

South African National Research Foundations partners With Havas Worldwide JHB

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The South African National Research Foundation (NRF) recently signed on Havas Worldwide Johannesburg for a project to encourage South Africans to contemplate a brighter future based on knowledge creation and innovation, as well whilst stimulating investment.

"We were required to focus on a conceptual design for an above the line driven communication campaign with a well thought through strategy. Included in this was a media buying strategy and development of promotional material that will be used in attracting investors. Following the investor partnership, the campaign will roll out in two phases," says Ursula McAlpine, MD of Havas Worldwide Johannesburg

The National Research Foundation is an independent government agency that promotes and supports research in all fields of knowledge as well as provides access to National Research Facilities. The NRF provides services to the research community especially at Higher Education Institutions (HEIs) and Science Councils with a view to promote high-level human capital development. The NRF aims to uphold excellence in all its investments in knowledge, people and infrastructure.

"The primary objective is to plant in the hearts and minds of all South Africans, a coherent and inspiring vision of a knowledge-driven South Africa and to encourage South Africans to contemplate a brighter future based on knowledge creation and innovation. Science is often seen as 'cold and clinical', the creative work brings the rational importance of Science to life in a way that resonates with all South Africans." says Jonathan Deeb, Executive Creative Director of Havas Worldwide Group, Johannesburg

The selection process was done by way of a tender, in which interested parties needed to submit their credentials as well as a proposed strategy, sample creative and proposed media plan for the task at hand.

"The NRF chose Havas Worldwide as our strategy and creative work were most in line with the NRF's vision. We are also hoping to significantly scale up the number of individuals and private enterprises that invest in programmes and initiatives seeking to make South Africa a globally competitive knowledge economy." concludes McAlpine

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