

# MORNE EBERSOHN

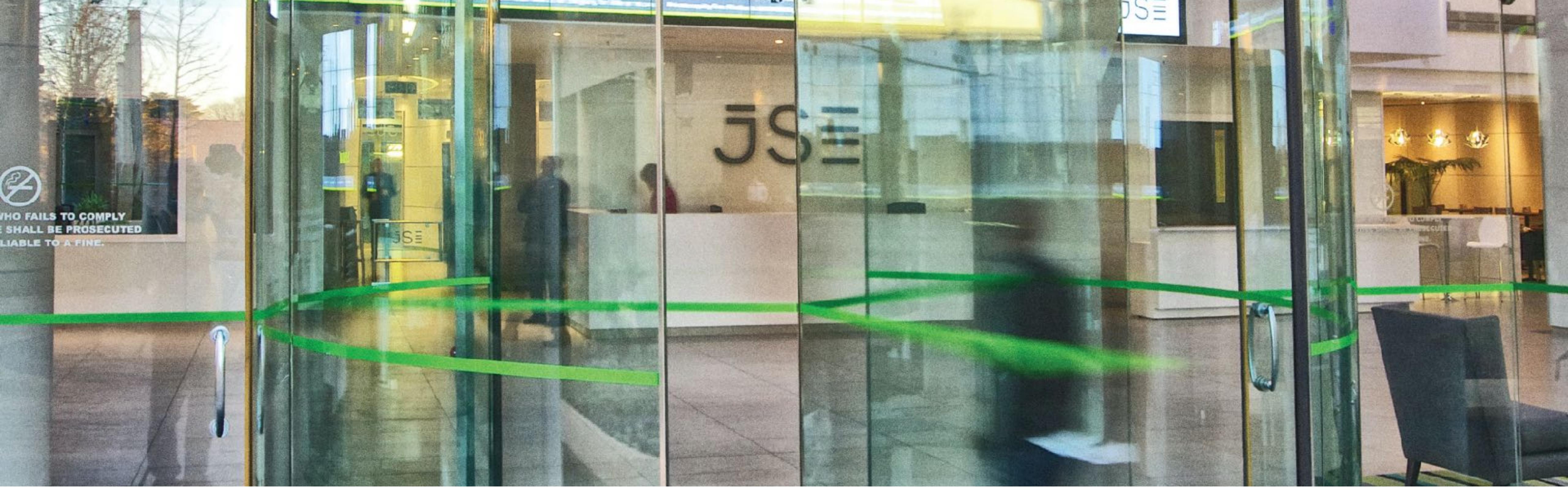
## **Portfolio of Work**

I served as project director on the projects detailed in this portfolio.



**Johannesburg Stock Exchange (JSE)**

**#Trading4Solidarity**



The Johannesburg Stock Exchange Ltd (JSE) is licensed as an exchange under the Financial Markets Act, 2012 and Africa's premier and largest exchange. It has operated as a market place for the trading of financial products for over 120 years, being established in 1887 during the South African gold rush. In this time, the JSE has evolved from a traditional floor based equities trading market to a modern securities exchange providing fully electronic trading, clearing and settlement in equities, financial and agricultural derivatives and other associated instruments and has extensive surveillance capabilities. The JSE is currently ranked in the Top 20 largest stock exchanges in the world by market capitalisation. It is also a major provider of financial information and strives to be a responsible corporate citizen in everything it does.



On Monday, 23 March 2020, South African President Cyril Ramaphosa announced an unprecedented and – by global standards – highly restrictive national lockdown in response to the CoViD-19 pandemic, temporarily suspending all non-household social contact, travel and almost all economic activity (excluding essential services such as healthcare, banking and financial services, the South African Police Services and the South African National Defence Force). On 9 April, the President announced the creation of a national Solidarity Fund, aimed at mobilising government, private sector and individual resources to support the country's CoViD-19 response.

<https://youtu.be/vX-Ac66BpTl>



These events occurred against the background of an existing (long-term) economic recession, exceptional economic inequality and some of the highest sustained levels of unemployment anywhere in the world. As a result, there already existed (amongst a sizeable and influential segment of the market) a negative perception of (and lack of trust in) large, formal businesses and of market-based economic institutions, including of the Johannesburg Stock Exchange (JSE).



The JSE felt a responsibility to act as a market leader in rallying support for the country's CoViD-19 response, including in particular the National Solidarity Fund, and to utilise the opportunity to enhance its position (and the position of market participants more generally) as responsible social partners.

Consequently, the JSE conceived and implemented the #Trade4Solidarity campaign.

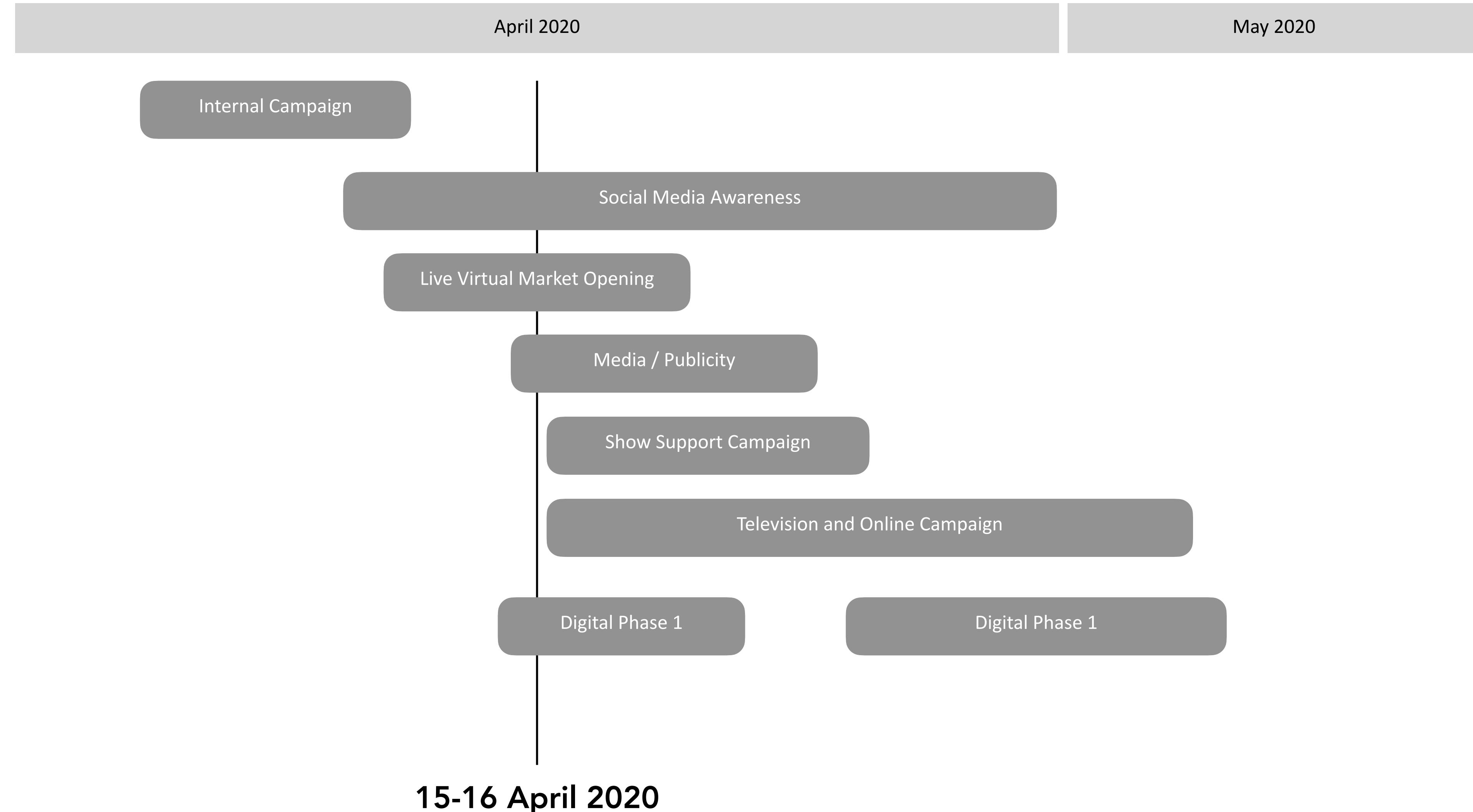


## Objectives

1. Increase awareness of the Johannesburg Stock Exchange (JSE) and its #Trade4Solidarity campaign.
2. Grow social media engagement and shareability amongst key stakeholders.
3. Position the JSE as a responsible social activist and an essential service to the economy.
4. Raise money for contribution towards the Solidarity Fund.

# **Campaign Phasing**

# Campaign Rollout



**Launch**

## Phase 2: Launch

Website Banner/Social Media/Web Banners



Businesses uniting to support  
the Solidarity Fund. **Join us.**

**#Trade4Solidarity**

J S 



Businesses uniting to support the  
Solidarity Fund. **Join us.**

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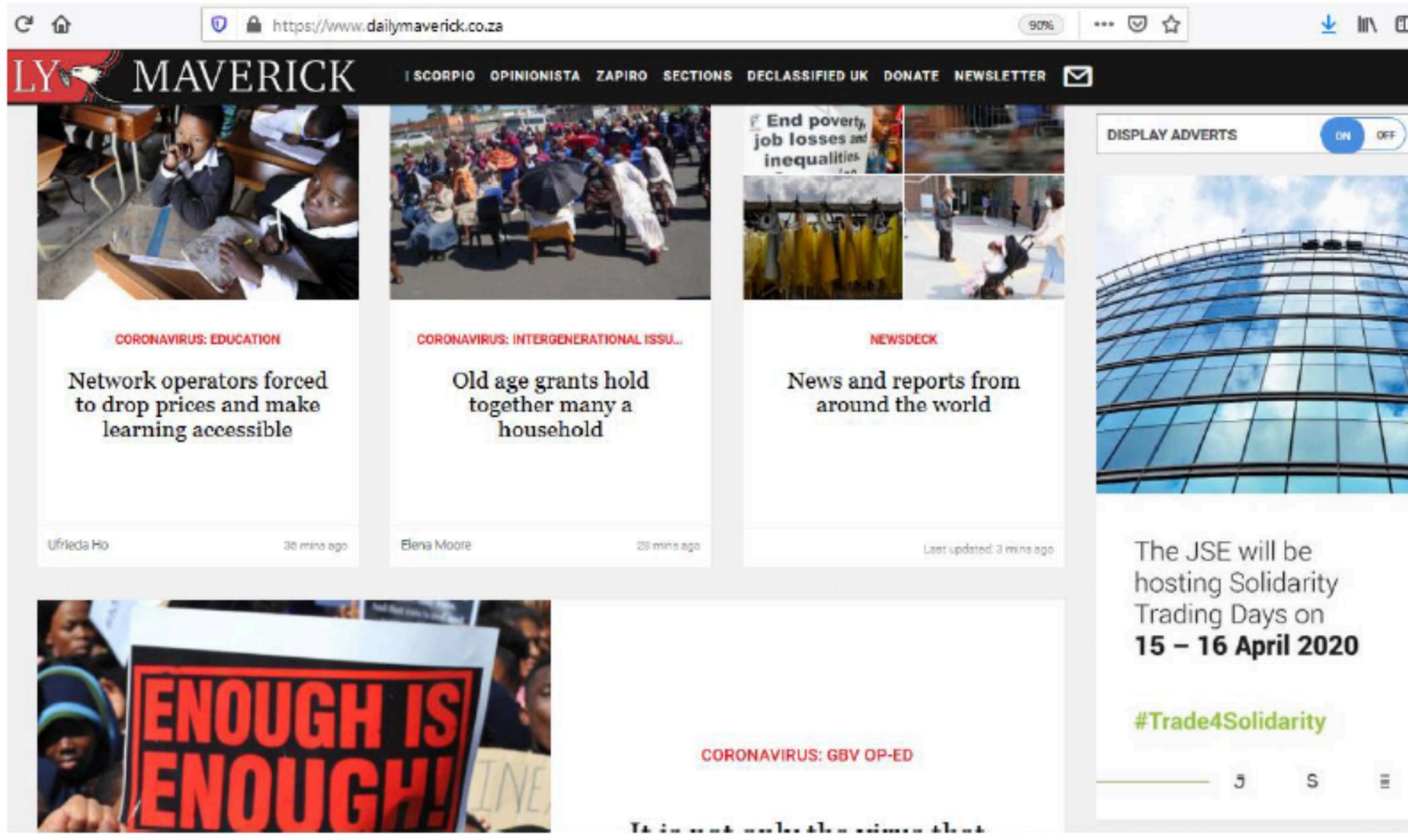
**Join us.**

