



PRISA PRISM AWARDS 2018

CAMPAIGN : REINHARDT TRANSPORT NIGEL TACTICAL
AWARENESS CAMPAIGN
CATEGORY : BUSINESS TO BUSINESS
CLIENT : INNOVATIVE SOLUTIONS GROUP™
CONSULTANCY : PR WORX
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1. OPENING STATEMENT

Innovative Staffing Solutions (ISS), a subsidiary of Innovative Solutions Group™, has achieved phenomenal success in the staff outsourcing arena. It employs almost 8,000 permanent staff members that it outsources to the transport, engineering, hospitality, agriculture, manufacture and logistics sectors. ISS wanted a PR plan to create an understanding that staff outsourcing is vastly different to labour broking, and to increase its footprint in Nigel, Gauteng.

Little did ISS know that through an effective Business-to-Business (B2B) PR plan, its business would grow by R20 million in one year!

[Words 87]

2. STATEMENT OF PROBLEM/OPPORTUNITY

Labour broking (temporary or casual employment services) is often seen as a dirty, exploitative industry because employees have much lower job security and there is an alarming violation of their rights because of minimal regulatory protection.

Staff outsourcing is frequently mistaken for labour broking. The key differentiator being that outsourcing creates fixed-term or permanent employment, and employees are entitled to the benefits and full protection under the Labour Relations Act.

ISS has made staff outsourcing ethical, sustainable and hassle-free. All ISS' outsourced employees are permanently employed by ISS, and full receive benefits. Even though they are placed at clients, once a contract comes to an end, the employee is redeployed back to ISS or another ISS client. The direct opposite scenario applies to labour broking.

ISS needed to:

- a. make Nigel aware of their offerings and convert these employers to clients, and
- b. overcome the negative perceptions of staff outsourcing.

3. RESEARCH

Face To Face

It had become apparent through face-to-face meetings with potential clients, that the above challenges were hindering the growth of the company.

Desktop

Deloitte SA's research paper on the Business Process Outsourcing sector, highlighted ways the Business Process Outsourcing industry could be a key enabler of much needed growth and job creation in South Africa.

It explains that Outsourcing enabled the success of countries such as India (2.8 million jobs) and the Philippines (750,000 jobs), where the outsourcing has become a substantial job creator and meaningful component of their GDP.

The report also cautions that labour broking and outsourcing are often misinterpreted and used interchangeably, but that this couldn't be further from reality.

Media Engagement

Through media interviews, we also gathered that many journalists were unaware of the differences and often erroneously reported on the topics.

Social Media Surveys

712 respondents were surveyed on social media: 38% understood the differences between labour broking and staff outsourcing; 55% thought it was one and the same, 7% were uncertain.

3.1 KEY INSIGHTS GATHERED

The research echoed the ISS sales teams' concerns based on information gathered from potential client meetings.

Thus, PR Worx elected to conduct a tactical B2B campaign that would engage the entire Nigel business community in a fun, but hard-hitting manner with clear, consistent messaging.

3.2 CLIENT CONSULTATION

PR Worx visited the Nigel area to map industries that would benefit from ISS services, to establish where activations would take place, and the various media and outdoor options available with associated costs.

The client loved the concept and even helped to brainstorm additional ideas. Constant feedback was provided during the planning and production phase, as well as through post-project evaluation.

4. PLANNING

4.1 TARGET AUDIENCES AND THEIR DESIRED ACTIONS

- Decisionmakers of Reinhardt to engage ISS's services
- Nigel business community to be aware of ISS
- Demographics: conservative, primarily Afrikaans-speaking community, made up of a 60/40 male/female split

