

PRISM AWARD SUBMISSION

AGENCY: BYDESIGN COMMUNICATIONS IN PARTNERSHIP WITH MEDIA24

CATEGORY: RESOURCES

CLIENT: ANGLO AMERICAN SOUTH AFRICA

CAMPAIGN: WOMEN ON THE FRONTLINE



Profiling prominent women is not enough. We must profile women who are using their power within organisations and society to effect more change. Women who are using their understanding of history to drive gender parity every day to create a more equal future for all women.

ByDesign Communications in partnership with Media24 created “*Power – Celebrating Women on the Frontline*”, a multi-platform, content-driven, editorial campaign for Anglo American. The campaign reached Anglo American’s most important stakeholders in South Africa by telling stories of women in mining and women on the frontline in a time of the pandemic.





STATEMENT OF OPPORTUNITY

Power is defined as the capacity to influence the behaviour of others or the course of events. The 1956 Women’s March was a show of power. Women’s Month has become a touchstone by which we measure progress towards gender equality – and reflect on how far there is still to go.

In 2020, it was an opportunity for Anglo American to step up and demonstrate its purpose. *Power: Celebrating Women on the Frontline* was designed for Anglo American to salute women on the frontline – some working in clinics during a pandemic – and others leading change in the organisation to strive for gender parity.

RESEARCH CONDUCTED

As an industry, mining is traditionally male. Research shows that while mining is striving for better gender representation, still only 12% of the mining labour force is female. However, Anglo American had a better story to tell of diversity with 35% of management roles held by women. This provided the opportunity to showcase how women throughout the value chain at the company were leading change.

Our questions:

- What role do women play in mining? What role do women play on the frontline of the pandemic?
- How do we demonstrate the role Anglo American plays in South Africa during a pandemic?
- How do we create a campaign to address some of the biggest issues facing women in South Africa? Would stories of resilience against gender-based violence, victimisation, equality connect with our audiences?

Our research looked at women in mining, transformation, and mining in a time of COVID-19:

- Minerals Council South Africa data showed that while the number of women working in the mining sector has increased significantly over the past 15 years, women still represent only 12% of the mining labour force.



Anglo American funding helped female entrepreneurs in its community in Rustenburg, make face masks at the start of lockdown.



- Data from Anglo American's Transformation Report (2020) showed that more than 35% of management in the company comprised women.
- Anglo American's daily COVID-19 Stakeholder Tracker (from April to June), which tracked sentiment among government, unions, political parties, communities and NGOs, revealed a 25% increase in negative perception that mining companies are not essential workers, and should be subjected to the same lockdown regulations as other industries.

PLANNING OUR CAMPAIGN

Mining has helped to shape South Africa to a greater extent than any other industry. From our research, we knew that audiences – especially the communities in which mining companies operate – do not always understand mining's impact. We knew that our approach needed to be bold and connect with the company's key audiences but tell South Africa about Anglo American too.



We had **four** main objectives:

1. Show that Anglo American's **purpose** is a reality. Show that its operations, and people, are essential to its communities.
2. Demonstrate Anglo American's **commitment** to transformation, inclusion and diversity.
3. Profile Anglo American's **women on the frontline of change**.
4. Demonstrate that Anglo American lives up our **values**, in particular care and respect.

Guided by Anglo American's Inclusion and Diversity strategy and WeCare programme, Anglo American's global and local response to the pandemic, ByDesign Communications developed an integrated content campaign to showcase gender transformation and impact.

We knew the women of Anglo American had great stories to tell. We needed to create a place for the stories to be told, with the biggest reach possible. To do this, we partnered with Media24's City Press and Daily Sun in a multi-channel approach:

- **City Press** was chosen as key channel to reach key stakeholders, such as government, unions, and communities to position Anglo American's inclusion and diversity programmes.
- **Daily Sun** is the only daily paper that reaches all Anglo American's operations, and is popular among its host communities.



Our planning went into finding authentic and engaging stories of women in Anglo American. Women leading the charge for change.

- Some were literally working in the frontline clinics during a global pandemic – and others leading gender change at the corporate office.
- The women who told their stories did so within the context of the 1956 Women’s March. This moment in history offered a starting point to measure success by, but also the ideals those women marched with ensured that the stories of today reflected how much further they would like to see their descendants go.
- Gender-based violence which was termed The Shadow Pandemic by the United Nations during lockdown. Given the mining industry’s traditional male bias, this reflection on GBV was an important component as it is also an important indicator of gender parity.