**#Trade4Solidarity**

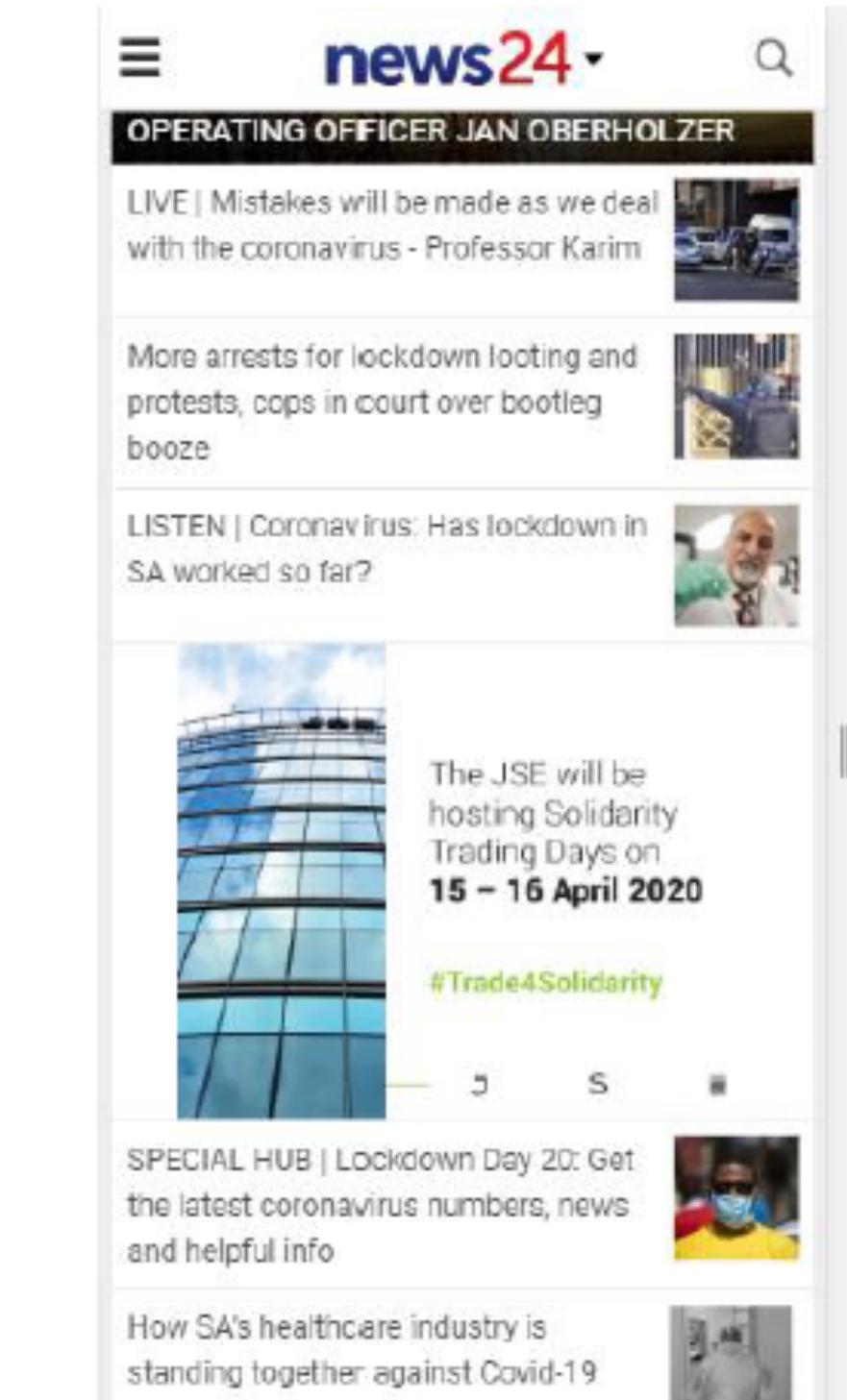
J S 

## Phase 2: Launch

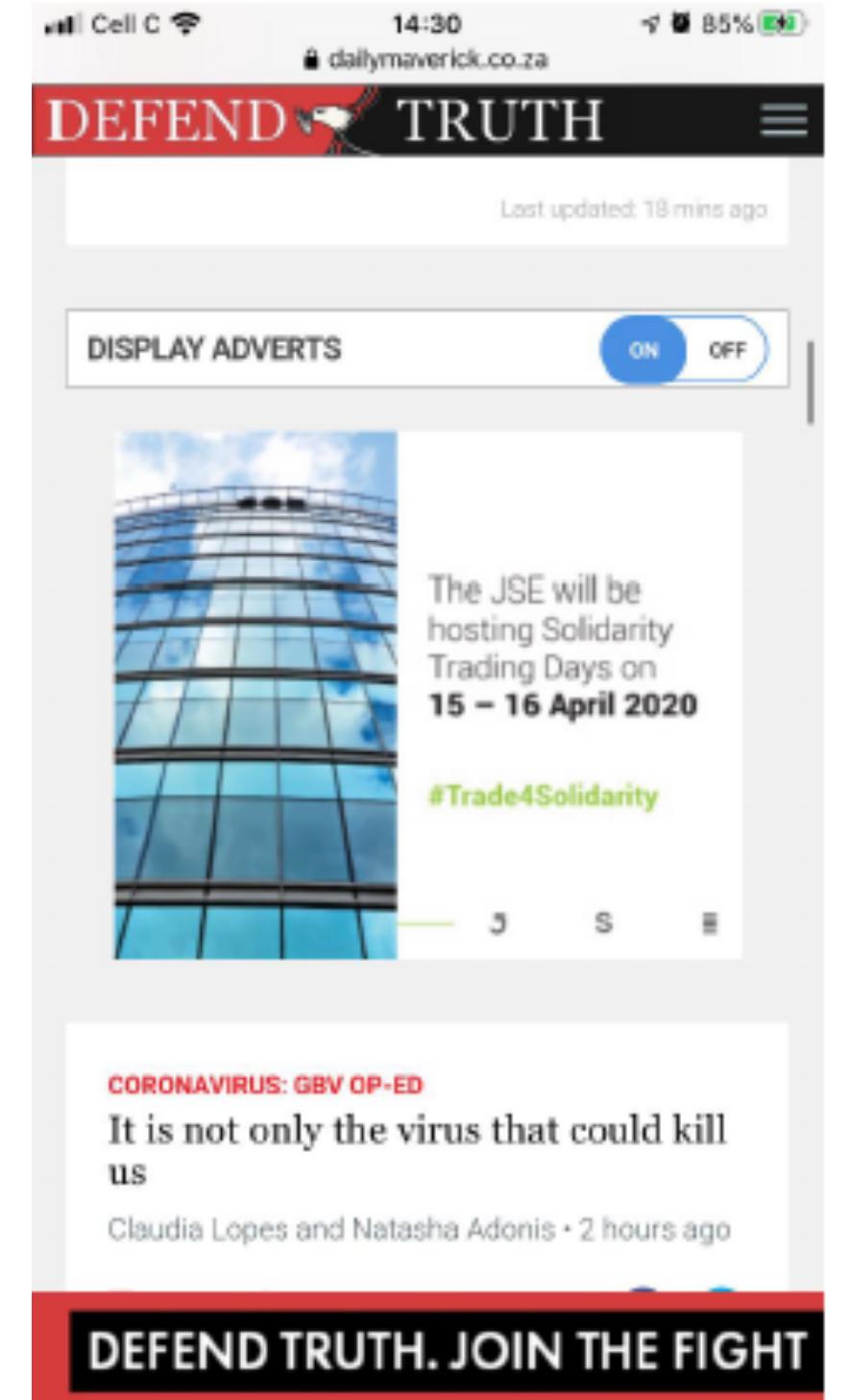
### Placement Examples



The screenshot shows the homepage of [dailymaverick.co.za](https://www.dailymaverick.co.za). The header features the 'LY MAVERICK' logo and navigation links for SCORPIO, OPINIONISTA, ZAPIRO, SECTIONS, DECLASSIFIED UK, DONATE, NEWSLETTER, and a mail icon. A 'DISPLAY ADVERTS' toggle switch is visible. The main content area includes several news cards: 'CORONAVIRUS: EDUCATION' (Network operators forced to drop prices and make learning accessible, by Ufukeda Ho, 36 mins ago); 'CORONAVIRUS: INTERGENERATIONAL ISSU...' (Old age grants hold together many a household, by Elena Moore, 28 mins ago); 'NEWSDECK' (News and reports from around the world, last updated 3 mins ago); a large image of the JSE building with the text 'The JSE will be hosting Solidarity Trading Days on 15 – 16 April 2020' and the hashtag '#Trade4Solidarity'; and 'CORONAVIRUS: GBV OP-ED' (Enough is Enough, by [redacted], 1 hour ago). A large banner at the bottom features the text 'ENOUGH IS ENOUGH!' in red on a black background.



The screenshot shows the homepage of [news24.co.za](https://www.news24.co.za). The header features the 'news24' logo and navigation links for OPERATING OFFICER JAN OBERHOLZER, LIVE, LISTEN, and a search icon. A 'DISPLAY ADVERTS' toggle switch is visible. The main content area includes news cards: 'LIVE | Mistakes will be made as we deal with the coronavirus - Professor Karim' (by [redacted], 18 mins ago); 'More arrests for lockdown looting and protests, cops in court over bootleg booze' (by [redacted], 18 mins ago); 'LISTEN | Coronavirus: Has lockdown in SA worked so far?' (by [redacted], 18 mins ago); a large image of the JSE building with the text 'The JSE will be hosting Solidarity Trading Days on 15 – 16 April 2020' and the hashtag '#Trade4Solidarity'; and 'SPECIAL HUB | Lockdown Day 20: Get the latest coronavirus numbers, news and helpful info' (by [redacted], 2 hours ago). A banner at the bottom features the text 'DEFEND TRUTH. JOIN THE FIGHT'.



The screenshot shows the mobile version of [dailymaverick.co.za](https://www.dailymaverick.co.za). The header features the 'LY MAVERICK' logo and navigation links for SCORPIO, OPINIONISTA, ZAPIRO, SECTIONS, DECLASSIFIED UK, DONATE, NEWSLETTER, and a mail icon. A 'DISPLAY ADVERTS' toggle switch is visible. The main content area includes news cards: 'CORONAVIRUS: GBV OP-ED' (It is not only the virus that could kill us, by Claudia Lopes and Natasha Adonis, 2 hours ago); and a large banner at the bottom featuring the text 'DEFEND TRUTH. JOIN THE FIGHT'.

# Phase 2: Launch

## Social Media Posts

**The JSE Group**  
Published by Agorapulse [?] · April 15 · 

In this time of crisis, we have an opportunity and an obligation to pull together. In our efforts to make a meaningful contribution in the wake of the CoViD-19 pandemic, we are proudly launching the **#Trade4Solidarity** initiative. **#PlayYourPart**



**YOUTUBE.COM**  
**JSE Solidarity Trading Day**  
**#Trading4Solidarity**

**3,854** People Reached   **48** Engagements   **Boost Post**

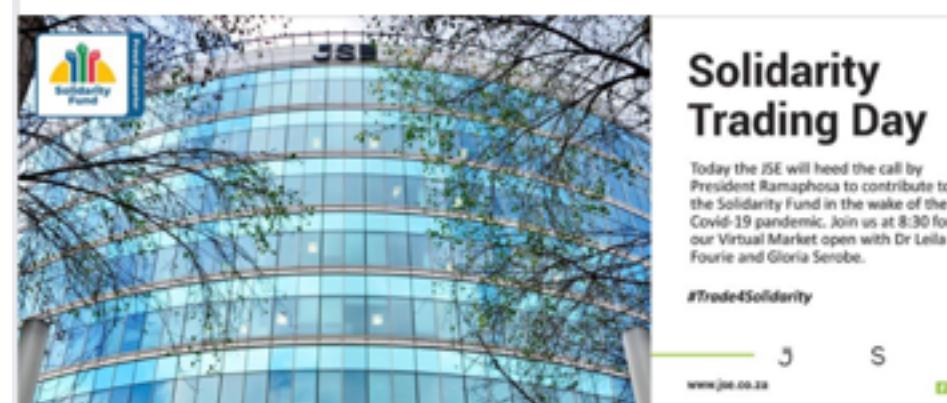
**24** Likes   **24** Comments   **3** Shares

**Like**   **Comment**   **Share**

**Comment as The JSE Group**

**The JSE Group**  
Published by Agorapulse [?] · April 15 · 

Today the JSE will heed the call by President Ramaphosa to contribute to the Solidarity Fund in the wake of the covid-19 pandemic. Join us at 8:30 for our Virtual Market open with Dr Leila Fourie and Gloria Serobe. **#Trade4Solidarity**



**Solidarity Trading Day**  
Today the JSE will heed the call by President Ramaphosa to contribute to the Solidarity Fund in the wake of the covid-19 pandemic. Join us at 8:30 for our Virtual Market open with Dr Leila Fourie and Gloria Serobe.  
**#Trade4Solidarity**

**5,812** People Reached   **92** Engagements   **Boost Post**

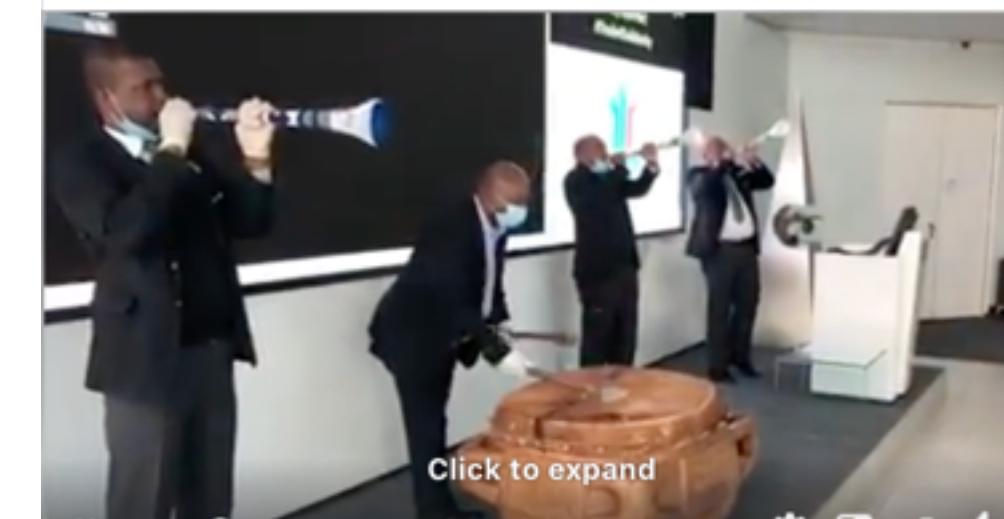
**24** Likes   **24** Comments   **3** Shares

**Like**   **Comment**   **Share**

**Comment as The JSE Group**

**The JSE Group**  
Published by Nande Qwelane [?] · April 15 · 

It's a new world and everyone has their part to play, apart. Thank you to the team that's holding us up. **#Trade4Solidarity** **#PlayYourPart**



**Click to expand**

**2,405** People Reached   **151** Engagements   **Boost Post**

**14** Likes   **14** Comments   **2** Shares

**Like**   **Comment**   **Share**

**Comment as The JSE Group**

**The JSE Group**  
Published by Nande Qwelane [?] · April 15 · 

Images of our security staff from our Virtual Market Open. **#Trade4Solidarity** **#PlayYourPart**



