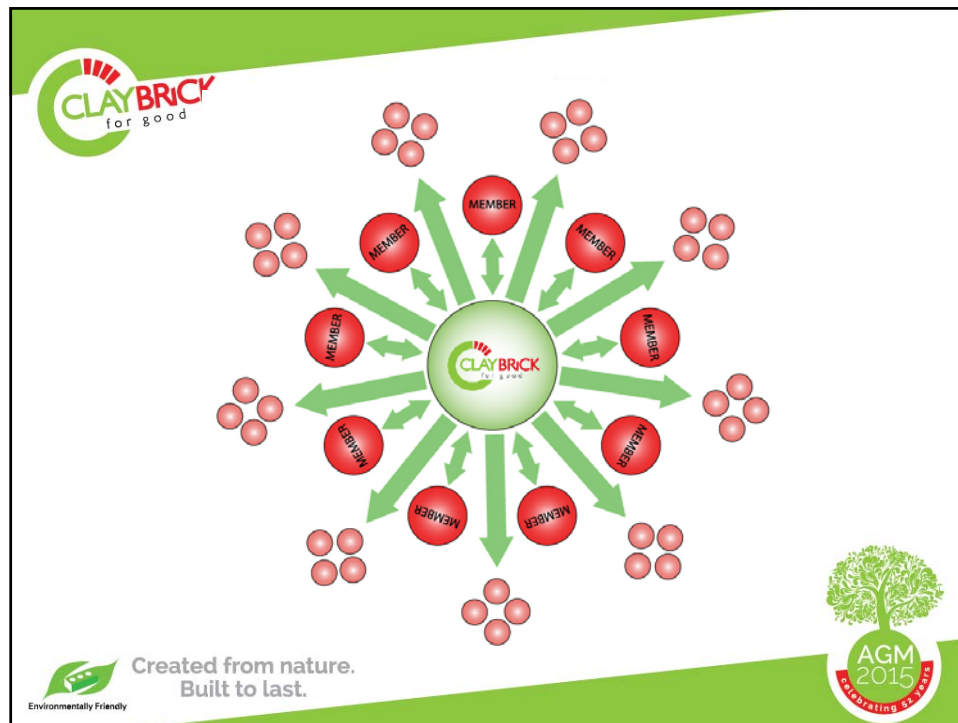
AGM 2015  
celebrating 50 years

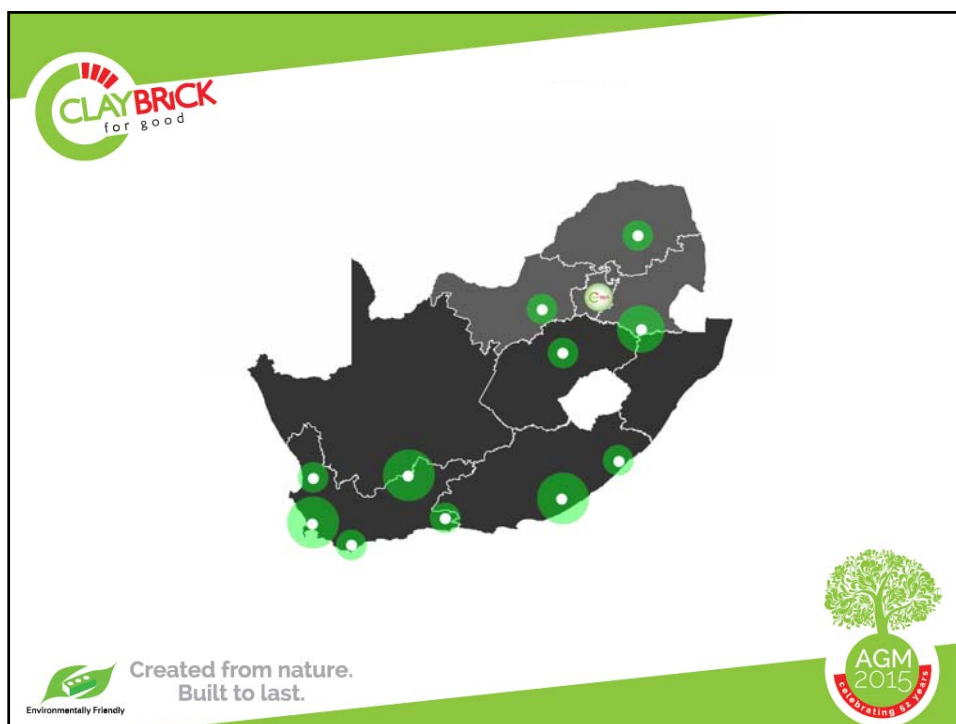




