








FSCA Ke Zaka 4 Report

Ke Zaka Season 4

FSCA South Africa
13 videos 66 views Last updated on 1 Aug 2023

Play all Shuffle

Ke Zaka is a financial literacy platform that

-  **Ke Zaka Episode 1**
FSCA South Africa • 215 views • 2 months ago
-  **Ke Zaka Episode 2**
FSCA South Africa • 104 views • 2 months ago
-  **Ke Zaka episode 3**
FSCA South Africa • 164 views • 2 months ago
-  **Ke Zaka Episode 4**
FSCA South Africa • 76 views • 2 months ago
-  **Ke Zaka Episode 6**
FSCA South Africa • 62 views • 2 months ago





Ke Zaka 4 Draft Report

This report covers the following:

- Delivery on financial education content
- Financial Sector Conduct Authority (FSCA) Financial Information positioning
- Delivery of financial information through content integration
- FSCA above the line brand positioning



INTRODUCTION



Ke Zaka is a financial literacy platform that makes financial education relevant to communities. Through the provision of relevant financial information, community members, individually and through their Stokvels and Burial Societies are able to make better informed financial decisions. Ke Zaka has been sharing financial information since 2015 through the following platforms: Television (SABC 2); Radio (Lesedi FM) and through community based outreach initiatives with relevant partners and stakeholders. Ke Zaka 4 was implemented in partnership with the Financial Services Conduct Authority (FSCA).

Each week Ke Zaka 4 introduced us to a stokvel through its members.

Why stokvels – this is an established platform where community members are already engaged in matters financial. The stokvel setting provides an opportunity to share financial information with the stokvel and individual members within the same platform. As part of the profile we explored the successes, gains as well as challenges the group faced.

Ke Zaka then continued to explore the groups financial growth objective. Ke Zaka, in partnership with FSCA Consumer Education Department (CED) provided assistance to the group. Ke Zaka, together with the group, agreed on the required intervention to solve their financial problems by inviting a representative from the FSCA to address their needs..



AUDIENCE

Primary Audience:

Age: 35 – 49 years

- LSM: 4 – 7
- Gender: male and female groups and mixed gender
- Language: Official SA languages/vernacular languages
- Area: National



Secondary Audience:

Age: 25 – 34 years and 50+ years

- LSM: 8 – 10
- Gender: male and female groups and mixed gender
- Language: Official SA languages/vernacular languages
- Area: National





OVERVIEW(Part 1)



- Ke Zaka; is a reality-magazine show on SABC 2 that aims to empower Stokvels and Burial Societies through provision of financial information.
- SABC 2 caters for audiences of age range 35 – 64 focusing on family and community – the Ke Zaka target market.
- Ke Zaka was supported by the FSCA as an AFP (Advertiser Funded Program) which saw the inclusion of important financial information by and through FSCA CED and FSCA Communications representatives, as aligned with the objectives of the FSCA. Ke Zaka documents the group's financial challenges and provides practical advice and solution through an expert from the FSCA. In each episode groups and the viewers will receive information –these are tips and advice from an informed Presenter and Industry Experts to grow the groups finances and their goals and thus providing financial growth for the group and members.
- Each episode introduces a financial issue that intrigues and teases the viewer's financial savvy – they watch in order to find out how the story is resolved and gain valuable financial knowledge in the process.
- Ke Zaka 'demystifies the economy' and introduces choices that ordinary people can make to improve their lives. Each episode is character-driven so as to fully engage the interest of the viewer. Although the audience gains important financial insight, financial literacy is not delivered in a didactic way but through story telling and lessons learned.



OVERVIEW (PART 2)



Segment 1

FSCA Opening Billboard

Presenter Opening Link:

The Presenter shares the show's aim, then continues to share the specific location and group to be featured in the episode along with their successes and challenges.

Introduction to the Group:

About the group and its members

(Objectives? From where? How many members? When started? Financial goals?)

The group's Unique Selling Proposition.

Groups success stories

Presenter link:

Presenter consolidates and explains the episode topic/theme

Presenter linking topic to episode group

FSCA Sting

Segment 2

Presenter link:

Presenter welcomes audiences back and re-introduces the topic and the group. The expert for the specific theme is then also introduced.

Industry Expert engagement with the group and presenter: Driven by Presenter

Expert engages the group as they present their challenge.

The expert provides the group with 2-3 possible solutions

Expert - Summary Topic

Analysis:

The expert engages on his/her findings or observations of the Topic generally.

Presenter link:

The Presenter recaps the group challenge/aspiration. The presenter also recaps the role of KZ in helping groups.

Segment 3

Presenter link:

The Presenter recaps the group discussion with the experts. Link to what the group thinks and decides

Group Feedback discussion:

Group representatives give feedback about where they have been to and the recommendations. Group decision and next steps for the group.

Presenter summarizes and congratulates group.

Member feedback

Group members on how they think they performed to assist their group to find a solution.