**6,416** People Reached   **427** Engagements   **Boost Post**

**46** Likes   **46** Comments   **2** Shares

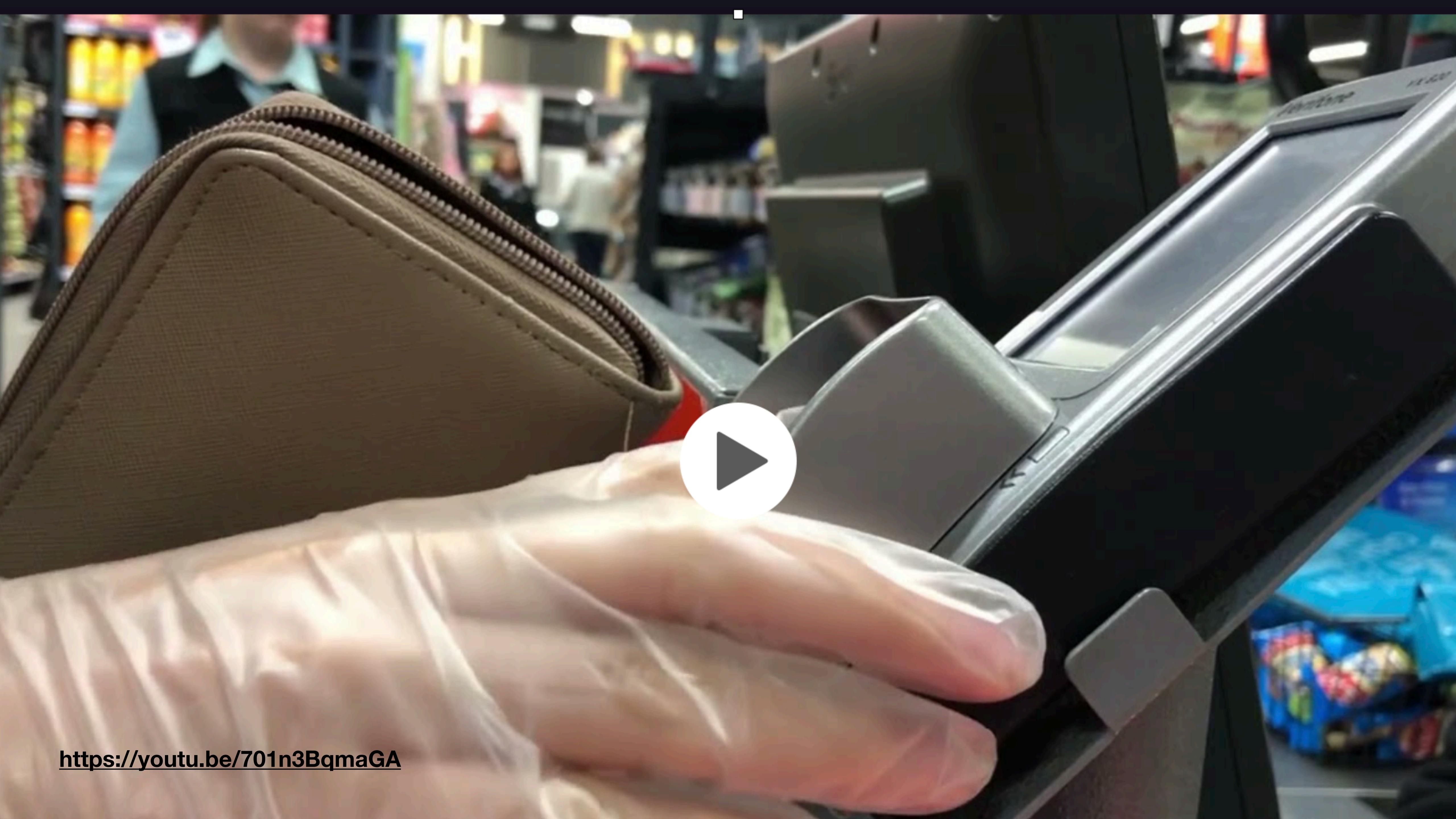
**Like**   **Comment**   **Share**

**Comment as The JSE Group**

## Phase 2: Launch

### Launch TV Commercial





<https://youtu.be/701n3BqmaGA>

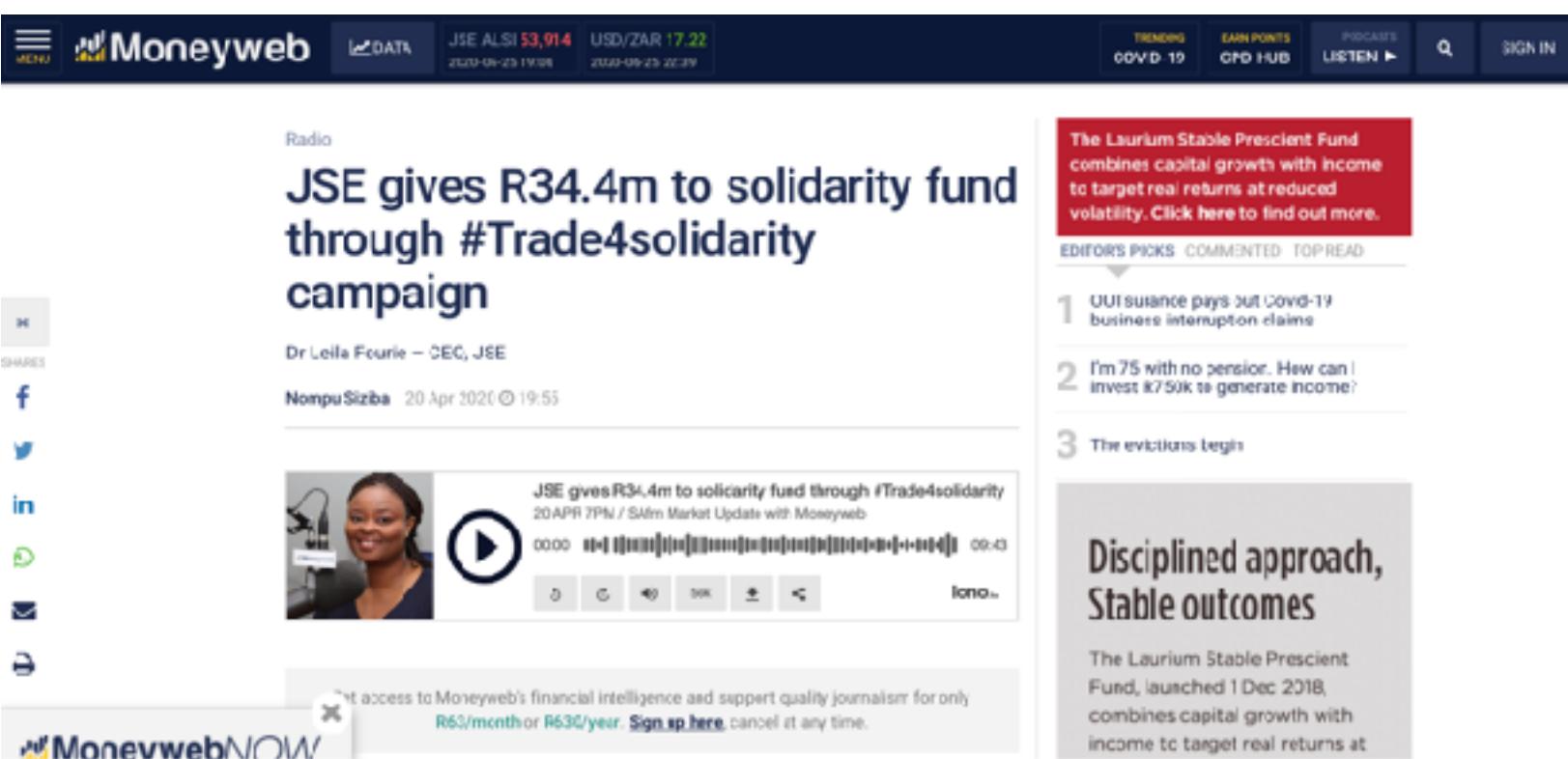
# Phase 2: Media Exposure/Earned Media

## Media Coverage (Selection)



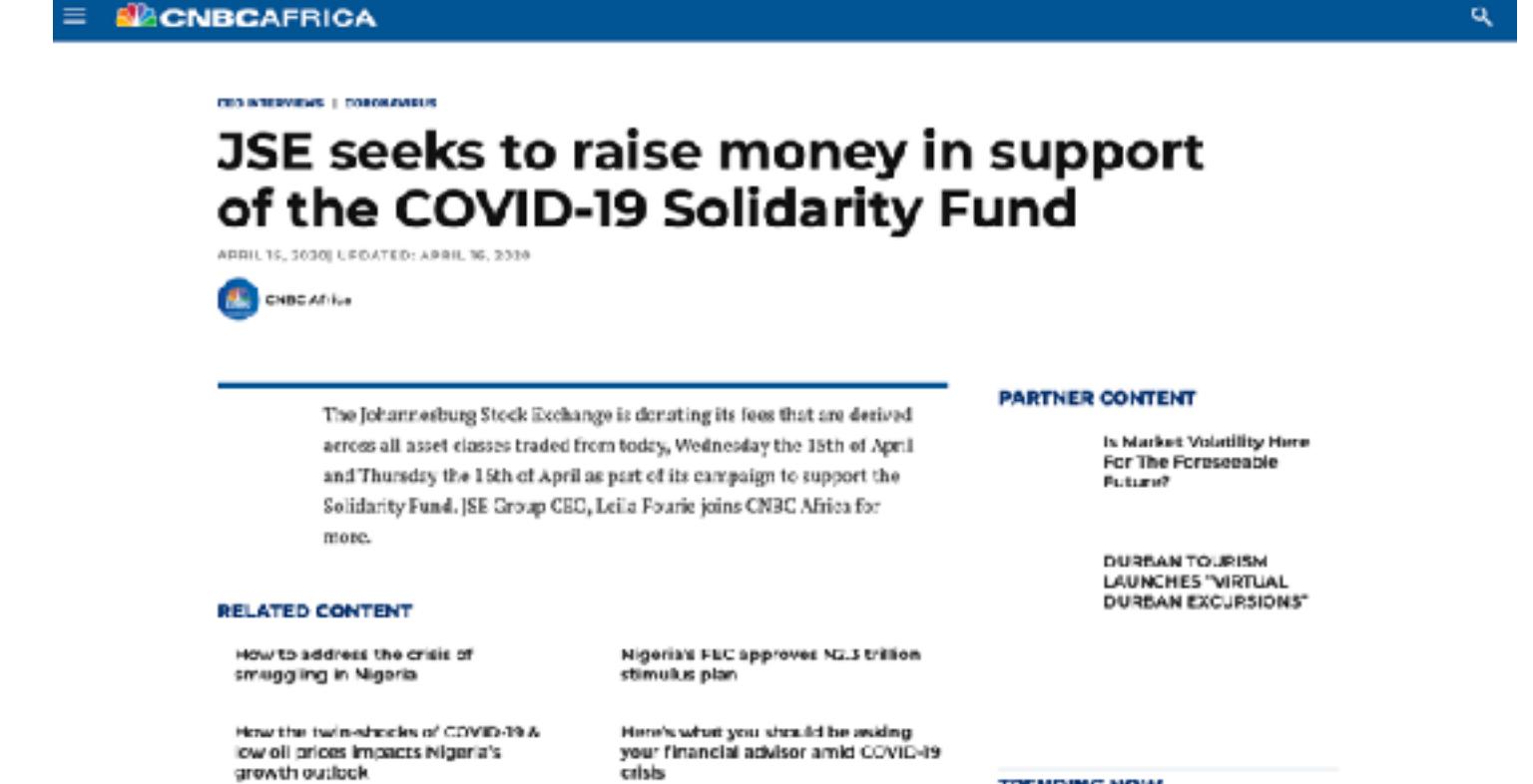
**JSE starts campaign to support solidarity fund**

The Johannesburg Stock Exchange (JSE) has launched a campaign to support the COVID-19 Solidarity Fund. The campaign, titled '#Trade4solidarity', encourages individuals to trade on the JSE to raise funds for the fund. The JSE has committed to donating R34.4 million to the fund through this campaign. The campaign runs from April 15 to June 30, 2020.



**JSE gives R34.4m to solidarity fund through #Trade4solidarity campaign**

Dr Leila Fourie, CEO of the Johannesburg Stock Exchange (JSE), has announced that the JSE will contribute R34.4 million to the COVID-19 Solidarity Fund. The contribution is part of the JSE's 'Trade4solidarity' campaign, which encourages individuals to trade on the JSE to raise funds for the fund. The campaign runs from April 15 to June 30, 2020.



**JSE seeks to raise money in support of the COVID-19 Solidarity Fund**

The Johannesburg Stock Exchange (JSE) is seeking to raise money for the COVID-19 Solidarity Fund. The JSE has committed to donating R34.4 million to the fund through its 'Trade4solidarity' campaign. The campaign runs from April 15 to June 30, 2020.