EXECUTION

ByDesign Communications in partnership with Media24, created *Power: Celebrating Women on the Frontline*, a 4-week content series, focused on telling stories of the women on the frontline of change.

- We showcased 10 women – capturing their personal stories and how they link to the larger global issue of women’s struggle for equality as well as South Africa’s ongoing battle with gender-based violence, using the 1956 Women’s March that is celebrated on August 9 as the hook.



- We highlighted the lived experience of the ‘frontline worker’ during COVID-19 – by sharing how the world of work has changed since the pandemic. The interviewees were selected from the different business units of Anglo American from all parts of the value chain to be fully representative of the women in the organisation. These included doctors, nurses, engineers, talent directors and legal directors.



- The features were launched in City Press on Women’s Day, August 9, with an introduction written by Nolitha Fakuda, chair of Anglo American South Africa. The same features were then published in Daily Sun the following Monday or Tuesday. The final week the series concluded with a throw forward also written by Fakuda.
- City Press connected the stories with stakeholders in the business, political, union and NGO space, while Daily Sun connected the stories with our local communities where Anglo American operates.
- Visual storytelling (an online magazine platform) collated the stories for those with online capabilities. This format also allowed users to browse the series as a whole, showcasing Anglo American’s broad range of female representation across divisions and levels.
- To overcome the needs of social distancing and unnecessary travel, the team decided on illustrations of each of the 10 women. These illustrations too brought the series together as a cohesive whole, connecting the women’s stories to each other.

CELEBRATE POWER



ADAPTING TO CHANGE Debra Masunyane celebrates the small victories during the Covid-19 pandemic ARTWORK: RILEY LUDLOW



I enjoy the diversity I'm exposed to from different cultures, races and nationalities. It is all so amazing



SEIZING OPPORTUNITIES Vanessa Naicker says her passion for technology advancement and adoption is unwavering



Instilling greater gender parity across all forms of economic participation – education, politics and leadership – is critical



RESILIENT Karen Tsao says that she has not experienced any obstacles or hardships blatantly related to gender biases in her job



Make decisions based on your beliefs and not on your perceived expectations from others



We created an integrated content plan to amplify the stories beyond Media24’s platforms.

- We told these stories internally. *Power – Celebrating Women on the Frontline* online magazine shared internally across all business units.
- We amplified the stories across all social media platforms (Instagram, Facebook, Twitter).
- We created an extensive publicity campaign and message trained the spokespeople to land and position Anglo American’s inclusion and diversity narrative in their interviews.





EVALUATION

In the end, *'Power – Celebration of Women on the Frontline'*, delivered on all the campaign's objectives.

1. We showed Anglo American's **purpose** by demonstrating how mining is improving people's lives.
2. The women leading change told their stories of Anglo American's **commitment** to inclusion and diversity.
3. The content series showcased **women on the frontline of change**.
4. The stories highlighted Anglo American's **values**, through care and respect.

Key metrics included:

- Anglo American's Reputation Tracker (powered by independent research provider Alva) showed an **12% increase in positive sentiment** in the Q4,2020 report.
- **82% of Anglo American's employees felt connected** to the content and proud Anglo American's inclusion and diversity strategy.
- We reached our audiences – 3 951 000 South Africans across both Daily Sun and City Press print publications per week (9 – 31 Aug).
- The **campaign received an overall pageview count of 10 820** across both City Press and Daily Sun, higher than other Media24 campaigns.
- We reached over 10 000 page views with an **average time spent of 12 minutes** on the featured articles on Shorthand – **significantly higher** than the industry average of 3 minutes.
- In **92% of all the publicity we received** (outside of the Media24 publications) Anglo American's inclusion and diversity **messaging landed** in the press article/interview.
- We reached more than 50 000 employees across South Africa through our Women on the Frontline internal communications campaign.
- Anglo American **engagement** on Facebook increased 33% in August.

Word count: 1187 excluding Opening Statement and picture captions.



Client Approval Letter – Anglo American



1 March 2021

TO WHOM IT MAY CONCERN

RE: 2021 PRISM AWARDS ENTRY

This letter hereby certifies that I, Nomonde Ndwalaza, in my capacity as Group Media Specialist 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 Celebrating our frontline workers campaign, ""Power: Celebrating Women on the Frontline"" a collaborative entry into the **Resources Category**.

Should you have any queries, please contact the undersigned at Anglo American South Africa.

Yours faithfully,

Nomonde Ndwalaza
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