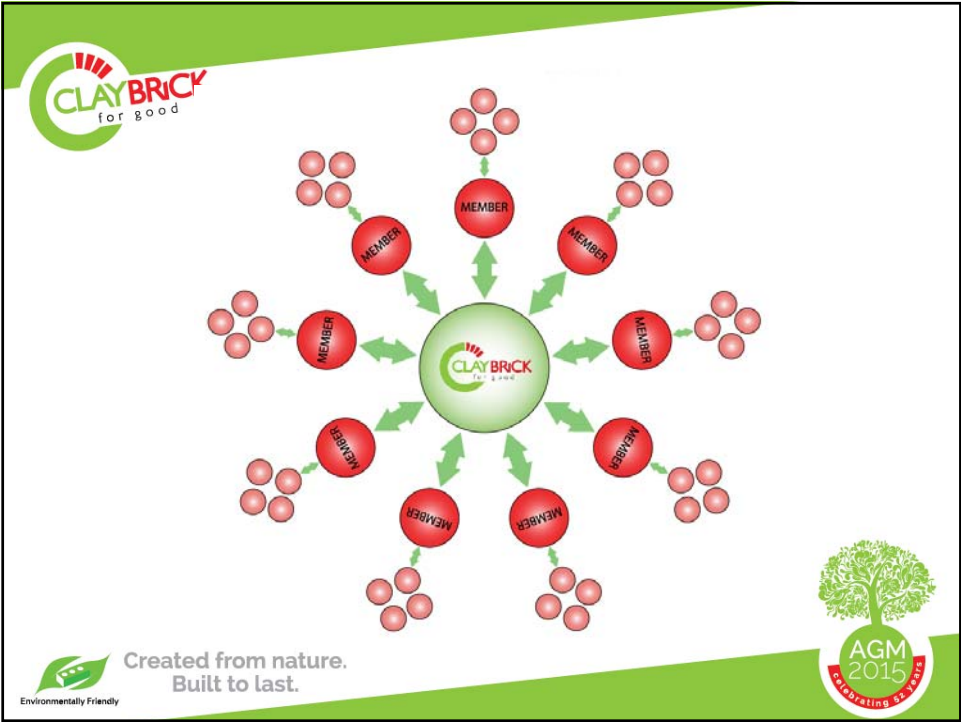
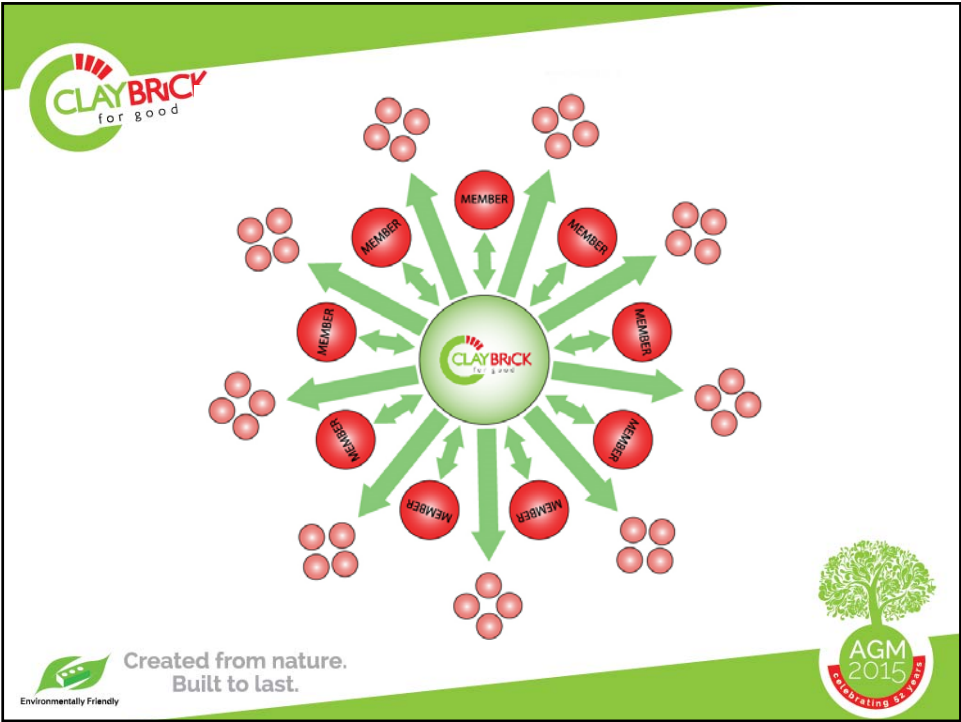