**JSE TRADES FOR THE COVID-19 SOLIDITY FUND**

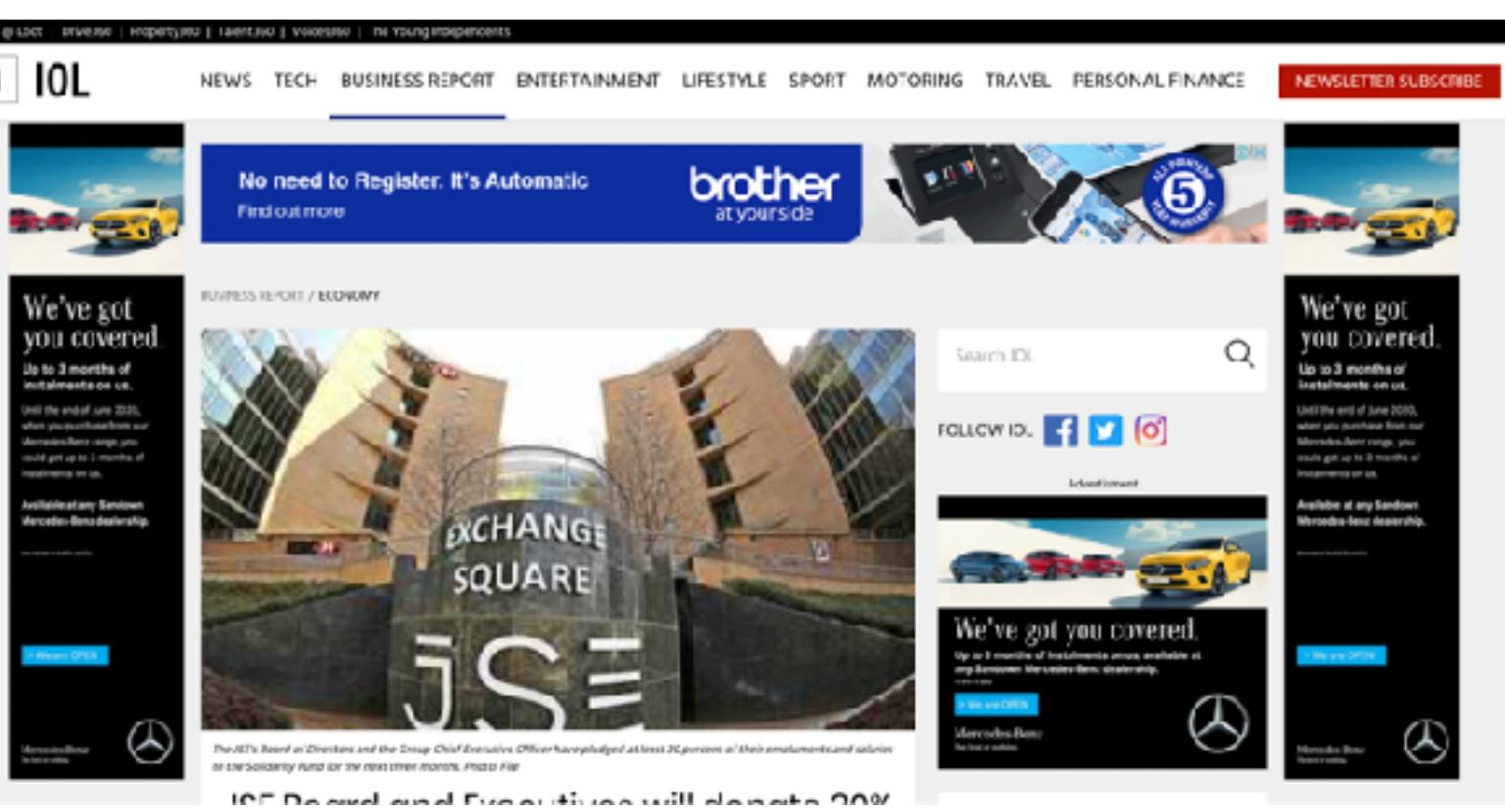
Zandie Morrison, JSE Corporate Affairs and Marketing Director, discusses the JSE's contribution to the COVID-19 Solidarity Fund. She explains that the JSE is trading for two days to contribute towards the fund. The JSE has seen contributions from big business and the public towards COVID-19 relief efforts of the country.



**40 Years of being at the heart of change**

**JSE opens trading for two days to contribute towards Solidarity Fund**

Corporate affairs and marketing director Zandie Morrison says the trading community has united will pledge trading revenues. In an effort to contribute to the Solidarity Fund, the Johannesburg Stock Exchange (JSE) is trading for two days. The fund has seen contributions from big business and the public towards COVID-19 relief efforts of the country.



**No need to Register. It's Automatic**

**We've got you covered.**

The JSE's latest in Durban and the Group Chief Executive Officer has pledged at least 20 percent of their annualised trading volumes to the Solidarity Fund for the next three months. **Read full story**

# Phase 3: Boost Awareness

## Media Interview Link Share Posts

**The JSE Group**  
Published by Themba Ndayi [?] · April 23 ·

Here are some outcomes shared by Valdene Reddy from #Trade4Solidarity "A meaningful contribution across the ecosystem with a lot of effort and a lot of goodwill from market participants to really do their part." Listen here: <https://iono.fm/e/850534>



IONO.FM  
Update On Solidarity Fund With Valdene Reddy - Director Capital Markets - JSE

6,817 People Reached    66 Engagements    [Boost Post](#)

18 Like    Comment    Share    [... ▾](#)

[Comment as The JSE Group](#)

**The JSE Group**  
Published by Themba Ndayi [?] · April 15 ·

The difficulty of making any predictions under this crisis and the importance of a positive sentiment. Here is a Powerfm987 discussion between Leila Fourie and Risana Zitha from our market participant Renaissance Capital in supporting #Trade4Solidarity Link: <https://omny.fm/s.../power-business/launch-of-trade4solidarity>



OMNY.FM  
LAUNCH OF #TRADE4SOLIDARITY - POWER Business - Omny.fm

2,627 People Reached    34 Engagements    [Boost Post](#)

10 Like    Comment    Share    [... ▾](#)

[Comment as The JSE Group](#)

**The JSE Group**  
Published by Themba Ndayi [?] · April 21 ·

This is an important and symbolic message from our market participants as we #Trade4Solidarity in order to raise money for the #solidarityfund says our CEO Leila Fourie. Link: <https://iono.fm/e/848628>



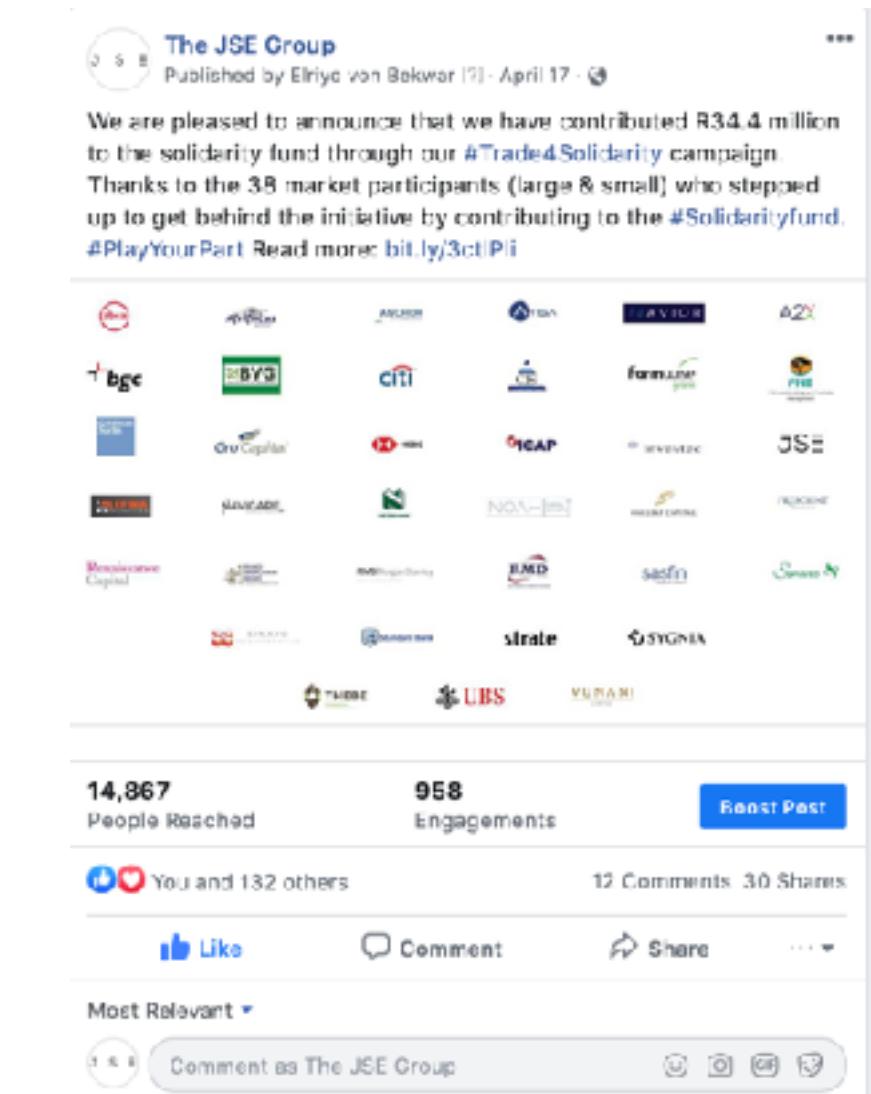
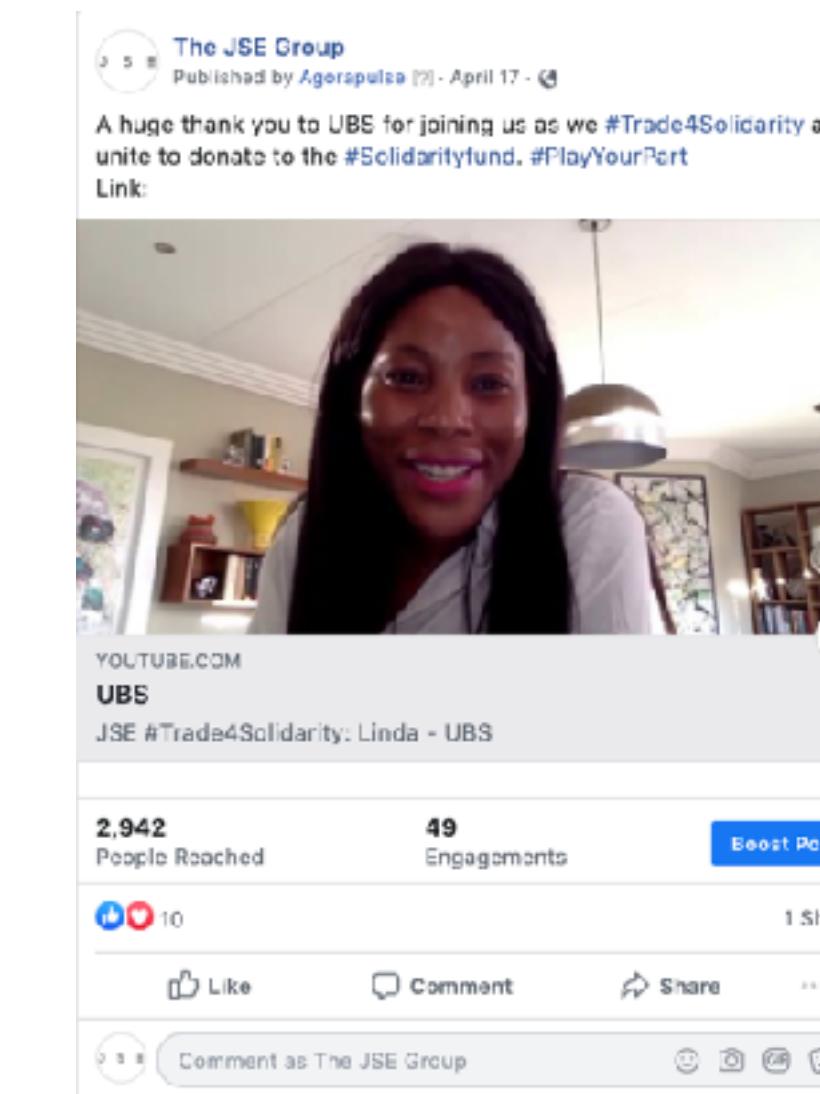
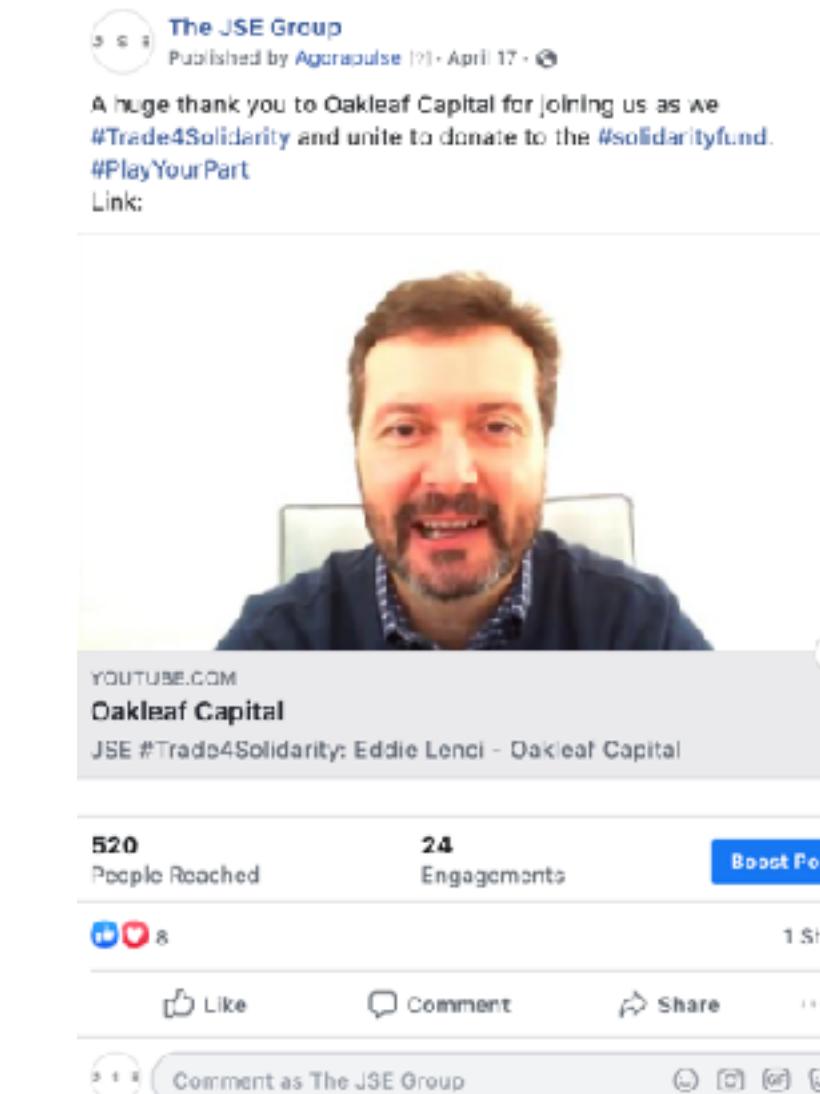
IONO.FM  
JSE gives R34.4m to solidarity fund through #Trade4solidarity campaign

3,131 People Reached    55 Engagements    [Boost Post](#)

