

INVESTIGATING GENERATION Z'S PERCEPTIONS OF NON-MONETARY-BASED CAUSE MARKETING CAMPAIGN STRUCTURAL ELEMENTS ON INSTAGRAM



INTRODUCTION

Non-monetary-based cause marketing (CM) engagement is becoming more popular for organisations to donate non-financial resources to non-profit organisations. Organisations have developed numerous ways to practice their corporate social responsibility (CSR) and at times they select cause marketing (CM) as a strategic communication tool to engage with Generation Z (Gen Z) consumers. Cause marketing is a form of CSR that involves the collaboration between a for-profit organisation and an NPO which ultimately addresses societal issues and raises awareness for charitable causes for their mutual benefit (Moharam, Moussa Elsamadicy & Medhat Negm, 2020; Sitto & Lubinga, 2021).

LITERATURE REVIEW

The CM field of research is rich with studies that have investigated transaction-based consumer participation in CM campaigns (Matiringe-Tshiangala & Nhedzi, 2022; Terblanche et al., 2022). The research problem is that organisations are currently utilising generic strategies when communicating their non-monetary-based CM campaigns. This ultimately results in Gen Z consumers not being motivated enough to pay attention and participate in these initiatives. The main research objective is to investigate how do campaign structural elements on Instagram influence Gen Zs perceptions of non-monetary-based cause marketing in South Africa. Ordinarily, CM research in South Africa has focused on campaign structural elements (CSE) on traditional communication platforms such as print advertisements (Human & Terblanche, 2012; Human, 2016; Terblanche et al., 2022; Van Schoor, 2021). CSEs are promotional cues such as donation expression (i.e., actual Rand amount or percentage) that attract consumers to participate in social responsibility initiatives. Therefore, the researcher is focusing on how non-monetary-based cause marketing campaign messages can be amplified on Instagram due to their popularity amongst Gen Zs and their interest in cause-related content promoted on social media (Konstantinou & Jones, 2022; Statista, 2023). This study seeks to apply the convergent stakeholder approach and prosocial behaviour as they interlink with principles of postmodernism that break away from siloed knowledge creation towards transdisciplinary thinking.

METHODOLOGY

The researcher has selected to conduct a Q-Methodology (Q-Method) study, which is a mixed-method research approach and an exploratory design (Edmonds & Kennedy, 2020; Duncan Millar, Mason & Kidd, 2022). In this study, 12 prosocial Gen Zs that are active on Instagram and live in the greater Johannesburg area in Gauteng will be selected for participation. The participant's Q-card rankings will be processed through Ken-Q Analysis which will be uploaded to an Excel spreadsheet (that includes the visual Q cards and the placements of participants).

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PRACTICAL AND SOCIAL IMPLICATIONS

The intention of the study is to rank the key factors that influence the perceptions of Gen Z consumers on Instagram with respect to non-monetary cause marketing campaigns. This study seeks to show how cause marketing research can be conducted in unique ways. Additionally, corporate social responsibility campaign developers could potentially use the insights from this study to inform their strategic communication.

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NYIKO SITHOLE

Mr Nyiko Sibusiso Sithole is an emerging academic who continuously seeks to sharpen his research skills. He currently holds a Bachelor of Arts (Honours) in Strategic Communication and is actively studying towards his master's degree in the same discipline at the University of Johannesburg. Most recently, Mr Sithole has presented his Honours research alongside Dr Karabo Sitto-Kaunda titled "The Authenticity and Effectiveness of Cause Marketing Campaigns of Fast-Food Brands: Perceptions of South African Generation Z Consumers" at the International Conference on Multidisciplinary Research in Mauritius. Mr Sithole's research interests include sustainability, corporate social responsibility, cause marketing and most recently Q-Methodology. Outside of the world of academics, Mr Sithole enjoys travelling, photography and spending time with his family.

