

MARKETING ACTIVITIES

2018 / 2019 Financial Year

STRATEGY

The CBA's marketing role is to expand the market for clay brick through education, information and inspiration. This is achieved by working together with members to promote clay bricks and pavers as the most desirable walling and paving solution.

Our strategy goes back to business principles.

1. Who exactly is - or could be - buying bricks and what does he/she care about?
 - We focus on end-users. If the home owner or developer **demands** clay brick, then clay brick is quoted and purchased. Given a choice, contractors will try switch to cement bricks, so our decision-makers need to be educated.
 - We also market to "influencers" including architects and construction professionals.
2. Which media channels are the best sales representatives for clay brick as a construction material, and our member's clay bricks in particular?
 - We appeal traditional home owners and influencers through the website, trade and consumer advertising and printed publications.
 - We appeal to the younger market with a strong online presence.
 - We appeal to direct buyers through the website member profiles.
3. What core message is going to influence our customer to choose brick, and to buy it from a CBA member?
 - Focus on the value clay bricks offer to both traditional and younger home owners.
 - Build and improve on current benefits and product knowledge.
4. What is our Return on Investment?
 - Measurable marketing: website, social media, google adverts & newsletters.
 - Unmeasurable marketing: printed adverts & media and events.

THREATS

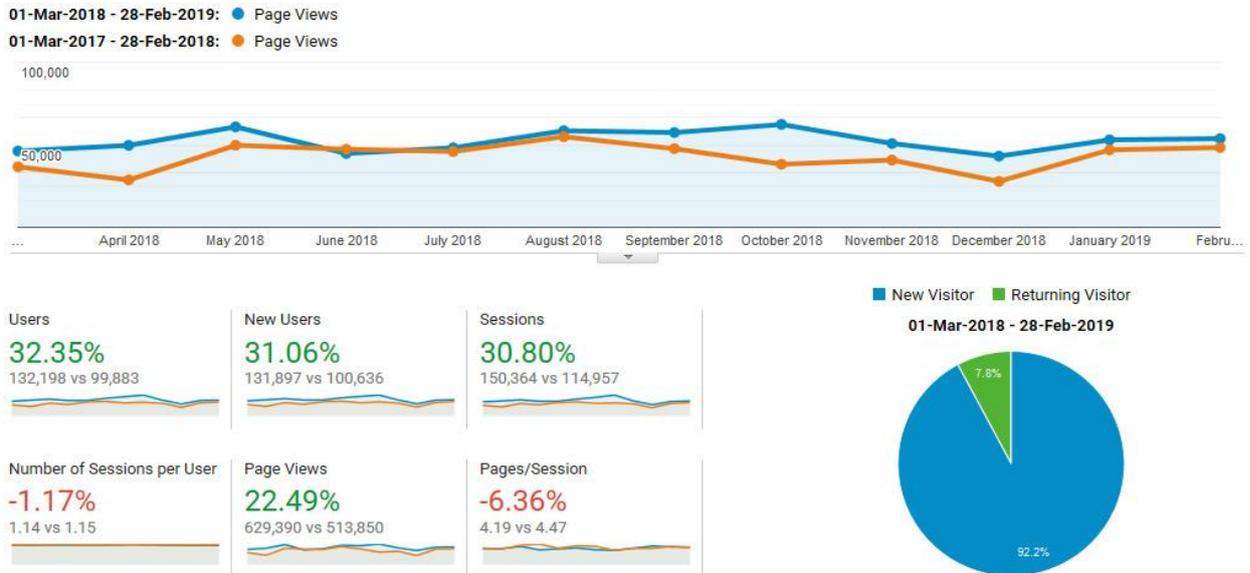
Cement bricks are our industry's most dangerous, long-term threat!

- Increase AWARENESS of clay brick benefits.
- EDUCATE architects through CPD presentations & workshops in different regions.
- EDUCATE contractors through updated and convenient Contractor's and Paving Handbooks and other publications of interest to the construction industry.
- EDUCATE member and distributor sales staff through provincial sales training workshops.
- EDUCATE members – distribute Associate members service list.
- EDUCATE students on the process of brickmaking.
- INSPIRE architects through the newsletter demonstrating new projects, new products, trends and sustainability issues.
- INFORM end buyers and home owners in a non-technical way through the website – drive users to the website through advertising, articles, news and search engines.
- PUSH buyers to CBA members through the convenient member search with product profile.



WEBSITE

The website targets the property developers, home owners and architects and construction buyers to influence the selection of brick over other building materials. It is our core tool for improving sales for members directly.