12 Like    Comment    Share    [... ▾](#)

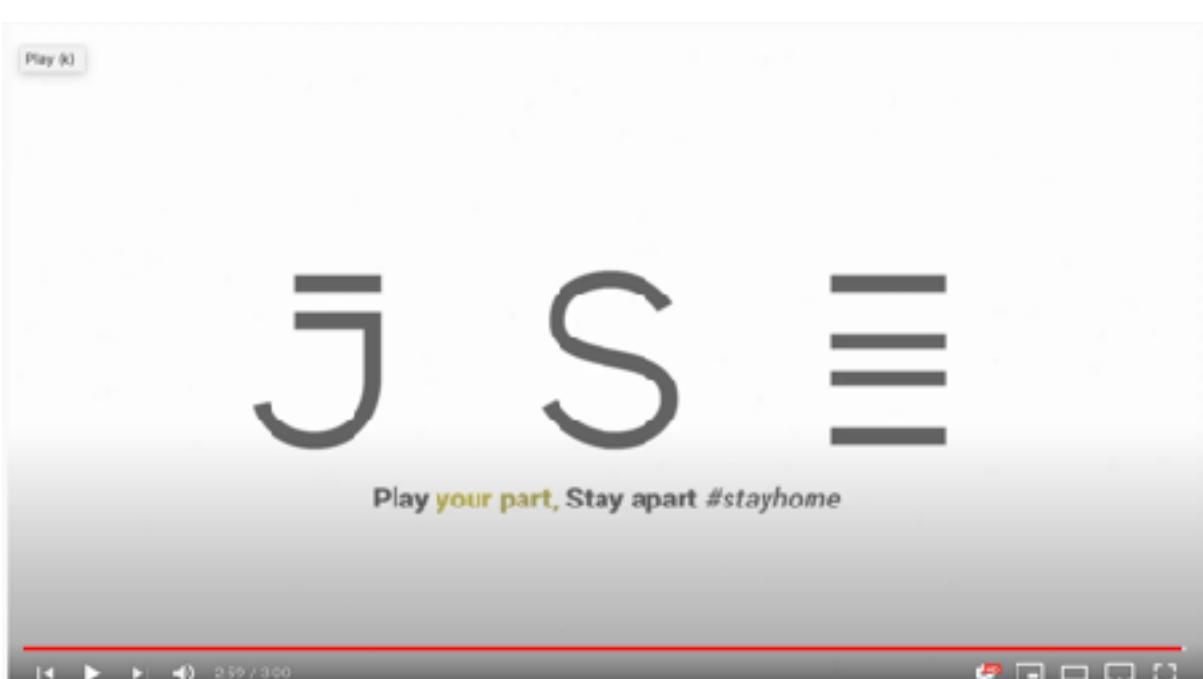
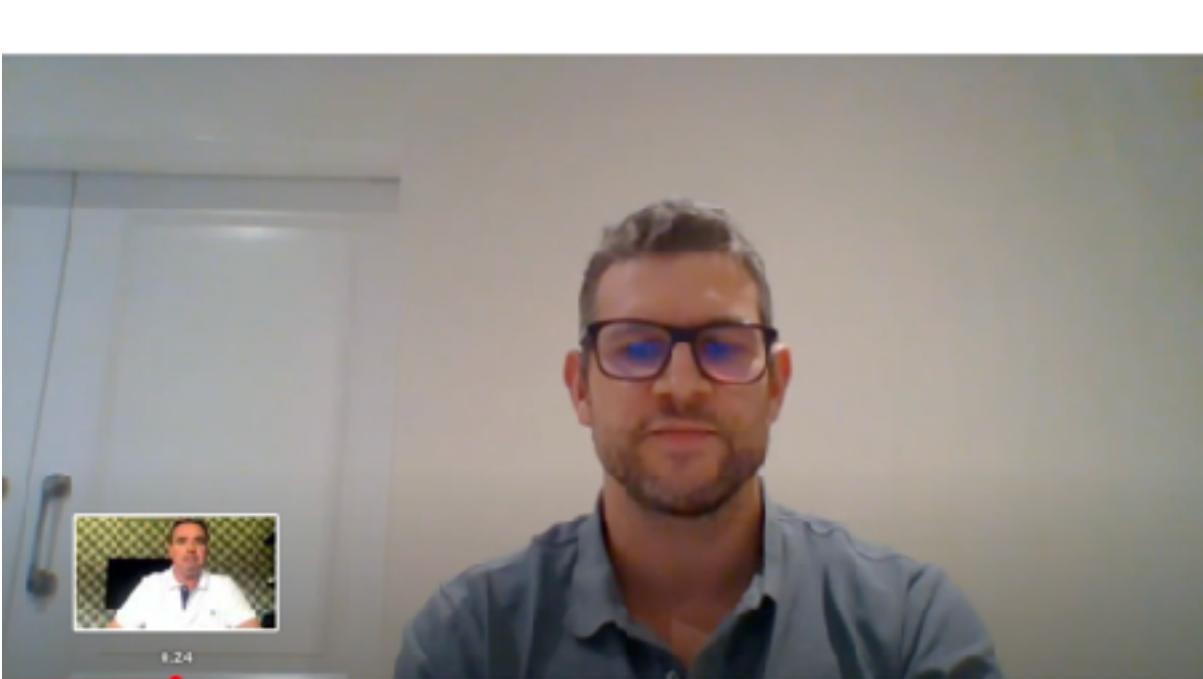
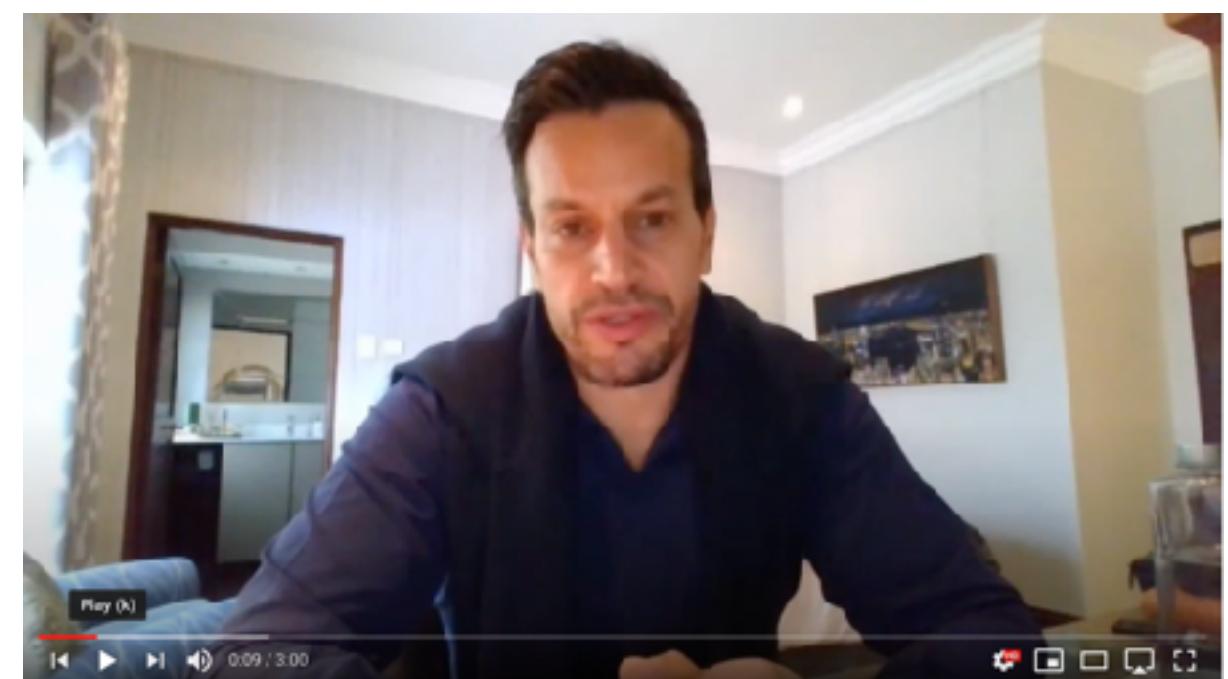
# Phase 3: Support

## Market Participant Posts



# Phase 3: Support

## Market Participant Compilation Video



# **Campaign Results**

# Campaign Results



Radio

## JSE gives R34.4m to solidarity fund through #Trade4solidarity campaign

Dr Leila Fourie – CEO, JSE

Nompu Siziba 20 Apr 2020 0 19:55



The Johannesburg Stock Exchange wrapped up a successful #Trade4Solidarity campaign with a pledge of

**R34.4 million**  
to the Solidarity Fund.

# Campaign Performance

## CAMPAIGN PERFORMANCE SUMMARY

Element	Cost (ZAR) <sup>(1)</sup>	Value (ZAR) <sup>(1)</sup>	Reach <sup>(2)</sup>	Notes
TV Production	R 60,000.00	R 180,000.00		Value as average cost for digital social production.
TV Flighting	R 899,658.69	R 2,690,299.40	13,174,972	Note <sup>(3)</sup>
Digital Advertising Phase 1 (Flighting)	R 99,038.94	R 234,371.28	2,411,285	Note <sup>(3)</sup>
Digital Advertising Phase 2 (Flighting)	R 299,450.87	R 709,359.88	1,309,447	Note <sup>(3)</sup>
Digital Production (PR, Advertising & Social Media)	R 100,000.00	R 100,000.00		Production cost. Value set at equal to cost.
Media Relations: Interviews, Articles & Digital	R 80,000.00	R 5,712,800.00	49,355,000	Note <sup>(4)</sup> Audience <u>excludes</u> digital.
Livestream Market Launch	R 60,000.00	R 60,000.00	1,600	Note <sup>(5)</sup>
Social Media (Posts & Market Participant Videos)	R 98,500.00	R 98,500.00		Note <sup>(6)</sup>
Twitter reach			6,800,000	Total SA Audience: 9,680,000 <sup>(7)</sup>
Facebook reach			3,800,000	Total SA Audience: 20,000,000 <sup>(7)</sup>
YouTube			799,000	Total SA Audience: 19,140,000 <sup>(7)</sup>
First phase Solidarity Fund Contribution		R 34,400,000.00		
<b>Total</b>	<b>R 1,696,648.50</b>	<b>R 44,185,330.56</b>	<b>77,651,304</b>	
<b>ROI (Total Value, incl. Funds Raised: Total Cost)</b>	<b>26.04</b>			
ROI (Total Value, excl. Funds Raised: Total Cost)	5.77			
<b>Cost per Reach (Campaign audience; ZAR)<sup>(2)</sup></b>	<b>0.02</b>			

### Notes:

- (1) South African Rand, exclusive of VAT.
- (2) Note that, due to separate data sources, this figure includes duplication.
- (3) Value defined as inventory rate card cost.
- (4) Approximate standard rate card inventory cost, excluding discounts. No multiplier.  
Audience Data: BRC, Establishment Survey 2019.
- (5) Selected invitees, including "Market Participants", media and key stakeholders.
- (6) Series of posts, plus 28 "Market Participant" endorsement videos. Value assumed as equal to cost.
- (7) Sources: Meltwater; Hootsuite (SA as at 31 Jan 2020).



<https://youtu.be/qNTXHhC6ZAg>

**#JSESheInvests 2020**

**Moving a live event  
online successfully**

*let's connect*

[www.jse.co.za](http://www.jse.co.za)

JSE



# Background and overview

## Background:

- JSE research shows that women engage with investor communication more than men. However, they tend to convert lower or not at all.
- Research and insights have deduced that education and confidence is the solution to remedying this lack of financial confidence in women.
- In response to these findings, the JSE created a unique educational approach that will make investment accessible and easy for women with *SheInvests*.

## Overview:

- Due to COVID-19, SheInvests is going digital. It will be a 2-hr virtual/ digital conference and exhibition.
- The conference is geared toward financial topics with key female influencers/ leaders to inform and educate women with disposable income as well as create confidence about investing.
- The exhibition area will consist of brokers and etf providers.

## Target audience:

- Women aged between 18 and 50 across South Africa with a disposable income and an interest in investing.

## Event details:

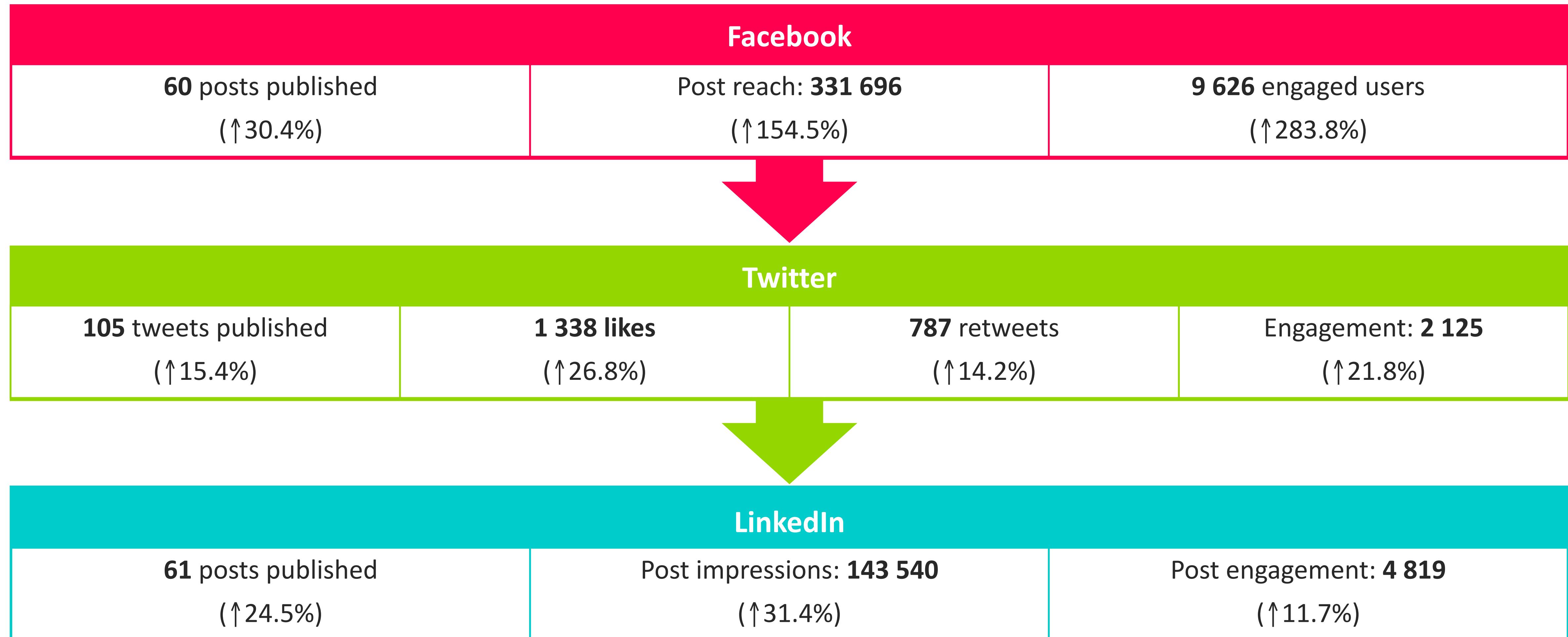
- **Date:** 08 august 2020
- **Times:** 10.00 – 12.30
- **Venue:** flock digital platform