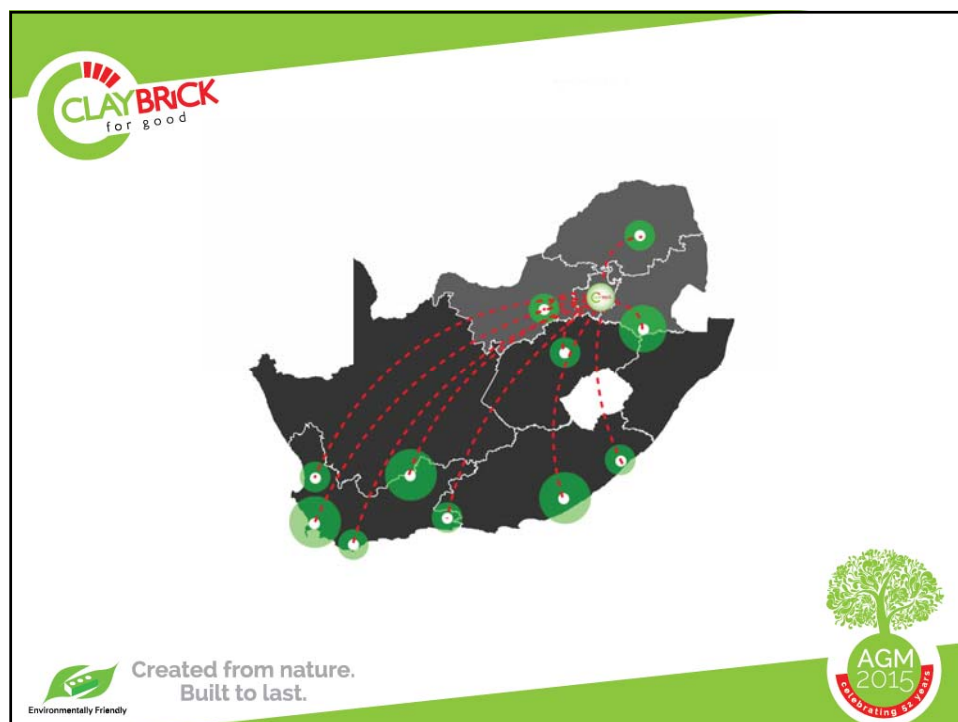
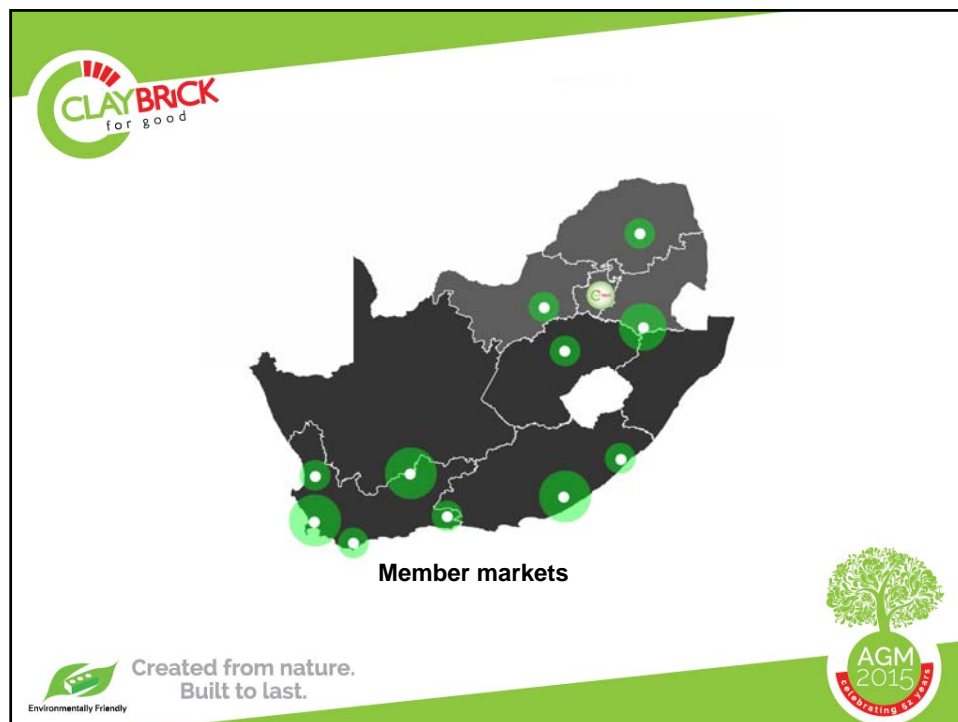


