

## PRISM AWARD SUBMISSION

**AGENCY:** BYDESIGN COMMUNICATIONS  
IN PARTNERSHIP WITH CITY PRESS

**CATEGORY:** RESOURCES

**CLIENT:** ANGLO AMERICAN

**CAMPAIGN:** 25 REASONS TO BELIEVE



South Africa celebrated 25 years of democracy in 2019 – and Anglo American took the opportunity to demonstrate how it is re-imagining mining to help build South Africa’s future. ByDesign Communications worked with City Press to create “25 reasons to believe: How Anglo American is helping shape South Africa’s future”, a multi-platform, content-driven, editorial campaign for Anglo American to connect with its diverse audiences across multiple Media24 brands. The campaign reached Anglo American’s most important stakeholders in South Africa through 25 stories that not only highlighted its journey to date, but a view of ‘what’s next’ for mining in South Africa.



**City Press**





## STATEMENT OF OPPORTUNITY

2019 marked 25 years of South Africa's democracy – but 2019 was more of a challenge than celebration for many. Regular power outages, low economic growth, unemployment levels of 29%, and the ongoing spectre of state capture conspired to paint a gloomy picture for the world's rainbow nation.



For Anglo American, it was an opportunity to step up. To demonstrate its relevance and long-term commitment to South Africa. To highlight its deep roots in South Africa, the economy and the communities in which it operates. To underline its investments and share a roadmap for the future. To re-emphasise why Anglo American matters to South Africa - and why South Africa matters to Anglo American.

The result was a campaign titled '25 Reasons to Believe: How Anglo American is helping shape South Africa's future.' It told powerful human stories of the company's wide-ranging impact. It demonstrated how Anglo American has re-imagined mining to help improve people's lives and brighten SA's future. It made people smile, and hope again.

## RESEARCH

### Research

- The Mining Charter provides a clear framework for the way mines must engage with government, stakeholders and their surrounding communities around development, sustainability and upliftment. This provided much of the context for the campaign.
- Anglo American's own research and reputation trackers show:
  - Historically high levels of distrust between the company's mines and their surrounding communities.
  - An ongoing perception by the public that mining companies, including Anglo American, put profits before the well-being of their people and employees.
- Regular reader research conducted by Media24's in-house Forum24 consistently shows City Press readers across the spectrum want information that is useful and relevant to their



lives, in addition, readers are more receptive to stories that offer solutions to the pressing problems South Africans are facing. City Press readers are particularly interested and engaged on issues of social justice and politics.

- Desktop research showed a growing appetite among South Africans for good news stories, as evidenced by the popularity of channels like Good News Guy and Beautiful News.

### ByDesign drew the following insights from the research, which impacted our approach:

- South Africans are receptive to good news stories that restore optimism and belief in the economic and social future of the country.
- The public has little insight into the mining sector and the different mining companies, raising questions around Anglo American's long-term commitment to the country.
- There is an ongoing perception that mining companies should do more to contribute to the country and its people.
- The readership profile and reach into the company's mining communities meant City Press was the ideal media partner.

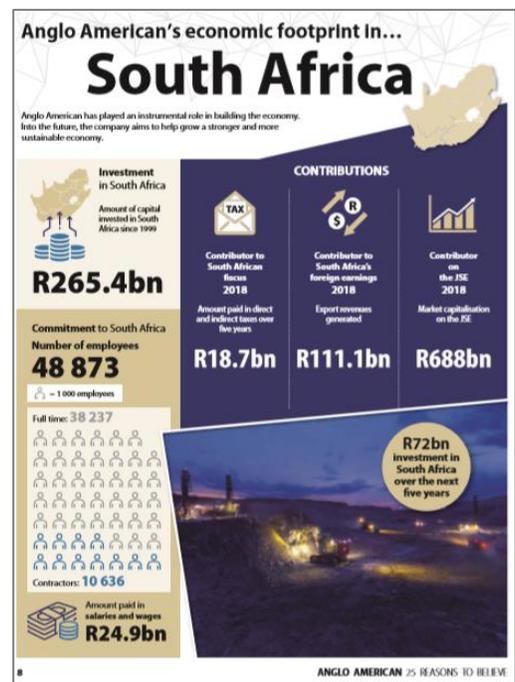
## EXECUTION

From our research, we knew that audiences - especially the communities in which mining companies operate - don't always believe the good news stories about the impact that Anglo American makes in its journey of 'mining for purpose'.

Therefore, our campaign had **five** objectives.