# High level agenda

TIME	ITEM	TOPIC	SPEAKER
10.00 – 10.10 (10 min )	Welcome	Welcome Video Overview of Shelnvest - Video	<ul style="list-style-type: none"> <li>▪ Azania Mosaka - MC</li> <li>▪ Leila Fourie – JSE</li> <li>▪ Zanele Morrison - JSE</li> </ul>
10.10 – 10.20 (10 min)	Key Note Speaker	Topic: 'What stops us from saving and investing?	<ul style="list-style-type: none"> <li>▪ Vangile Makwakwa – Founder Wealthy Money</li> </ul>
10.20 – 10.30 (10 min)	Investment Channel Videos		<ul style="list-style-type: none"> <li>▪ Gugulethu Mfuphi - CoreShares</li> <li>▪ Nerina Visser - etfSA</li> </ul>
10.30 – 10.50 (20 min)	Panel discussion	Topic - How to balance life's financial demands and still have a life	<ul style="list-style-type: none"> <li>▪ <b>Moderator:</b> Adele Hattingh - JSE</li> <li>▪ Candice Paine - Financial Advisor</li> <li>▪ Zama Dikana - Old Mutual</li> <li>▪ John Manyike - Old Mutual</li> <li>▪ Anthea Gardner - EasyEquities</li> </ul>
10.50 – 10.55 (5 min)	Investment Channel Videos		<ul style="list-style-type: none"> <li>▪ Please visit our virtual stands and engage with our investment channel representatives</li> </ul>
10. 55 – 11.00 (5 min)	Exhibition – screen break Entertainment and prize giving		<ul style="list-style-type: none"> <li>▪ Azania Mosaka - MC</li> <li>▪ <b>Moderator:</b> Adele Hattingh - JSE</li> </ul>
11.00 – 11.20 (20 min)	Panel discussion	Topic: I'm new to investing – now what?	<ul style="list-style-type: none"> <li>▪ Simon Brown - Just One Lap</li> <li>▪ Nerina Visser - etfSA</li> <li>▪ Women in ETFs – Video</li> <li>▪ Lungile Mashigo &amp; Ntombenhle Radebe - 1nvest</li> </ul>
11.20 – 11.30 (10 min)	Investment Channel Videos		
11.30 – 11.40 (10 min)	Final key speaker	Topic: A Woman's Place is on the Board:	<ul style="list-style-type: none"> <li>▪ Lynette Ntuli - Innate Investment Solutions</li> </ul>
11.40 – 11.50 (10 min)	Investment Channel Videos		<ul style="list-style-type: none"> <li>▪ Rushil Jeena - Afrifocus</li> </ul>
11. 50 – 12.00 (10 min)	Final prize giving and closing		<ul style="list-style-type: none"> <li>▪ Zanele Morrison – JSE</li> <li>▪ Azania Mosaka - MC</li> </ul>
12.00 – 12. 15 (15 min)	Join us on the mat for a 15min yoga session		<ul style="list-style-type: none"> <li>▪ Natalie Zeid - Trained Yoga instructor</li> </ul>

# Social Media coverage

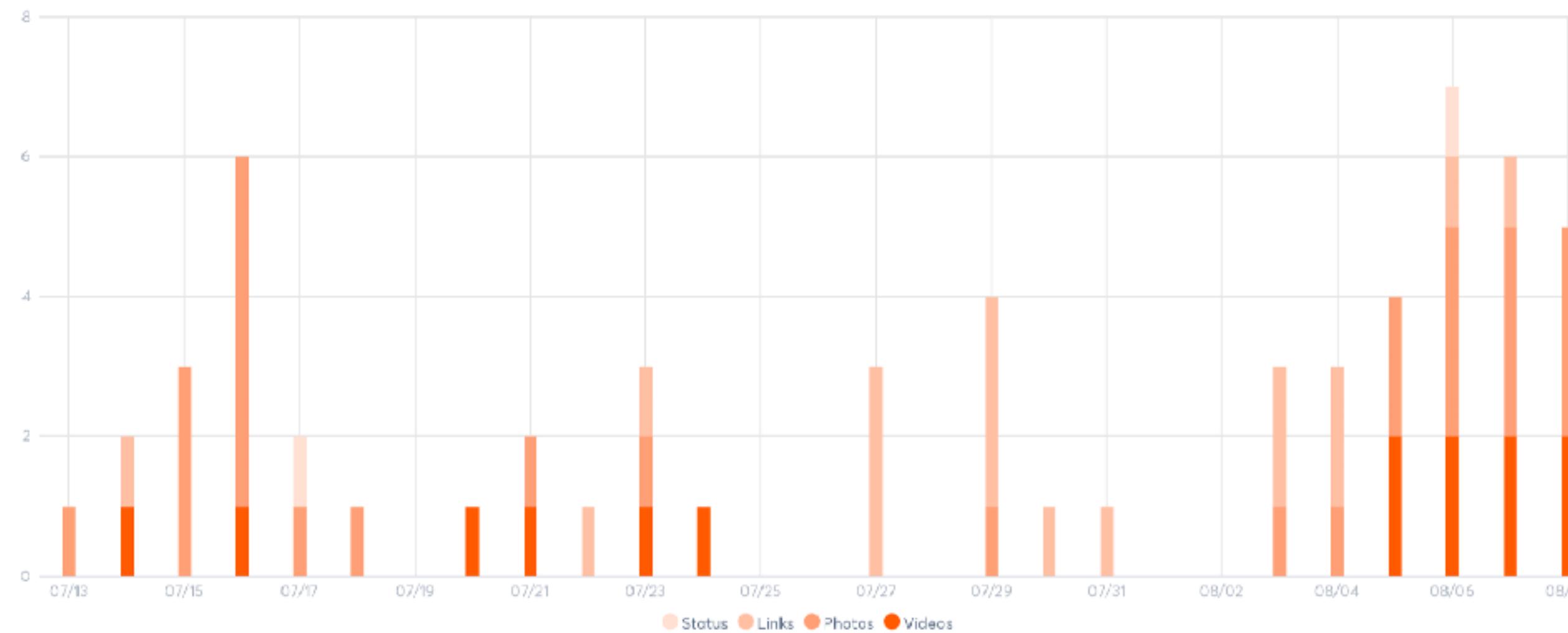
13 July – 08 August



# Facebook snapshot

## Publishing

Number of Posts published during the selected period- with breakdown by type.



Status	2
Links	17
Photos	27
Videos	14
<b>Total posts published</b>	<b>60</b>

The total number of Posts published is

**60**

representing a variation of **+30.4 %**  
compared to Jun. 16 2020 - Jul. 12 2020

## Top content

Best performing content published during the selected period. Based on engagement.

	Jul. 20 2020	<b>Our Director of Marketing and Corporate Affairs, Z...</b>
	Reach	15K
	Engaged Users	585
	Clicks	674

	Jul. 17 2020	<b>#JSESheInvests is a movement that gives you the op...</b>
	Reach	34K
	Engaged Users	567
	Clicks	583

	Jul. 27 2020	<b>As the JSE, the empowerment of women through finan...</b>
	Reach	25K
	Engaged Users	498
	Clicks	548

## Top content

Best performing content published during the selected period. Based on engagement.

	Jul. 21 2020	<b>Our aim is to empower, educate and inspire women a...</b>
	Reach	16K
	Engaged Users	1.7K
	Clicks	1.7K

	Jul. 23 2020	<b>#JSESheInvests is the first of its kind investment...</b>
	Reach	15K
	Engaged Users	1.2K
	Clicks	1.2K

	Jul. 13 2020	<b>#JSESheInvests is back! JSE She Invests is a movem...</b>
	Reach	25K
	Engaged Users	1.1K
	Clicks	1.2K

# Facebook snapshot

**The JSE Group**  
13 July ·

#JSESheInvests is back! JSE She Invests is a movement to create a holistic approach that tackles investment with a specific focus on women empowerment. This year #JSESheInvests goes Virtual. Pre-register today at [#JSESheInvests 2020](https://web.jse.co.za/she-invests)



Unlock your potential.  
let's connect  [www.jse.co.za](https://www.jse.co.za) 088

**The JSE Group**  
Financial service

24,392 People reached    1,066 Engagements    **Boost again**

Boosted on 16 July    Completed  
By Nande Qwelane  
People reached 10.1K    Messaging conversation... 30    **View results**

Boosted on 14 July    Completed  
By Nande Qwelane  
People reached > 1.2K    **View results**

129  129    41 comments 19 shares

**The JSE Group**  
14 July ·

#JSESheInvests is back! Our 2019 addition was hosted by an array of incredible women, for women just like you. For women that have strength, power and the ability to change the world. #JSESheInvests goes Virtual. Pre-register today at [#JSESheInvests 2020](https://web.jse.co.za/she-invests)



**Send Message**

12,717 People reached    247 Engagements    **Boost again**

Boosted on 16 July    Completed  
By Nande Qwelane  
People reached 7.5K    ThruPlays 5.3K    **View results**

Boosted on 14 July    Completed  
By Nande Qwelane  
People reached > 1.5K    **View results**

21  21    3 shares

**The JSE Group**  
16 July ·

#JSESheInvests is a movement that gives you the opportunity to learn from and engage with multiple brands, experts and offerings all in one space. #JSESheInvests goes Virtual. Pre-register today at [#JSESheInvests 2020](https://web.jse.co.za/she-invests)



4,694 People reached    418 Engagements    **Boost again**

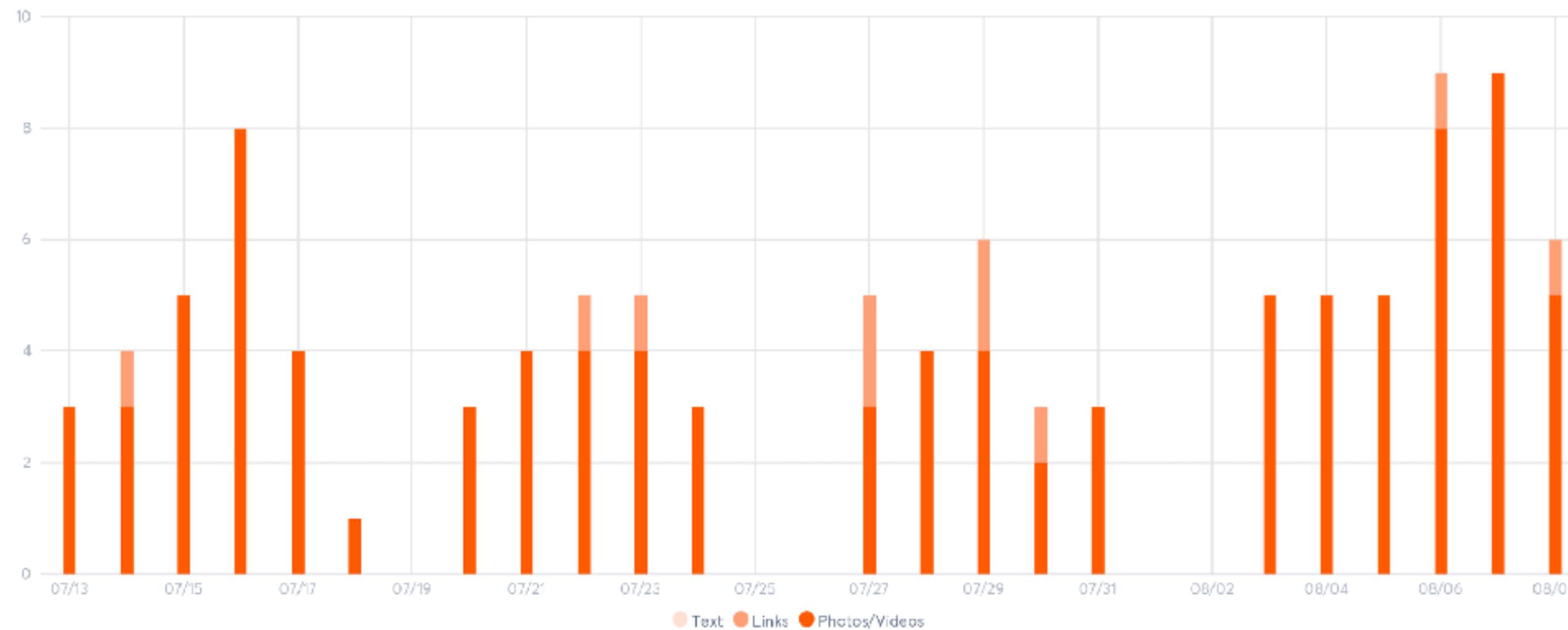
Boosted on 16 July    Rejected  
By Nande Qwelane  
People reached 3.5K    ThruPlays 2.4K    **View details**

5  5    1 share

# Twitter snapshot

## Publishing

Number of Tweets published during the selected period- with breakdown by type.



Text	0
Links	10
Photos/Videos	95
<b>Total tweets published</b>	<b>105</b>

The total number of Tweets published is

**105**

representing a variation of **+15.3 %**  
compared to Jun. 16 2020 - Jul. 12 2020



Let's Connect

## Top content

Best performing content published during the selected period. Based on engagement.

This post had no picture linked.
“
Jul. 27 2020
<b>All JSE employees to get four months of paid paren...</b>
<span>Heart</span> Likes 65
<span>Retweet</span> Retweets 21
<span>Bar chart</span> Engagement 86

Jul. 15 2020
<b>ETF listings on the JSE have exceeded R100bn in ma...</b>
<span>Heart</span> Likes 37
<span>Retweet</span> Retweets 18
<span>Bar chart</span> Engagement 55

Jul. 22 2020
<b>In an hour @SATRIX_SA will virtually open the mark...</b>
<span>Heart</span> Likes 37
<span>Retweet</span> Retweets 13
<span>Bar chart</span> Engagement 50

## Top content

Best performing content published during the selected period. Based on engagement.