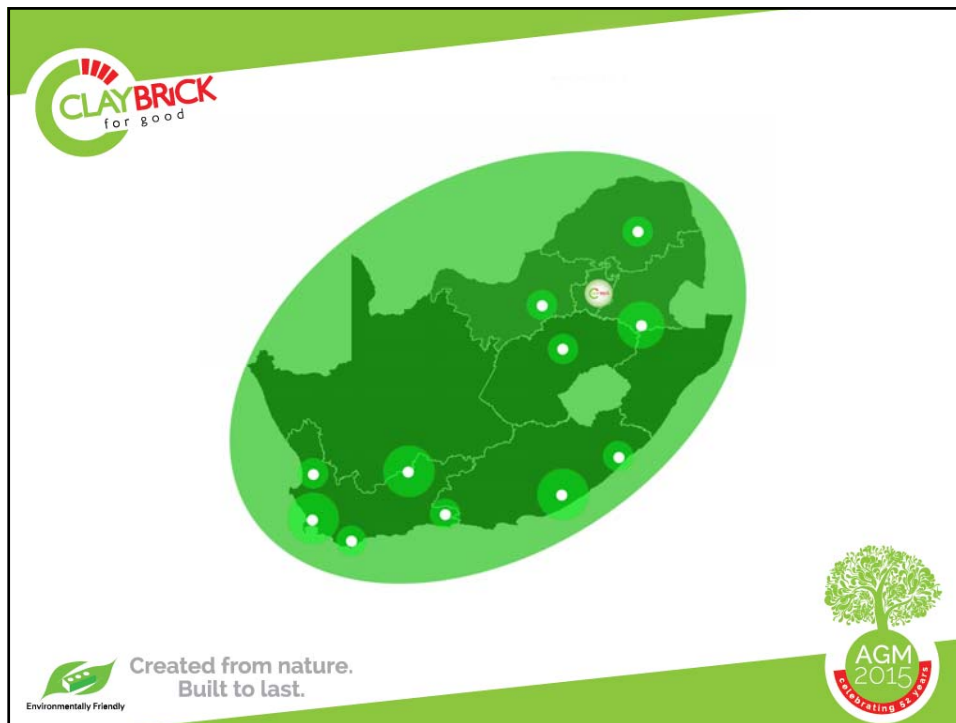


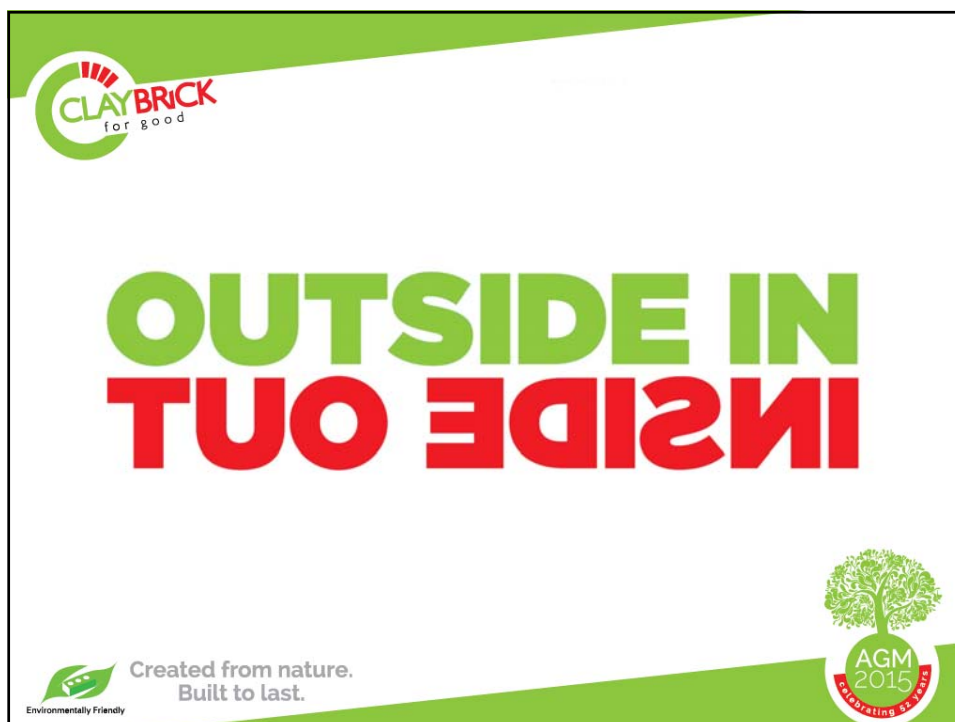














## Internal marketing strategy in Brief

- Nationwide regional to draw up a basic scope of the marketing areas our members may need help with.
- National online member survey will then be designed to categorise our members according to a number of factors including:
  - Geographical location
  - Main target markets in their area.
  - Product offerings specific to each member
  - Business size
- Strategies and roll out plans are developed with defined needs and member specific criteria.