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ROELA HATTINGH

Roela Hattingh finds meaning in writing and in teaching. The first line of her CV reads: "Words and the ways that meaning manages to pop up everywhere bewitch me". She has been a teacher for as long as she can remember and has engaged in different subjects (copywriting, drama, creative writing, strategic communication, English and Afrikaans) with children and students of all ages: kindergarten in Taiwan; primary and secondary school in South Africa; tertiary education at AAA School of Advertising, Vega School, University of Pretoria, Midrand Graduate Institute, Big Fish, Boston City Campus, and currently at the University of Johannesburg. Since becoming a full time lecturer at University of Johannesburg in 2015 her students have won the following awards: 2018 New Generation Outstanding Students Award (Gold) - Julia Ridderhof: Project Re-Imagine Plastic Loerie (Gold); Lion Matches - Palesa Tsele, Kristen Landsberg and Ronel Irvine. From collaboration with Christa van Zyl Prism (Silver) Student campaign of the year - Makoma Maponya: Hike for a Girl Child Prism (Bronze) Student campaign of the year - Carel Scheepers: One & A Half Bags project Ignition award (Gold); Lion Matches - Palesa Tsele, Kristen Landsberg and Ronel Irvine. From Collaboration with Christa van Zyl, Department of Graphic Design, UJ Ignition (special mention): Ama Kip Kip - Thabang Matsi, Tsakela Shivambu and Jamie Calf From collaboration with Christa van Zyl, Department of Graphic Design, UJ Pendoring (Gold); Lion Matches - Palesa Tsele, Kristen Landsberg and Ronel Irvine. From Collaboration with Christa van Zyl, Department of Graphic Design, UJ 2017 Ignition award - Carel Scheepers: One & A Half Bags project New Generation Outstanding Students Award (Gold) - Makoma Maponya: Hike for a Girl Child 2016 Ignition award - Plugged-In strategy for CaSIPO She develops bespoke creative thinking, writing, copywriting and strategic communication workshops for the branding and communication industry.

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DEVELOPING A STRATEGIC INTEGRATED COMMUNICATION FRAMEWORK FOR THE CHILD PROTECTION SECTOR IN SOUTH AFRICA: A REFLECTIVE JOURNEY



Introduction and purpose

The purpose of this paper is to reflect on the development of a Strategic Integrated Communication framework for the child protection organisation (CPO) which started with research for my PhD in 2018 and has subsequently been expanded on in presentations and articles and contemplate the way forward. Although strategic integrated communication has been implemented in the non-profit sector, its applicability within the CPO sector remains largely unexplored. CPOs in South Africa are crucial in addressing the needs of abused, neglected, and vulnerable children. These non-profit organizations rely on donors for funding, making effective communication essential for their sustainability. However, their communication efforts are limited by legal clauses that protect the identity and best interests of the children, thereby restricting traditional communication strategies and associated fundraising practices. Our research argues that CPO communication should align with strategic integrated communication principles, but adaptations are necessary to address sector-specific challenges.

Literature review

Strategic communication (SC) and Integrated Communication (IC) are two key approaches in communication. Initially, SC aimed to advance an organization's mission through integrating external communication fields, but it later expanded to include organizational goals. IC emphasizes integrating all communication functions, including public relations and communication. SIC emerged as a specialized branch that combines the strategic approach of SC with IC. Niemann (2005) was one of the first authors to operationalize SIC in an implementation model for the South African context. The Nieman model was taken as a point of departure for this research.

Methodology

This presentation adopts a reflective approach to map the progress made in developing the SIC framework for the CPO framework. The journey began with a PhD study involving 22 interviews and 4 focus groups that included social workers, communication practitioners, and experts in media and law. This culminated in the adaption of the Nieman model to a context-specific SIC framework which takes the legal and ethical implications of the sector into account. The framework was then expanded to address the specific challenges of social media use in the CPO sector, exemplified by the case study of #JusticeForRaaths. Currently, the focus is on expanding the concept of stakeholder responsiveness.

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Results and conclusions

The adapted framework also suggests two key principles, namely strategic intent and a learning organization as part of an open system. The latter is achieved by networking, advocacy, embracing technology and sharing expertise, whereby integration takes place at various levels. By incorporating contextual, organizational, stakeholder-responsive integration and environmental integration, communication outcomes can be realized. The long-term benefits of establishing a unity of effort among all stakeholders to fulfil its mission cannot be underestimated. Strong stakeholder relationships, a recognizable brand and a positive public perception of the CPO through responsible reporting can go a long way towards achieving effective fundraising and consequently securing sustainability.

Practical and social implications

This research emphasizes the significance of strategic integrated communication for child protection organizations in South Africa, providing a guiding framework to enhance their communication efforts, navigate legal constraints, promote sustainability, and prioritize the well-being of vulnerable children.

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DR ANETTE DEGENAAR

Experienced Communications Specialist with a demonstrated history of working in the non-profit sector. Skilled in Fundraising, Organizations, Event Management, Public Speaking, Management, and Leadership. Strong media and communication professional with a B Com Communication and Master's degree in Communication. Recently acquired a PhD in Strategic Integrated Communication focussed on the non profit sector and more specifically the child protection organisation in South Africa.

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PROF LIDA HOLTZHAUSEN

Prof Holtzhausen started her academic career at the School of Communication, NWU, when she was formally appointed as a lecturer in January 2003. She aims to commit herself to Teaching and Learning, Research and Innovation and Community Engagement, Business Development and Sustainable Relations. Her approach to academia is to balance the responsibilities of academia to best serve the national and international communication community and profession. She holds a PhD in Communication as well as a M.Com in Communication and a B.Com. Communication degree. She is currently the Director of the School of Communication at the North-West University, and is located at the Potchefstroom campus. She specialises in Corporate Communication and communication management with reference to Integrated Marketing Communication, Digital Marketing, Reputation and Corporate Brand Management. She has read multiple international and national papers, promoted several PhD students, supervised multiple MA students, received awards for Excellence in Teaching and Learning and is an active member of the South African Communication Association and the International Public Relations Association.