Jul. 13 2020
<b>Markets@17:05</b>
<a href="https://t.co/MtYzyQiJTS">https://t.co/MtYzyQiJTS</a>
<span>Heart</span> Likes 32
<span>Retweet</span> Retweets 18
<span>Bar chart</span> Engagement 50

Aug. 5 2020
<b>The Johannesburg Stock Exchange (JSE) delivered pl...</b>
<span>Heart</span> Likes 35
<span>Retweet</span> Retweets 14
<span>Bar chart</span> Engagement 49

Aug. 8 2020
<b>Thank you for investing in yourself and each other...</b>
<span>Heart</span> Likes 39
<span>Retweet</span> Retweets 8
<span>Bar chart</span> Engagement 47

# Twitter snapshot

JSE  @JSE\_Group

#JSESheInvests is back! JSE She Invests is a movement to create a holistic approach that tackles investment with a specific focus on women empowerment. This year #JSESheInvests goes Virtual. Pre-register today at [web.jse.co.za/she-invests](http://web.jse.co.za/she-invests) #JSESheInvests 2020



10:00 AM · Jul 13, 2020 · AgoraPulse Manager

[View Tweet activity](#)

6 Retweets 16 Likes

JSE  @JSE\_Group

#JSESheInvests is back! Our 2019 addition was hosted by an array of incredible women, for women just like you. For women that have strength, power and the ability to change the world. #JSESheInvests goes Virtual. Pre-register today at [web.jse.co.za/she-invests](http://web.jse.co.za/she-invests) #JSESheInvests 2020



0:31 384 views

10:00 AM · Jul 14, 2020 · AgoraPulse Manager

[View Tweet activity](#)

5 Retweets and comments 18 Likes

JSE  @JSE\_Group

#JSESheInvests is a movement that gives you the opportunity to learn from and engage with multiple brands, experts and offerings all in one space. #JSESheInvests goes Virtual. Pre-register today at [web.jse.co.za/she-invests](http://web.jse.co.za/she-invests) #JSESheInvests 2020



GIF

10:00 AM · Jul 16, 2020 · AgoraPulse Manager

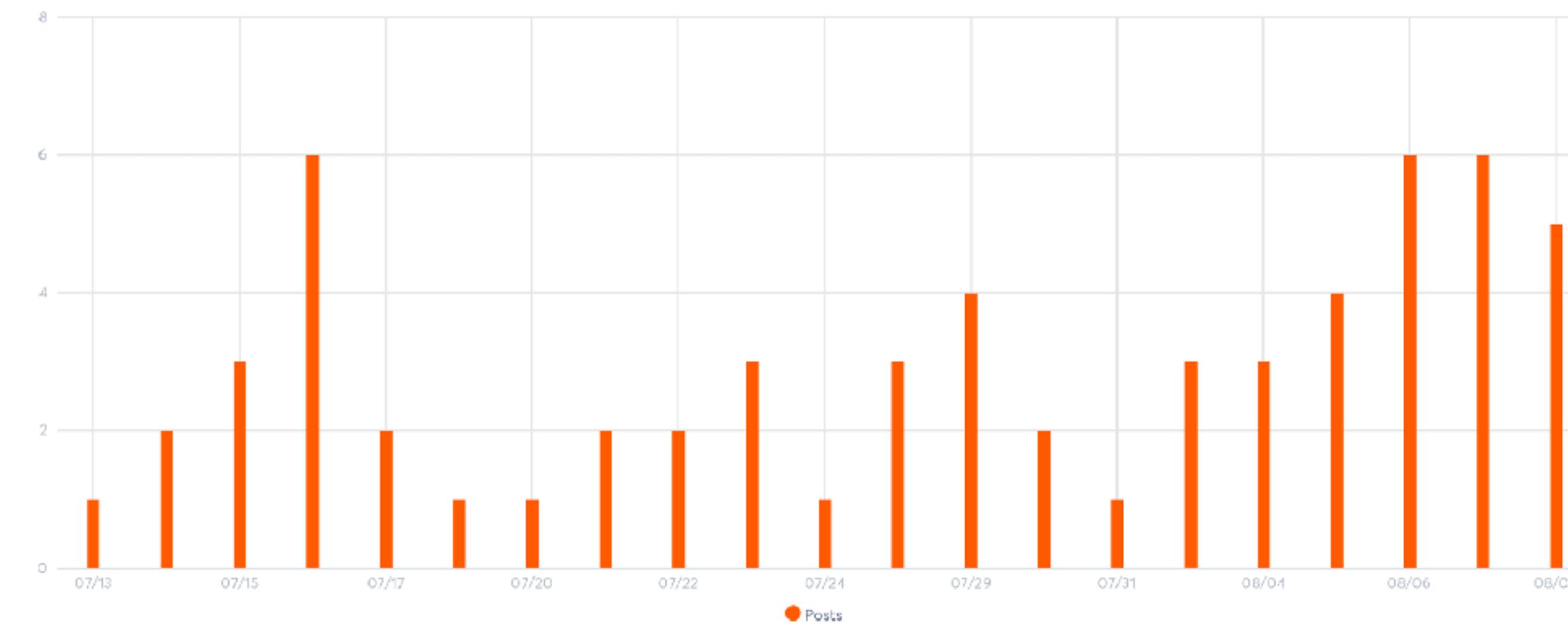
[View Tweet activity](#)

9 Retweets and comments 7 Likes

# LinkedIn snapshot

## Publishing

Number of Posts published during the selected period.



The total number of Posts published is

61

representing a variation of **+24.4 %**  
compared to Jun. 16 2020 - Jul. 12 2020

Let's Connect

## Top content

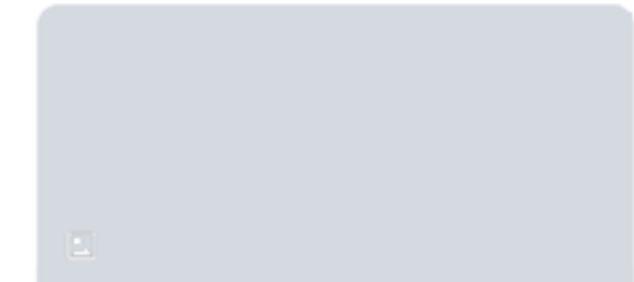
Best performing content published during the selected period. Based on engagement.



Aug. 6 2020

**Leila Fourie speaks to Bloomberg about the JSE and...**

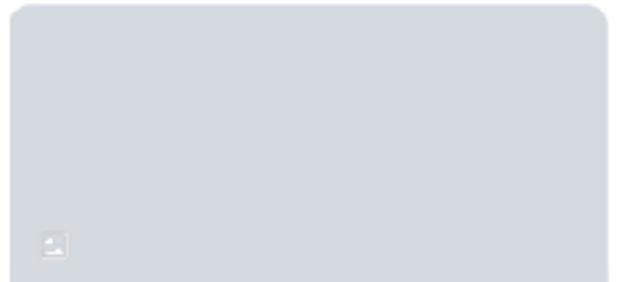
Impressions	2.4K
Clicks	114
Likes	36
Shares	1
Comments	1
Engagement	152



Jul. 13 2020

**#JSESheInvests is back! JSE She Invests is a movem...**

Impressions	3.5K
Clicks	99
Likes	39
Shares	11
Comments	0
Engagement	149



Aug. 8 2020

**Thank you for investing in yourself and each other...**

Impressions	3.2K
Clicks	74
Likes	49
Shares	1
Comments	1
Engagement	125

## Top content

Best performing content published during the selected period. Based on engagement.



Jul. 27 2020

**All JSE employees to get four months of paid paren...**

Impressions	23K
Clicks	794
Likes	555
Shares	62
Comments	28
Engagement	1.4K



Jul. 27 2020

**We have introduced a gender-neutral parental leave...**

Impressions	9.4K
Clicks	250
Likes	159
Shares	36
Comments	8
Engagement	453



Aug. 5 2020

**The Johannesburg Stock Exchange (JSE) delivered pl...**

Impressions	7K
Clicks	136
Likes	114
Shares	9
Comments	1
Engagement	260

Let's Connect

# LinkedIn snapshot

JSE  
5 S 44,443 followers  
1mo ·

#JSESheInvests is back! JSE She Invests is a movement to create a holistic approach that tackles investment with a specific focus on women empowerment. This year #JSESheInvests goes Virtual. Pre-register today at <https://lnkd.in/gk7aDxP> #JSESheInvests 2020



39

#JSESheInvests 2020

She Invests goes virtual. Unlock your potential.

Pre-register today

let's connect

JSE

[www.jse.co.za](http://www.jse.co.za)

JSE  
5 S 44,443 followers  
1mo ·

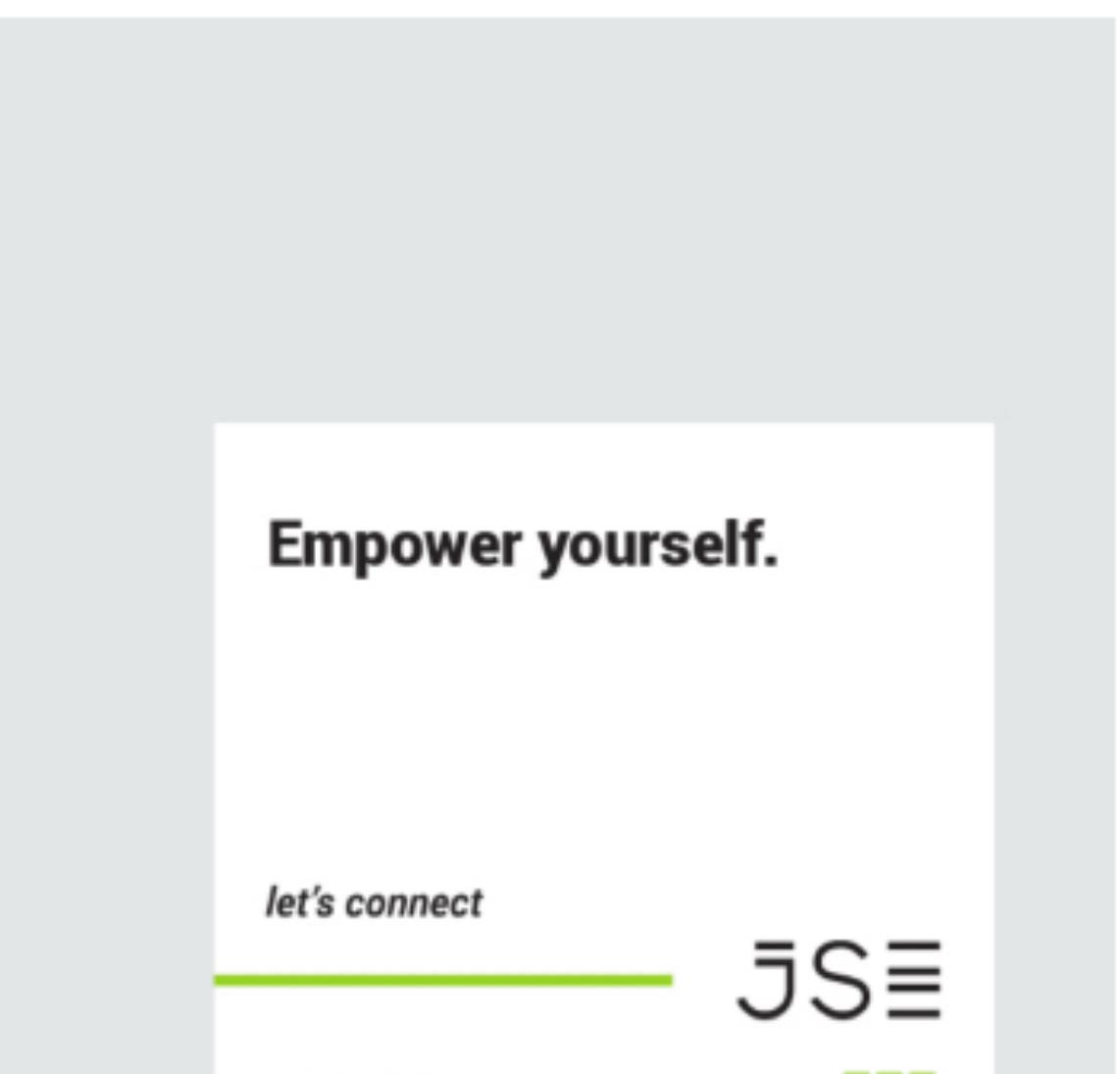
#JSESheInvests is back! Our 2019 addition was hosted by an array of incredible women, for women just like you. For women that have strength, power and the ability to change the world. #JSESheInvests goes Virtual. Pre-regis ...see more



33 · 1 Comment

3 S 44,443 followers  
1mo ·

#JSESheInvests is a movement that gives you the opportunity to learn from and engage with multiple brands, experts and offerings all in one space. #JSESheInvests goes Virtual. Pre-register today at <https://lnkd.in/gk7aDxP> ...see more



11



CONVERSE  
#Clashwall



## CHALLENGE

Inspired by the Winter 2014 Converse All Star sneaker collection, a series of vibrant, colourful and creative installations were produced worldwide. Converse approached SPACE to assist them in executing the final leg of this global campaign that was aimed at establishing the brand as the leader in its category by using a non-traditional activation to generate publicity by means of public relations and social media.

## SOLUTION

SPACE recruited renowned street artist Rasty and his crew to embark on the creation of the largest Converse Clashwall in the world - A 53-meter-tall, 14 story work of art in the heart of Braamfontein and simultaneously developed a social media campaign to drive consumers to the activation.

## RESULT

Converse supporters flocked to the city and tweeted their suggestions for the Clashwall. After 31 hours it was done, and the final execution was absolutely jaw-dropping. The activation became a trending topic on social media platforms, which saw Converse become a National talking point. The social media traction also resulted in a sales boost for the brand.

<https://youtu.be/-ZaDhHNp2iM>

ARC  
GCARD3

A large-scale outdoor installation featuring the letters 'ARC' and 'GCARD3' in a bold, white, 3D font. The letters are arranged in two rows: 'ARC' on top and 'GCARD3' on the bottom. Each letter is supported by a thin black stand. The letters are set against a backdrop of a well-maintained green lawn and a modern, light-colored building with a stone wall and a row of tall evergreen trees. The sky is overcast.

ARC  
GCARD3



## CHALLENGE

GCARD3 is an inclusive, participatory process and an opportunity to shape the future. It encourages conversations for change in setting a new agenda for agricultural research for development and new pathways for uptake. SPACE was tasked with conceptualising and implementing the GCARD3 global conference in Johannesburg, South Africa. The conference hosted 300 delegates with participation from the wider academic and policy community through digital and social content production and distribution, including global live streaming of conference events.

## SOLUTION

With content being at the centre of the campaign, SPACE utilised the conference as a content generation platform with live-streamed, pre-recorded and packaged sessions in addition to daily topical updates. Content distribution mechanisms allowed the world-wide community of experts to contribute to the discussion. SPACE delivered full conference organisation and logistics services, as well as marketing and content development, packaging and distribution.