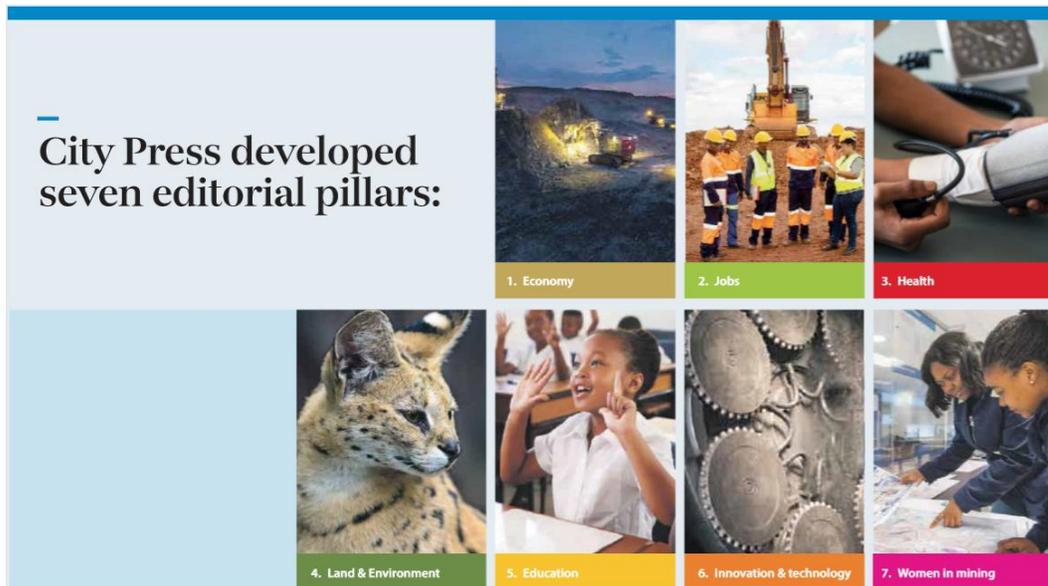
To increase awareness about Anglo American's:

1. Multi-faceted contribution to the country, and its impact on the economy and people.
2. R72 billion investment in the country over the next five years.
3. Wide-ranging community interventions, across the fields of education, healthcare and entrepreneurship, among others.
4. Response to environmental concerns and social injustices, e.g. land restitution.
5. Approach to sustainability and innovative mining technology will make the mining of the future safer and less invasive.



ByDesign and City Press worked closely to develop an editorial framework that demonstrated Anglo American's commitment to create long-term economic prosperity in the company's host communities. Seven editorial pillars – economy, jobs, health, land and environment, education, innovation and technology, and women in mining – brought together both Anglo American's

purpose to reimagine mining to improve people's lives, while addressing some of the most pertinent issues South Africa has faced over the 25 years of its democracy.



### Curating the content

The editorial needed to do two things: tell the stories through the eyes of the recipients; and be editorially credible and independent. The publication needed balanced views from communities, external stakeholders and Anglo American.

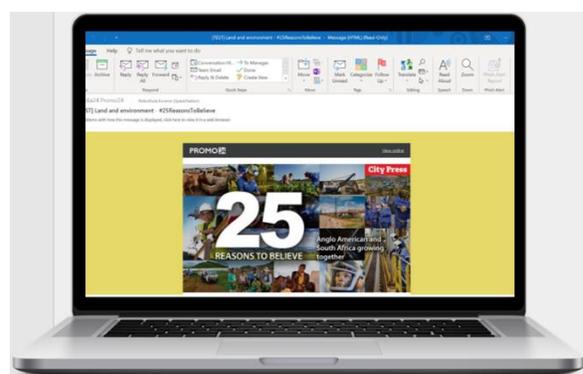
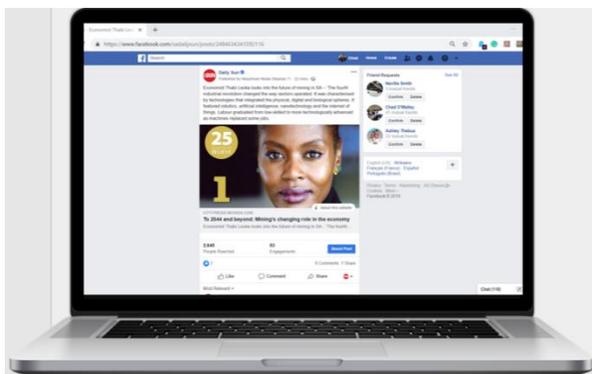
Our planning went into creating authentic and accurately reported multimedia stories that were relevant and of use to our targeted audiences, which included market investors, politically-savvy decision-makers, the mining industry, business executives, communities and engaged South Africans.