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Prof Fourie is currently the Director: Social Transformation (Professor & Chair: Research program: Comm. in Changing Contexts). She holds a PhD: North-West University; MA: Potchefstroom University for Christian Higher Education; BA (Hons): Potchefstroom University for Christian Higher Education.

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THE COMPLEXITIES REGARDING STUDENT AND ALUMNI PERSONAL BRANDS IN RELATION TO BRAND ADVOCACY BEHAVIOUR IN THE CONTEXT OF HIGHER EDUCATION: TRENDS IN STRATEGIC COMMUNICATION RESEARCH



Introduction and the purpose of the study:

As stakeholders in the Higher Education context, students and alumni contribute to the complexities faced by Higher Education Institutions in terms of strategic communication. During their studies, students may function as internal stakeholders who directly experience a Higher Education brand daily. Once students graduate, they transition into external stakeholders as alumni of the Higher Education Institution from which they stem. Due to their experience and connection with a Higher Education brand, students and alumni can contribute to positioning Higher Education Institution brands within communities and industries through brand advocacy. However, Higher Education Institutions often neglect the brand advocacy potential of students and alumni. Furthermore, brand advocacy may be problematic as it is far more complex than just advocating for a brand. For brand advocacy to be successful, students and alumni should also have credible personal brands which align with a Higher Education Institution's brand. Advocacy behaviour could be a brand risk if a discrepancy exists between a student or alumni's personal brand and a Higher Education brand. For brand advocacy to be successful, Higher Education Institutions may need to take a more strategic and integrated approach to their communication with students to align students' personal brands with Higher Education brands to increase brand advocacy.

Methodology:

A systematic review of existing literature on different academic databases was conducted to explore the extent to which strategic communication, strategic integrated communication, personal branding, and brand advocacy have been researched in the context of Higher Education Institutions.

Literature review and results:

Despite the popularity of the emergent strategic communication paradigm, personal branding, and brand advocacy as research areas, limited articles could be found integrating these three concepts within the context of Higher Education. However, the systematic literature review found 26 articles highlighting the research trends pertaining to these concepts.

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Results and conclusions:

Based on the findings of the systematic literature review it seems as if personal branding has been researched the most within the context of Higher Education. Furthermore, the systematic literature review highlighted some studies on strategic communication in the context of Higher Education. The findings suggested that brand advocacy was researched the least in the context of Higher Education. The trends in research on personal branding, strategic communication, and brand advocacy highlight the potential need for Higher Education Institutions to rethink how they utilise strategic communication to align student and alumni brands with Higher Education brands. This study emphasises the need for an integrated conceptual framework utilising multi-disciplinary knowledge to understand complex contexts and issues (Verwey & Benecke, 2021:67).

Practical and social implications:

Higher Education Institutions may need a guiding theoretical framework that incorporates the use of communication integration, personal branding, and brand advocacy from a strategic communication perspective. The theoretical framework can then be operationalised to assist Higher Education Institutions to better align students and alumni to become brand advocates.

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KOOS DE VILLIERS

Koos de Villiers is a lecturer at the North-West University Vanderbijlpark Campus. He teaches social media, communication theory, strategic communication, and Integrated Marketing Communication at the undergraduate level. Koos de Villiers has completed his MA in Communications with the North-West University and is currently enrolled for his PhD in Communications. Within his PhD, he is focusing on creating a strategic communication framework to increase brand advocacy among students and alumni for Higher Education Institutions. Koos de Villiers is passionate about the communication discipline and innovative teaching and learning. He has completed various papers on multimedia learning using learning management systems and work-simulated learning.

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GENERATIVE PRETRAINED TRANSFORMERS: UNRAVELLING THE RISE AND HEGEMONY OF AI-POWERED DIGITAL-SUPRINTERMEDIARIES



