

SA Mint commemorates 25 years of democracy with the launch of their new coin range

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South Africa's constitutional democracy is 25 years old and as the foremost storyteller and preserver of the nation's history and heritage, it was the South African Mints mandate to reinvigorate our countries pride and stir up interest in coin collecting - with a commemorative coin collection for the people, by the people.

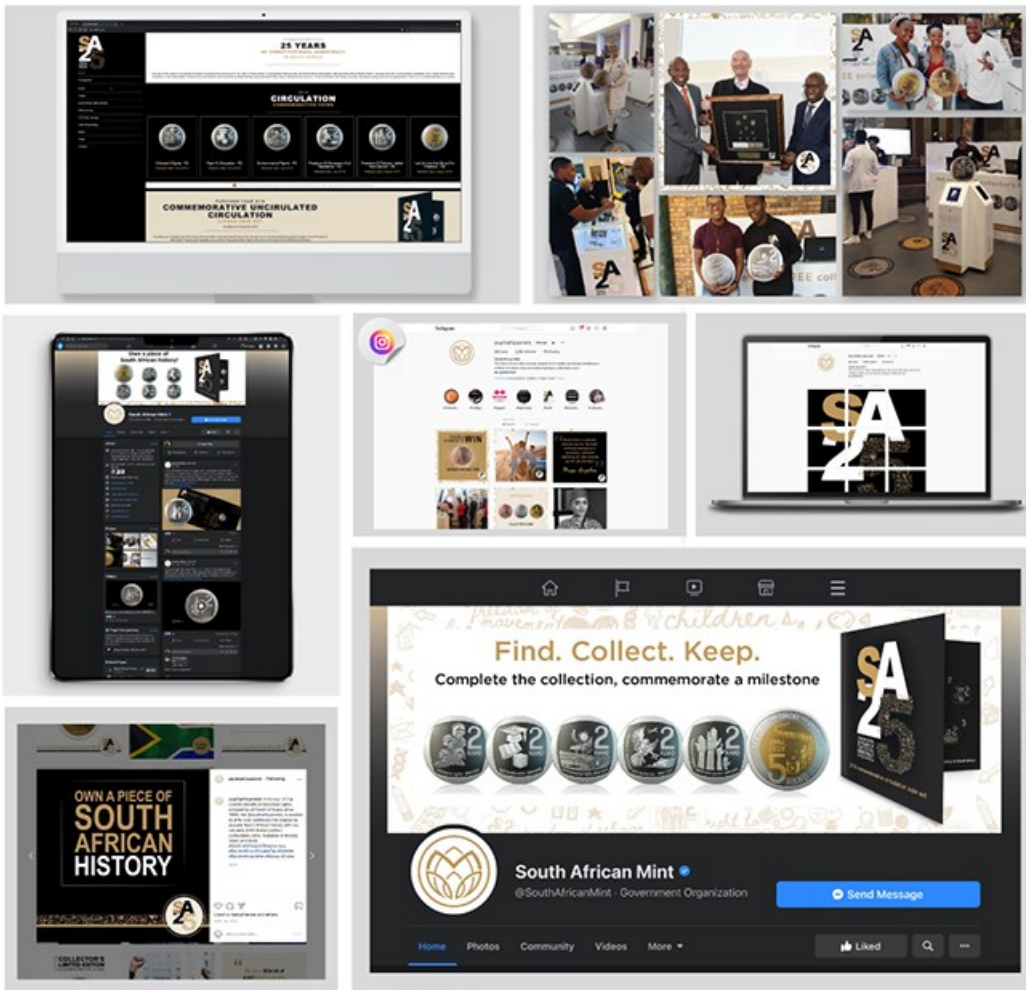


At Wetpaint, we created a full spectrum integrated campaign with the objective to educate and grow the brand through event awareness, increase customer database and coin sales. The campaign utilised a custom-built website, video content, social media, search engine optimization (SEO), and paid search to achieve the best results in creating a buzz and conversation around the importance of the launch of the new circulation and collector's coins.

The Big Idea behind SA25 Find.Collect.Keep Campaign

The South African Mint launched six coins into circulation – a clever go to market strategy was needed to create awareness of the new coins. We developed and designed packaging with spaces where the six coins could fit in. Then we used an integrated marketing campaign that encouraged the public to:

1. Find the coins in their change when they shop.
2. Collect the coins, this was one of the mandates of the brief to encourage a coin collecting habit within the younger generation.
3. Keep the coins after finding and collecting all six of them, then complete the puzzle to illustrate 25 years of Constitutional Democracy.



Brand awareness was achieved through creating a distinct look and feel, a logo and a unique tone ensuring that the campaign collateral would have a uniform identity.

What did we accomplish with the campaign?

The campaign was diligently crafted from concept, strategy, artwork, and media buying to implementation. Our team continuously proposed and implemented new optimised ideas throughout the campaign journey that encouraged continuous engagement with current and potential customers. All the campaign assets were dedicated specifically to the SA25 Campaign promotion and we garnered a total of 885 181 social engagements, 41 866 118 ads impressions, 314 593 website visits and 1 112 leads in 2019. This was due to a dedicated SA25 mini website and social media campaigns that built momentum on each platform.

An official coin launch as part of the campaign, allowed for the local coin dealers, government officials and the public to familiarise themselves with the new commemorative coin range and its concept. With each coin release, we leveraged off the social media campaigns to gain foot traffic to activations and pop-up stores at key locations around the country. We noted over 1 million in foot traffic over 8 activations in 24 days.

Through a hands-on approach, reporting, thoughtful and constructive feedback we built a reciprocal partnership that saw both parties learn and benefit from each other. The campaign's consistent performance throughout the period, showed that the designed strategy and selected channels were effective, well-coordinated and worked in sync to achieve the objectives.

The South African Mint recommends Wetpaint Advertising's integrated marketing solutions for brand growth. Contact us for your next brand campaign if you would like to see impressive growth and long-lasting results.

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