4.2 OBJECTIVES & MEASUREMENT OF SUCCESS

OBJECTIVES	EVALUATION
1. Drive Awareness of ISS in the Nigel business and local community	<ul style="list-style-type: none"> • Highly successful campaign as per 4.5
2. Garner positive coverage of ISS with media	<ul style="list-style-type: none"> • Through local editorial and interviews, we generated R380,000 (AVE 1:1) coverage
3. Generate call to action with measured sales successes	<ul style="list-style-type: none"> • Although Reinhardt did not sign with ISS (R22 million p.a. deal), ISS signed other business to the value of R30 million p.a.
4. Generate solid ROI on PR spend	<ul style="list-style-type: none"> • Based on the deal above, PR Worx generated a ROI of 13,636%

4.3 PREPARATION

- ISS wanted to work with Reinhardt Transport specifically.
- Site visits were conducted, peak traffic monitored, and high density industrial areas identified, including the location of Reinhardt Transport.
- Thereafter, the following tactics were identified:
 - Main intersections leading to Reinhardt for promotional purposes
 - Key messages explaining outsourcing on:
 - Mobile billboards with weekly messages
 - Street pole adverts
 - ISS truck & branded trailer
 - Weekly full-page adverts & editorial in the Nigel & Heidelberg Rekord community newspaper, explaining the differences between labour broking and outsourcing
 - Newspapers with bellybands delivered to potential clients
 - Promoters to hand out tactical gifts with clever taglines and information flyers at intersections and at selected local businesses and media.
 - Toyi-toyi promoters to stage a mock protest, with positive picket boards with tactical messaging
- The hard-hitting campaign ran for four weeks to convey four different messages for it to be highly memorable and to garner massive attention.

4.4 COMMUNICATIONS CHANNELS & VEHICLES

- Tactical gifts
- Local newspaper adverts, editorial & bellybands
- ISS branded mobile billboards
- Street pole adverts
- Promoters
- ISS branded leaflets

4.5 MESSAGES TO BE COMMUNICATED TO TARGET AUDIENCE

- Week 1 - 4:

Message	Promoters	Tactical gift	Nigel & Heidelberg Rekord Newspapers	Belly band	Mobile bill-board	Street pole ads	Picket boards	Flyers
1. We don't just slap a plaster on your staffing problems	Dressed as nurses	Keyring First Aid kits	A4 Ad & A4 editorial	Yes	Yes	Ads 1: No Strikes 2: No Problems 3: No Plasters 4: ISS 24/7 number	Boards 1. Happy Staff 2: Real Solutions 3: Legally Licensed 4: No Strikes 5: Problem Solving 6: Accountable 7: Market Leader	Difference between labour brokers & outsourcers
2. Any staffing problems? We are just a phone call away – 24/7!	Dressed in suits on several phones	Toy phones with ISS number printed on screen	A4 Ad & A4 editorial	Yes	Yes	Ads 1. Trucking accidents? 2. Driver negligence? 3. Costing you \$\$\$? 4: ISS 24/7 number	Boards 1. Staffing emergency? 2. Driver negligence? 3. Trucking accidents? 4. Costing you \$\$\$? 5. Call Innovative Staffing Solutions 6. 24/7 number	Impact of truck accidents on GDP and on your company

3. Are inadequate staff killing your business?	Dressed as undertakers – hearse parked closely with branding	Recreated newspaper ad with potential client crisis on front page	A4 Ad & A4 editorial	Yes	Yes	Ads 1. Incompetence kills 2. Staff killing you? 3. Passion for your business 4. ISS 24/7 number	Boards 1. Trucking accidents? 2. Driver negligence? 3. Driver incompetence? 4. Killing you? 5. Call Innovative Staffing Solutions 6. 24/7 number	Yes	The effect of weak staff on productivity and cost to company
4. The benefits of Innovative Staffing Solutions	Dressed as serious business people in suits	Information box with consolidated ISS info	A4 Ad & A4 editorial	Yes	Yes	Ads: 1. 24/7 Management 2. Productivity increased. 3. Hands on management 4: ISS 24/7 number	Boards 1. Seamless service. 2. 24/7 Management 3. Productivity. 4. Management Relations 5. Passion for what we do 6. 24/7 number	Yes	Third party endorsements to demonstrate ISS' successes

4.6 DIFFICULTIES ENCOUNTERED

- During the final promotion, the operations director of Reinhardt Transport became very aggressive, ordering all promoters to leave the area. With municipal permission, they pushed back and continued their promotion. We later found out that he is a non-executive director at Mac Labour, a labour broker.