To do this:

- City Press deployed industry experts and seasoned reporters to create quality, independent editorial content.
- Graphics, animation and video were used to enhance the narrative and offer readers multiple points of entry to the content.
- ByDesign identified numerous community and stakeholder interviews to highlight the company's interventions and investment.
- The content was packaged with superb design and editing to ensure the highest quality and appeal to a broad audience.



- ‘25 Reasons to Believe’ launched in print and was supported by social media, before going online. From there, it was packaged and delivered across multiple platforms to a wider, engaged audience.
- A 68-page glossy magazine was inserted into the City Press Sunday edition on 28 July 2019. By creating a stand-alone publication, this created longevity. ‘25 Reasons’ could be shared with key stakeholders at events such as Mining Indaba and SA Investment Conference.
- The print execution was supported by an internal campaign at Anglo American.
- The City Press online audience could access all 25 feature articles, as well as ‘The Road Ahead’ leadership interviews, on a dedicated ‘special reports’ page on the website. A digital version of the magazine was also available.
- The City Press e-newsletter, ‘On a Point of Order’, featured one of the ‘25 Reasons to Believe in South Africa’ articles each day for 25 days.
- The Daily Sun website included a meta-tag and a campaign tag linking to ‘25 Reasons to Believe in South Africa’ for each day of the campaign.
- Eight promotional newsletters, focusing on each editorial pillar and ‘The Road Ahead’ were delivered to our online database, creating an audience segment of 767 000 readers.
- The project was supported by a broader advertising campaign around the company’s deep roots in South Africa and the stories showcased that support.



## EVALUATION



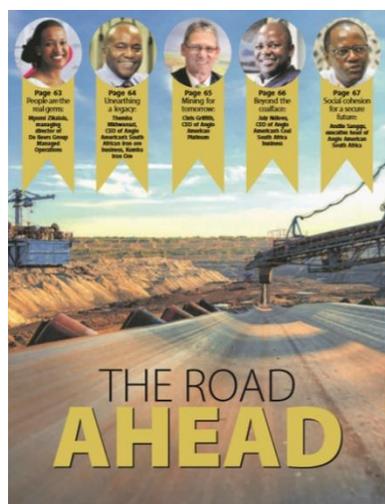
In the end, ‘25 Reasons to Believe’ delivered on all the campaign’s objectives.

We set out to increase awareness about Anglo American’s multi-faceted contribution to the country, and its impact on the economy and people and achieved this objective. Readers of City Press, Daily Sun and News24, engaged with a wide-range of stories about community interventions, across the fields of education, healthcare and entrepreneurship, and Anglo American’s response to environmental concerns and social injustices.

Most of all, Anglo American’s reputation tracker showed it positively shifted perceptions with key stakeholders and millions of ordinary South Africans. Anglo American’s global reputation showed the company is as strong as ever.

### Key metrics included:

|              |  |
|--------------|--|
| 1.4 Million  | City Press print readers reached   |
| 54%          | Average open rate for all newsletters  |
| 77.8%        | Highest open rate – Jobs newsletter  |
| 87 431       | Online views, exceeding the objective of 62 500  |
| 3 min 10 sec | Average length of time spent on stories  |
| 4 min 39 sec | Longest time spent on stories  |
| 3.04%        | Click-through-rate on the best performing Facebook post, reaching 6 286 with 191 engagements |
| 2.94%        | Click-through-rate on the best performing Twitter post reaching 7 859 with 231 engagements   |
| 767 784      | Targeted online audience segment created   |



### Reader's feedback

*The Road Ahead: "I've started checking my email before I start work, it gives me hope and encouragement. #25ReasonsToBelieve. Keep it up City Press."*

*Land and Environment: "Thanks to Anglo American for saving our nature and showing appreciation to the community."*

*Women in Mining: "So amazing for all the women falling in love with the mining world."*

Word Count 1193



## CLIENT ENDORSEMENT LETTER

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**EXTERNAL**

**CORPORATE OFFICE**  
**Anglo American**  
**GROUP CORPORATE RELATIONS**  
44 Main Street  
Johannesburg  
2001  
South Africa

31 January 2020

To whom it may concern,

### **2020 Prism Awards Entry**

This letter hereby certifies that I, Sibusiso Tshabalala, in my capacity as Group External Communications Manager for Anglo American South Africa, acknowledge and endorse the combined entry of ByDesign Communications and Media24, for the work the two organisations executed with Anglo American's 25 Reasons to Believe campaign, as a collaborative entry into the **Publication and Resources Categories**.

Should you have any queries, please contact me on the details below.

Best wishes,

DocuSigned by:

*Sibusiso Tshabalala*

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