Group delegated person thanking Ke Zaka for intervention.

FSCA Closing Billboard





Delivery



Programme was able to assist FSCA in deliver on the following:

- Financial Education and services
- Informing and Protecting Financial Products Consumers
- Edutainment
- Languages
- Regional representation, 6 provinces: Gauteng, Free State, North West, Limpopo, Mpumalanga and KZN

SABC 2 Target audience



SABC2 is a Family Entertainment Channel that connects and reflects shared experiences.

Family...ever so complicated
 Made up of a sum of individuals constantly evolving
 We stand our ground,
 Proud, support each other,
 We are emotional,
 Protective,
 Carefree,
 Full of laughter,
 Sometimes contrasted by fights and sadness
 Create memories,
 Dynamic, crazy but cool.



In the end families may be different, but to us it is people coming together as one.



MORE
 2
FOR YOU



Audiences

(these numbers exclude promo audience numbers across the other 2 channels)

| Episode | Topic | Stokvel interviewed | Date flighted | Viewership | |
|---------|---|--------------------------|---------------|------------|---------|
| | | | | 9:30am | 10:pm |
| 1 | Investment (property) | Sakhisizwe Stokvel | 05/04/23 | 123 309 | 207 668 |
| 2 | Agriculture/Poultry Business | Isondo Farmers | 12/04/23 | 106 762 | 190 831 |
| 3 | Investment (Township Economy) | Fat Cats | 19/04/23 | 90 413 | 123 651 |
| 4 | Business (spaza shop owners) | Helping Hand | 26/04/23 | 54 154 | 251 736 |
| 5 | Financial Administration and Investment | Ingcebo | 03/05/23 | 134 600 | 101 328 |
| 6 | Investment | Kopano Collective | 10/05/23 | 96 691 | 64 781 |
| 7 | Funeral Insurance | Emhlanganiso Social Club | 17/05/23 | 132 986 | 137 373 |



Audiences

(these numbers exclude promo audience numbers across the othe 2 channels)

| Episode | Topic | Stokvel interviewed | Date flighted | Viewership | |
|---------|-------------------|--------------------------|---------------|------------|---------|
| | | | | 9:30am | 10:pm |
| 8 | Travel | Plus Size Black Diamonds | 24/05/23 | 208 171 | 154 019 |
| 9 | Education | Masedi Education Stokvel | 31/05/23 | 80 758 | 135 969 |
| 10 | Funeral Insurance | Tswelopele Social Club | 07/06/23 | 118 818 | 131 888 |
| 11 | Savings | Alex's Stokvel | 14/06/23 | 107 575 | 171 059 |
| 12 | Investment | Prestige Stokvel | 21/06/23 | 132 150 | 130 813 |
| 13 | Funeral Insurance | Ema le Rona | 28/06/23 | 217 543 | 200 501 |



VALUE ADD ELEMENTS



Below elements were produced and delivered in accordance with the agreement with the SABC. Additional exposure through FSCA rep in every episode

| Elements | Comments |
|-------------------|-------------------------------------|
| Opening Billboard | Developed and produced as value add |
| Closing Billboard | Developed and produced as value add |
| Stings | Developed and produced as value add |
| Branded promos | Developed and produced as value add |
| Channel promos | Developed and produced |



RADIO – Lesedi FM



- ✓ It is the biggest Sesotho radio station in South Africa
- ✓ Lesedi FM's listeners are well informed
- ✓ Lesedi FM is committed to providing psycho-social enrichment for its audiences
- ✓ Cultural icon which entertains and provides meaningful release through a mix of programming genres
- ✓ Progressive, urban Adult Contemporary voice
- ✓ Delivers cutting edge and innovative programming to our listener