5. EVALUATION/MEASUREMENT

- See 4.2 above

6. CONCLUSION

- Based on the above, it is clear that the integrated B2B campaign was a resounding success and achieved and exceeded all the client's objectives. The result: ISS did not land Reinhardt but it did surpass its own financial projections for the area.

1,266 WORDS WITH HEADINGS & WORD COUNT

ADDENDUM A: CLIENT ENDORSEMENT LETTER

From: Innovative Staffing Solutions [mailto:admin@innovativestaff.net]

Sent: 29/01/2018 17:59

To: 'Madelain Roscher' <madelain@prworx.co.za>; ceo@innovative-group.co.za;

Subject: Awards

Good afternoon Madelain

This letter serves as confirmation that Arnoux Mare, CEO of Innovative Solutions Group™ gives you his permission to enter the 2017 ISS Nigel Campaign in the PRISA PRISM Awards.

We are confident that PR Worx will do well at the Awards as your entry clearly demonstrates the exceptional financial value your Business To Business Campaign yielded for our business. Thanks to the constant in-your-face brand awareness, we are still receiving enquiries from businesses in Nigel who want to do business with us.

Wishing you the best of luck!

Best regards

Liza

LIZA TROLLIP
General Manager

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ADDENDUM B: CREATIVE EXAMPLES

Are your **STAFFING PROBLEMS** making your **BUSINESS BLEED?**




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We don't just slap a plaster on your staffing problems!

STAFFING PROBLEMS



At Innovative Staffing Solutions, we have employed 6000+ people, on behalf of our clients. 30% of our employees are truck drivers, 20% of our employees service the hospitality, mining, engineering and agriculture industries. We are your strategic partner in the management and recruitment of staff.

Solutions you can expect the following benefits:

- Costs
- Leave, unproductivity, and poor work ethic

Not a jack of all trades like the rest.



WE ARE SPECIALISTS IN OUR FIELD.

REKORD

15 December 2016 VOL. 18 NO 54

Danger lurking!

VIEW ONLINE @ www.rekord.org.za

ISS

INNOVATIVE STAFFING SOLUTIONS

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Arnoux More, Managing Director of Innovative Solutions Group & all its subsidiaries.

MASTER YOUR STRENGTHS OUTSOURCE YOUR WEAKNESSES



REKORD REDAKSIE

DATE	PRICE	ISSUES	ADVERTISING
2016	R120	54	R1200
2015	R120	52	R1200
2014	R120	50	R1200
2013	R120	48	R1200
2012	R120	46	R1200
2011	R120	44	R1200
2010	R120	42	R1200
2009	R120	40	R1200
2008	R120	38	R1200
2007	R120	36	R1200
2006	R120	34	R1200
2005	R120	32	R1200
2004	R120	30	R1200
2003	R120	28	R1200
2002	R120	26	R1200
2001	R120	24	R1200
2000	R120	22	R1200
1999	R120	20	R1200
1998	R120	18	R1200
1997	R120	16	R1200
1996	R120	14	R1200
1995	R120	12	R1200
1994	R120	10	R1200
1993	R120	8	R1200
1992	R120	6	R1200
1991	R120	4	R1200
1990	R120	2	R1200

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INNOVATIVE STAFFING SOLUTIONS

EMPLOYEE BARRIERS

From just two employees five years ago, we have grown to 6000+ employees. This is an affirmation of our clients. We have demonstrated a 50% increase in productivity. We are now a target we aim to achieve. We are now a target we aim to achieve. We are now a target we aim to achieve.




ISS

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NOT A JACK OF ALL TRADES LIKE THE REST

WE ARE SPECIALISTS IN OUR FIELD

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