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Demographic trends in above-the-line advertising expenditure in South Africa, post 1994.

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DEMOGRAPHIC TRENDS IN ABOVE-THE-LINE ADVERTISING EXPENDITURE IN SOUTH AFRICA, POST 1994

Brendan Mbatha

A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfillment of the requirements for the degree of Master of Business Administration

Johannesburg
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ABSTRACT

The subject of racism or the lack of transformation in the media and advertising sector received much attention in 2001 when representatives of the sector were called to make representations to the Portfolio Committee on Communication. This research report analysed advertising expenditure between 1994 and 2004 to establish if the trend corresponded to demographic changes in the country over the same period. The research report made use of data from various research institutions and conducted a research survey among practitioners from the sector in the process of investigating this phenomenon. The research revealed that advertising expenditure by the financial services sector in above-the-line media had improved in terms of more equitable distribution among the various population groups. The conclusion that was reached in the report was, however, that although there had been improvement, the distribution of advertising expenditure still fell short of corresponding to the demographics of the country especially with regard to reaching the poorest members of the population. The research report recommended that government should take the lead in facilitating media access by the lower income groups and a national media strategy should be put in place and driven by the media and advertising sector to facilitate and ensure the more equitable distribution of advertising revenue.

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THE DECLARATION

I, Brendan Mbatha, declare that this research report is my own, unaided work. It is submitted in partial fulfillment of the requirements for the degree of Master of Business Administration in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

_____

Brendan Mbatha

29 November 2006

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DEDICATIONS

With special gratitude to my parents whose love, support and sacrifice has enabled me to get this far

To my wife
Phici,
Your husband is back. Thank you for your support

To my daughter
Nalenhle Mbatha,
May this report inspire you to finish whatever you start

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ACKNOWLEDGEMENTS

I am especially grateful to:

- Dashni Naidu
- Milton Tshabalala, for going beyond the call of duty
- Tshifhiwa Mulaudzi, for your boundless patience and willingness to lend a hand
- Geoffrey Bick, my supervisor, for your guidance, support and the gentle nudge every now and then
- Nielsen Media Research for your kind willingness to provide me with the invaluable data I used for this report
- To the South African Advertising and Research Foundation for providing me with data and access to your facilities
- To the UNISA Bureau For Market Research for kindly making their reports accessible to me
- To my respondents for kindly letting me into their homes, their offices and most importantly, their heads
- To my friends and family for giving me the time and space complete this report
- Lastly and most importantly, to God, for the opportunity to study this far and the strength and guidance to complete my studies

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You are to start for Rome bearing a message for Caesar.
You will tell him: "All Gaul is occupied." He will ask,
"All?" You will reply: "All!" He will understand.

From "Asterix and the Soothsayer" (Gosciny)

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