Since November 2022, the exponential growth and widespread use of Generative Pretrained Transformers (GPT) among consumers, a type of generative artificial intelligence (AI), has sparked a \$15.2 billion AI arms race among a group of powerful digital multisided platforms operating as Digital-Suprintermediaries. Originating from the convergence of exponential 4IR technologies and social interaction, apprehensions are emerging over the concentration of power within an élite minority of digital-Suprintermediaries that act as gatekeepers with self-preferencing and monopolistic tendencies. This paper explores these characteristics as it delves into the implications of generative AI's integration into existing digital-Suprintermediaries, revealing how it is shaping the brand and consumer landscape and potentially consolidating power in the hands of a few. Furthermore, factors contributing to the power, competitiveness, and information asymmetries of GPT-enhanced digital-Suprintermediaries are explored by focusing on the technological barriers, significant cross-cutting resources, and access to vast data sets that form the foundation upon which they build dominance. Digital-Suprintermediaries wield immense influence over AI research and development, establishing competitive value that deters potential competitors and reinforces their market positions. Furthermore, this paper examines how AI-driven economies of scale and network effects create value-laden, self-serving cycles for digital-Suprintermediaries. Since AI systems improve through continuous learning and expanded data inputs, dominant digital-Suprintermediaries gain even more substantial value, effecting a self-reinforcing and impenetrable cycle for new entrants to break. Implications of this power concentration extend beyond economic consequences. Ethical dilemmas arise as these companies dictate AI applications impacting consumer privacy, data security, and societal value(s). The potential for biases in AI algorithms and their far-reaching implications for decision-making are also addressed.

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DR CAROLINE AZIONYA

Caroline Azionya lectures strategic communication in the School of Communication at UJ. She has lectured on the degree and diploma offered in the Department of Strategic Communication. Before 2008, she worked in the private sector as a consultant in the strategic communication industry with various clients from the financial services, telecommunications and government sectors. Caroline's research interests include generational theory digital and value creation. Her pedagogical research interests revolve around learning agility and authentic learning.

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PROF NINA OVERTON-DE KLERK

Nina de Klerk is emeritus professor of Strategic Communication at the University of Johannesburg, where she still supervises master's and PhD students. Currently, she is based in Cape Town where she manages the national master's programme for Vega School. Nina has an extensive academic and industry background in the field of communications spanning marketing, corporate and strategic communication, advertising, strategic branding and reputational development. She obtained her Ph.D in Communications in 1982 at the former Rand Afrikaans University (now the University of Johannesburg), was Head of the Department of Communications at this university from 1982 until 1992, Associate-Professor from 1984-1989 and Professor from 1989 until the end of 1994. During this period she was the editor of *Communicare*, accredited journal of communication sciences for approximately 10 years, conducted post-doctoral research on the effects of the electronic communication revolution at Columbia University, was a guest lecturer at UCLA (Sacramento) and a Distinguished Visiting Radcliffe Professor at Baylor University in Waco, Texas. She was also a participant in the United States South Africa Leadership Exchange Programme (USSALEP); an expert witness on the effects of media restrictions in South Africa at The Council on Foreign Relations in New York; and a member of the IDASA-sponsored delegation of women to meet with ANC women in Harare, Zimbabwe. From 1995-2005 she held the position of Executive Director of The Association for Communication and Advertising (ACA). [Read more....](#)

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CRITICAL ROLE OF INTERNAL COMMUNICATIONS IN MANAGING CHANGE DRIVEN BY ARTIFICIAL INTELLIGENCE (AI) IN THE WORKPLACE



By 2024, the AI market is projected by IDC to reach \$554.3 billion (Weiss, 2020). This shows business cannot ignore AI as a disruptive force. GenAI has disrupted the disruptors, but having said that it is crucial to understand how change that driven by AI is managed by organisations at large.

Change management isn't just about introducing new systems; it's about managing the human elements of these changes. A study by the Harvard Business Review points out that 70% of change initiatives fail due to resistance from employees and a lack of adequate communication (Carucci, 2019).

The trick is not to see AI as a danger but as a tool that can improve efficiency and open new opportunities.

Consequently, the adoption of AI involves more than just technological advancements. Instead, it's a transformational process that profoundly affects every business area. The truth is that internal communication is essential to the successful deployment of AI and is neither supplementary nor optional, as evidenced by real-world examples from industries like banking, healthcare, and academics amongst others.

The human element represented by excellent internal communication remains crucial to this transformation as the workplace progresses toward an AI-infused future.

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Stephen (Steve) teaches across three media programmes at Middlesex University's Dubai campus – Journalism and creative Writing, Advertising, PR and Branding, and Digital Media. Over the past eight years, his students have won dozens of industry awards for advertising campaigns, entrepreneurship, academic research and content creation. This includes being named "University of the Year" by the Dubai Lynx in 2019, and being represented in the EUPRERA PR Arena competition, and ICCO University PR World Cup. He has personally been awarded an innovation award in administrative services as a supporter of the Careers and Employability Services function and received the Middlesex University "One Award" for Outstanding Contributions to Putting Students First in 2019. He has been named amongst the top 25 most innovative PR professionals in EMEA by industry journal, PProvoke Media, and has over 15 years of practice experience working with global PR agencies within the networks of Interpublic Group, Publicis, and WPP.



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