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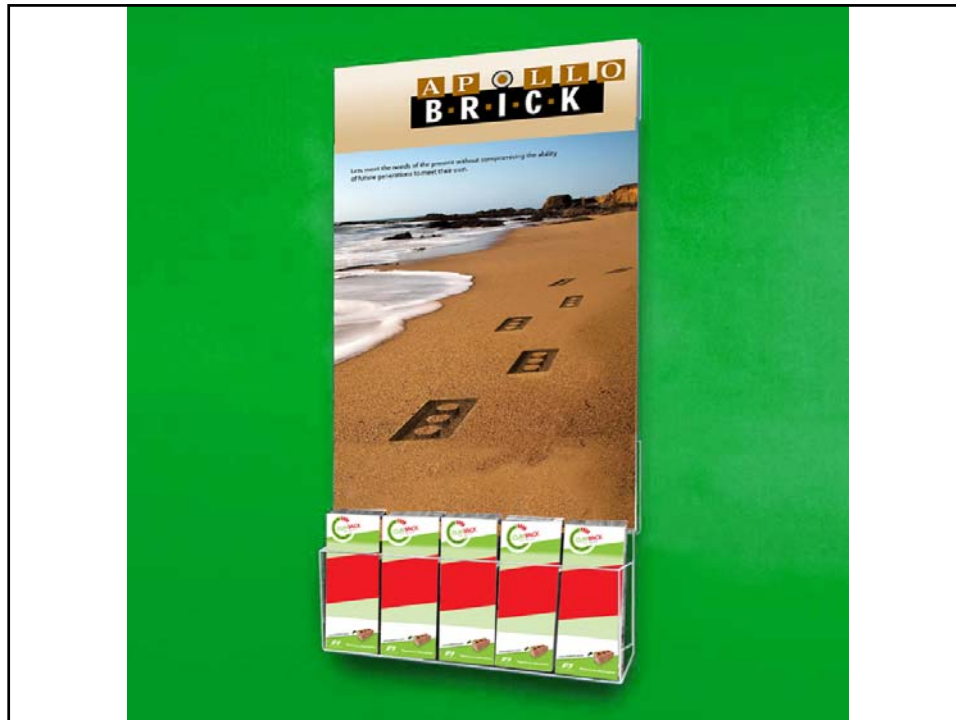
## Develop marketing materials specific to you your product and your target market.




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**Ensure that all CBA marketing materials are centrally distributed to assist your sales team.**

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# Marketing communications



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**PRESS RELEASE**

SUBMITTED BY:  
Dianne Vollek  
Al Coetzee  
Claybrick Association



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