52 000 PAGEVIEWS PER MONTH (42 000 FOR PREVIOUS YEAR)

HIGHLIGHTS

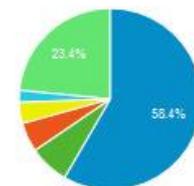
- 32% increase in visitors (132 198 vs 99 883)
- 22% increase in pages viewed (629,390 vs 513 850)
- 6% decrease in pages viewed per session (+ 4)
- 9% decrease in the time each person spends on the website (03:42 vs 04:05)
- 50% of readers are from South Africa (62% in 2017), 58% from Africa.
- Provinces: Gauteng: 60%, W Cape: 20%, KZN: 10%, E Cape 3%, Free State, Limpopo, Northwest and Mpumalanga: 1,4% (identical to 2018)
- Links from CBA to Members websites: 13 972 (+ 3%)
- Emails sent via Members' profiles: 9 432 (+ 1%)
- Downloads: 2 644 (- 2%)

LOWLIGHTS

During the 2018/9 financial year we published 51 project and news articles, but only a handful of members were represented. 52 000 page views per month is a HUGE audience – please take advantage of it! It's FREE advertising available to both members and associate members.

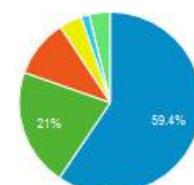
Pageviews by Country / Territory

■ South Africa ■ United States
■ United Kingdom ■ India
■ Australia ■ Other



Pageviews by Region

■ Gauteng ■ Western Cape
■ KwaZulu-Natal ■ Eastern Cape
■ Free State ■ Other



WHAT'S POPULAR

Home owners and architects are clearly looking for home ideas and we hope they are inspired to build with brick for future projects.

1. Inspiration: Barbeques, Braais & Firepits	62 000
2. Inspiration: DIY Paving Project Ideas	36 000
3. Top Projects - Affordable Housing	31 000
4. Inspiration: Exposed brick	26 000
5. Mortar: what are my mixing quantities?	23 000
6. How is brickforce used?	20 000
7. Standard sizes of clay bricks?	18 000
8. Top Projects - Residential	15 000

WEBSITE CONTENT UPDATE

During the year, the website was restructured to create a stand-alone section for all sustainability news, downloads, technical factsheets and Switch Africa Project updates. Old news has been removed. Our website is large with over 800 pages – that means special attention must be paid to accessibility and usability or readers get lost trying to find the right information. The menu was restructured to add columns rather than levels, and a search was added.

EXHIBITIONS & SPEECHES

Thank you to all members who assisted with trade shows, presentations and educational talks.

- InterBuild Africa
- The Green Building Convention
- Educational presentations to architects in the Eastern and Western Cape
- Sales training with distributors and hardware stores in East London & Port Elizabeth
- Air Quality presentation in the Eastern Cape
- PAGE Ministerial Conference (Switch Africa Green project)

EDITORIAL & ADVERTISING

22 advertisements in 11 Publications.

- | | |
|---|-------------------------------------|
| • Affordable Housing (construction) | • S A Builder (construction) |
| • Business Day Earth (business) | • S A Business Integrator (LCA) |
| • Green Building Handbook (construction) | • S A Décor & Design (architecture) |
| • Green Economy Journal (business) | • S A Homeowner (consumer) |
| • IMIESA (municipal) | • To Build (construction) |
| • Prolandscaper (paving and hard landscaping) | |

EDITORIAL & MEDIA SHEETS

- Built in thermal performance
- Brick with Character
- Benefits of Brick Posters and Factsheet update
- SA clay brick producers cut emissions (IMIESA, S A Builder)
- 10 technical factsheets from the Sustainability project

NEWSLETTER

In 2018 we re-established the Architects newsletter to promote the benefits of clay brick to MBA and Architectural Association members.

Our mailing list is 1 293 architects and contractors, of which 611 opened and viewed the email, and 129 clicked to read the story on our website.

Expanding our mailing list is a priority - our current list has less than half the Members of the MBA, and 40% of the members of the SA Institute of Architects. Changes in several municipal and government departments mean an entirely new audience.

Due to a lack of member news, we were only able to send out 1 newsletter during the year. Every quarter we need a selection of interesting projects to promote the beauty of brick – we don't want to irritate our valuable readership with repeats because they will then permanently unsubscribe.

ONLINE MEDIA CHANNELS

Online media channels are cost-effective although it takes more effort to leverage and require a steady stream of news, events and ideas. Please let us know about interesting internet articles on clay brick projects and ideas, so we can share them with our connections.

- S A Décor catalogue
- YouTube Account and videos. No new videos were added in 2019, but the existing videos continue to market clay brick.
- Our Facebook posts are reaching a wide audience of consumers (especially the up-and-coming younger generation. Social media posts also direct potential buyers to our website. Please share our posts on your own social media pages.

Recent Promotions on Clay Brick Association				+ Create New Promotion
Ads activity is reported in the time zone of your ad account.				
	Post Engagements #SwitchAfricaGreen project to promote susta... Promoted by Mariana Lamont on Nov 13, 2018 Completed	1,706 People Reached	589 Post Engagement	R230.00 Spent of R230.00 <input type="button" value="View Results"/>
	Post Engagements Visit www.claybrick.org for inspirational ideas... Promoted by Mariana Lamont on Sep 15, 2018 Completed	13,916 People Reached	2,354 Post Engagement	R230.00 Spent of R230.00 <input type="button" value="View Results"/>

