

Research Report

Advertising effectiveness in NGO-Corporate partnerships in South Africa

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Abstract

South Africa has a high annual road accident rate, mostly caused by drunken drivers.

Non-governmental organisations (NGOs) and corporates use different social marketing tools to reduce this pandemic. A key mass-reaching medium is advertising. This research is aimed at understanding those factors in advertising that affect its effectiveness when addressing the social issue of driving while under the influence of alcohol.

Through the literature review and the study of other programmes that have attempted to use mass media to reduce the problem, key factors were identified in both social and commercial marketing.

Part of the research was to understand the factors affecting advertising effectiveness on different demographics (race, gender, age, marital status, educational level), so a wide sample size of 300 respondents completed a questionnaire. The questionnaire contained an advert addressing drunken driving. One hundred of the respondents received a questionnaire with an advert sponsored by South African Breweries (SAB); another 100 respondents completed the same questionnaire with the same advert, but this was sponsored by an NGO. A further 100 respondents completed the same advert and questions, but the advert was sponsored through a partnership between both SAB and the NGO.

It was interesting to discover that females and males had different trust levels towards the advert. The less educated respondents showed more trust towards the source whilst the more educated respondents displayed less trust levels. SAB also scored high in source credibility which involves trustworthiness and expertise. NGO were not regarded as experts but their expertise score increased in partnership with SAB. However, the partnership also showed the least trust. The highly educated were also the most involved.

Declaration

I, Luvhimba Phaswana, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategy Marketing in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Luvhimba Phaswana

Signed at Johannesburg

On the.....day of.....2014

Dedication

This research is dedicated to my family, especially my mother Takalani Tshivhase and my late grandmother, Gugu Iremela Tshivhase.

Acknowledgements

I would like to acknowledge the assistance of my supervisor, Mrs Yvonne Saini for assisting so late in the process. I would also like to acknowledge Jeremy Mitonga for all his support and assistance.

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List of Abbreviations

- NGO Non-governmental organisation
- NPO Non-profit organisation
- 4Ps Promotion, Price, Place, Product
- SAB South African Breweries
- SADD South African against Drunken Driving
- PADD People Against Drunken Driving
- Ad/Advert Advertisement
- ANOVA Analysis of variance