## RESULT

SPACE successfully created an opportunity for stakeholders across different sectors and regions to come together to confirm their commitment to a new sustainable development agenda and to tackle critical issues in agri-food research, food security and innovation. GCard became a trending topic online, with additional publicity generated by various media houses.

[https://youtu.be/\\_3BZVXMSyL8](https://youtu.be/_3BZVXMSyL8)



# WHIRLPOOL

## 6th SENSE Media Dinner



## CHALLENGE

Whirlpool's 6TH SENSE cooking range contains intelligent sensors and features that make life simpler, and revolutionise cooking. Leading up to the launch, Whirlpool required SPACE to conceptualise and execute an innovative media solution that would communicate Whirlpool's 6th SENSE range in a memorable way, consequently generating positive publicity on traditional as well as digital platforms.

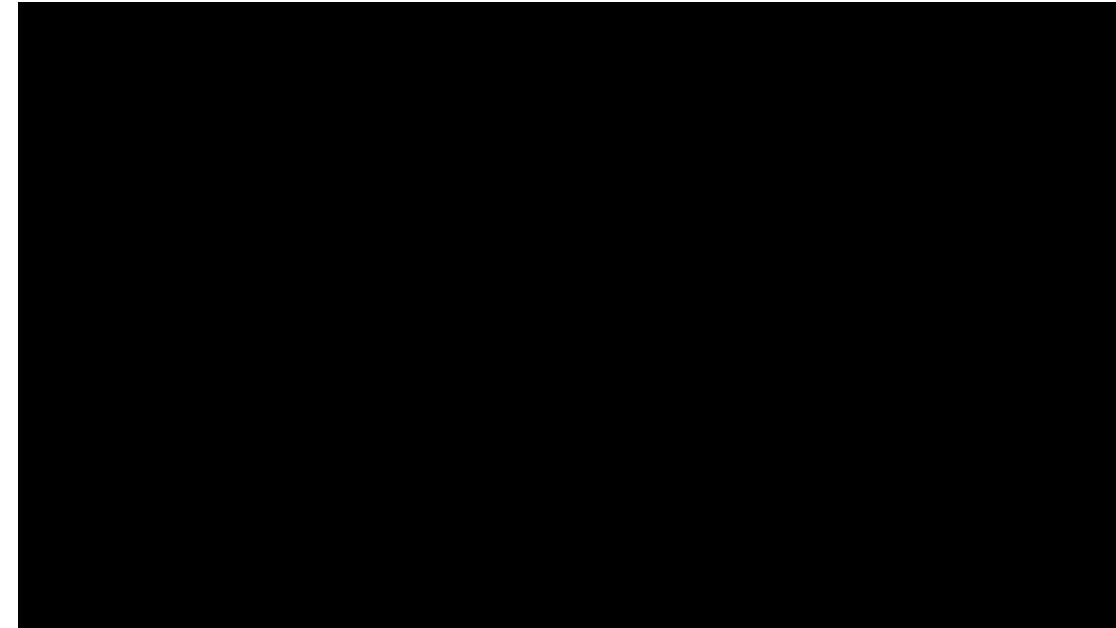
## SOLUTION

SPACE wanted to give media guests a unique experience that would stimulate all their senses. Chef Matt Manning created a ten-course menu inspired by different regions in South Africa. As the different courses were served, the environment was transformed through various smells, sounds, tastes, textures and 360-degree visual projections.

## RESULT

The #Whirlpool6thSENSE topic gained national traction with contributions from attending guests as well as members of the public. Whirlpool SA's online reach increased by 500% during the event, acquiring unique impressions from influencers like Sue-Ann Allen and chef Matt Manning. Mentions increased by 175% and digital publicity showed a return on investment of approximately R130,000.00.

## Video Production Examples

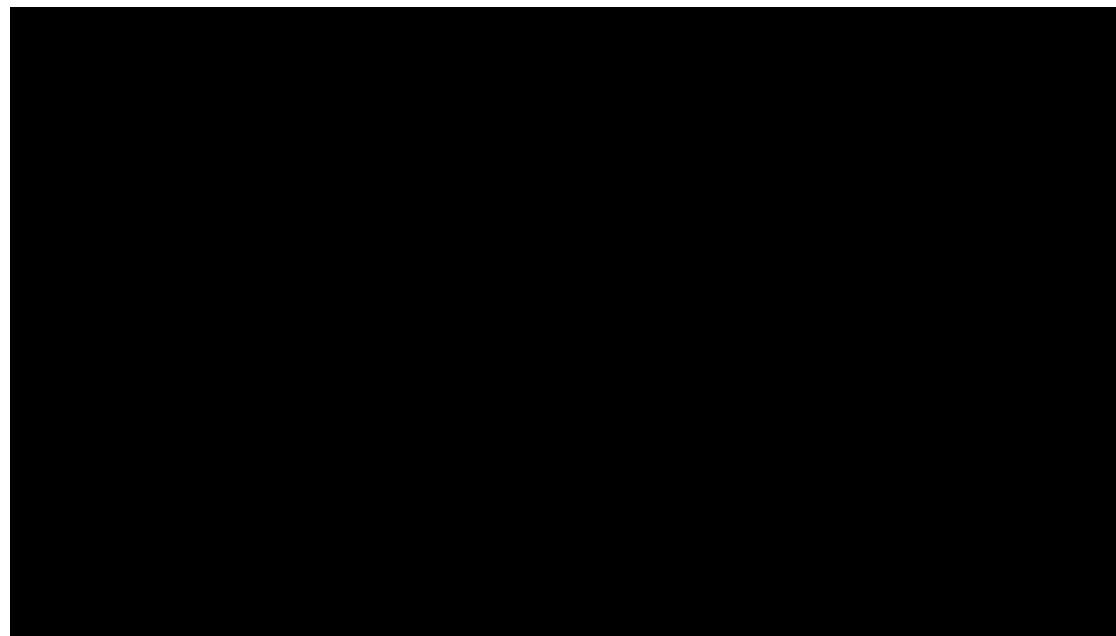


### BMW - Next Generation Anchor Video

When BMW decided to launch their journey towards a new BMW plant, we advised that a strong narrative is set through an anchor launch video. This video would be used in all future BMW Plant Rosslyn communication.

YouTube Link

<https://youtu.be/oBv2hLBRMDw>



### BMW - Announcement Video

Using elements from the anchor video, we expanded footage into a media announcement video.

YouTube Link

<https://youtu.be/rTt6pmBCNGc>



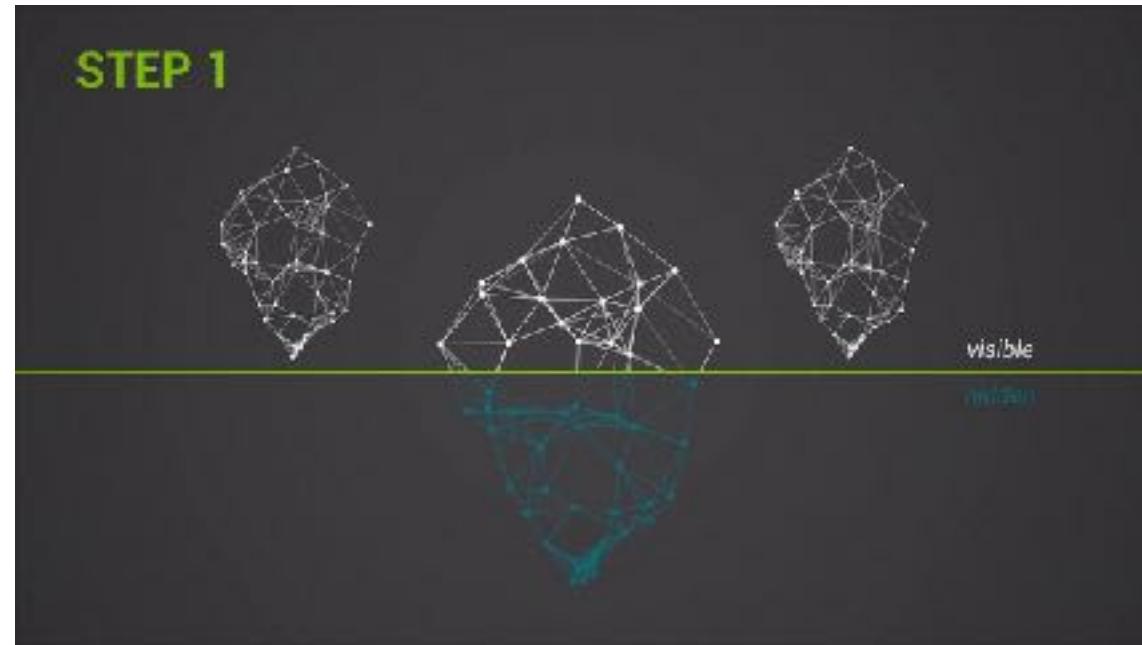
### JSE - SHE Invest Highlights Video

SHE invest is a JSE project which takes place annually. This is an example of a highlights video.

YouTube Link

<https://youtu.be/qiavl0KUe5Y>

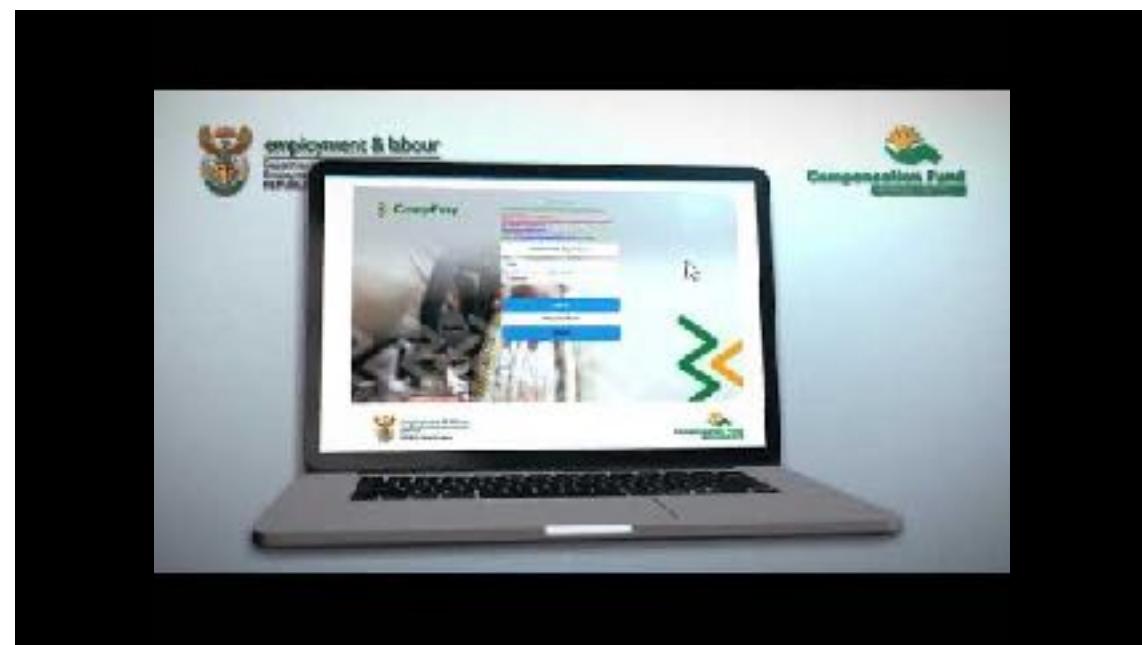
## Video Production Examples



### JSE - Iceberg Animation

The JSE introduced a new product and used 2D animation explain the features.

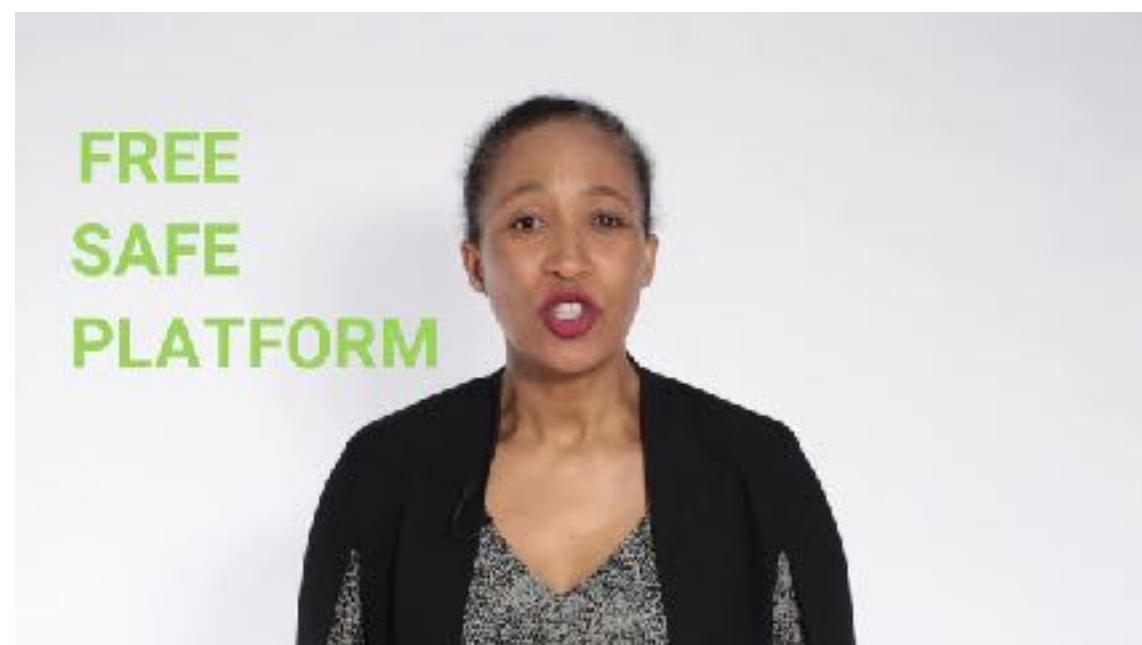
YouTube Link  
<https://youtu.be/KtLOzEgo2PI>



### Department of Labour - TV Ad

Department of Labour used 2D animation to explain some of their website features.

YouTube Link  
<https://youtu.be/jQIELqQJ77Y>



### JSE - Mailbox Concept

JSE used video as how-to guide on a new product.

YouTube Link  
<https://youtu.be/1xUWcjaEG0g>