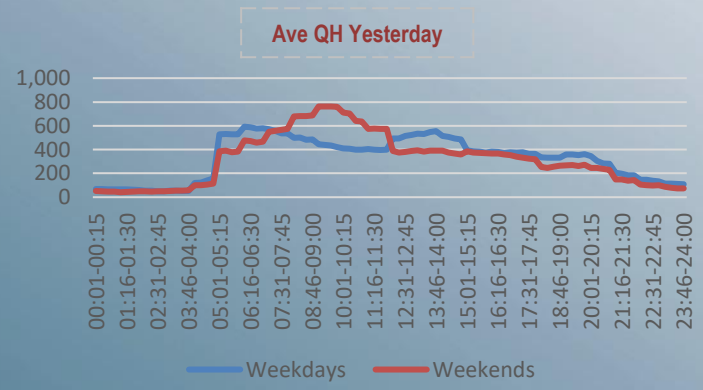
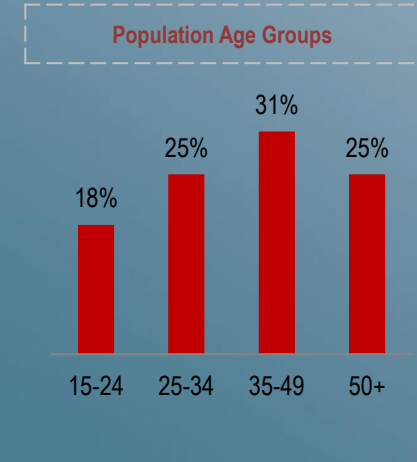
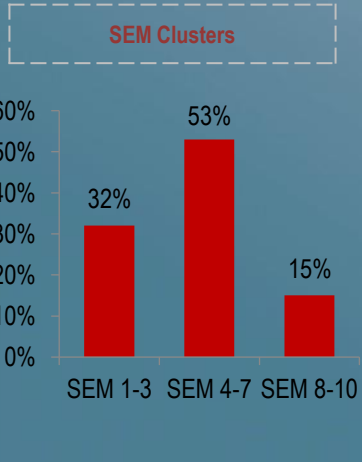
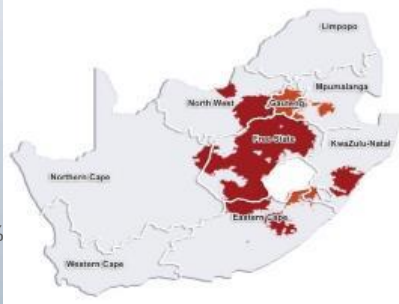
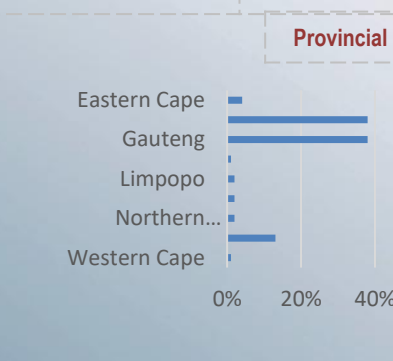
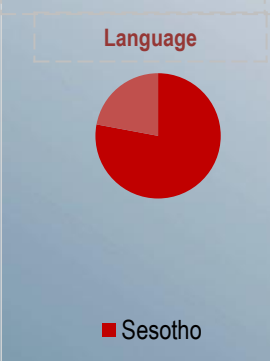


| | | |
|-------------------------------------|-------------------------------|---------------------------------|
| Audience P7D listeners 3,681,000 | Ave Household Income 5,682 | Listened from home 1,437,000 |
|-------------------------------------|-------------------------------|---------------------------------|

| | |
|------------------------------------|-------------------------------|
| Listeners via cellphone 400,000 | Listeners via DSTV 311,000 |
|------------------------------------|-------------------------------|

Favourite Shows: Local News 3M+
Music 3 m+

| Gender | Household Income and Employment | | | |
|----------|---------------------------------|--------------------------|------------------------|-----------------------------|
| 543% | R 30000+ 2% | R10000-R29999 10% | R5000-R9999 14% | Full/Part time 1,268,000 |
| 47% | Students 228,000 | | | |



Source: D22Q7 - BRC RAMS January– December 2022



RADIO – Lesedi FM



(Radio platform does not give audiences per feature but overall station listenership)

| Date | Topic |
|-------------|---|
| 05/04/23 | Project Introduction |
| 12/04/23 | Financial Administration and Governance |
| 19/04/23 | FSCA CED - General |
| 26/04/23 | FSCA Information |
| 03/05/23 | Funeral Insurance Challenges |
| 10/05/23 | Access to Financial Information |
| 17/05/23 | FSCA Support for Communities |



RADIO – Lesedi FM



| Date | Topic |
|-------------|--|
| 24/05/23 | Travel Stokvels and Finance |
| 31/05/23 | Crypto Currencies |
| 07/06/23 | Saving Accounts as funeral insurance |
| 14/06/23 | Funeral Parlours and premium collections |
| 21/06/23 | Funeral Insurance scams |
| 28/06/23 | Campaign highlights |



OUTREACH



Ke Zaka **Outreach** existed beyond television in partnership with FSCA, SABC Education as well as 3 Universities. The events were hosted as follows:

| Date | Venue | Participation |
|----------|---|---------------|
| 15 APRIL | NORTH WEST UNIVERSITY – POTCHEFSTROOM | 13 |
| 22 APRIL | NORTH WEST UNIVERSITY – VANDERBIJLPARK | 32 |
| 6 MAY | UNIVERSITY OF THE FREE STATE – BLOEMFONTEIN | 29 |
| 13 MAY | UNIVERSITY OF THE FREE STATE – QWAQWA | 46 |
| 20 MAY | UNIVERSITY OF JOHANNESBURG – SOWETO | 65 |
| 27 MAY | NORTH WEST UNIVERSITY – MAHIKENG | 12 |



WHAT WORKED



Show presenter

Ayanda Allie is an esteemed broadcaster with a wealth of experience in online media, radio and television. Ayanda's versatility has seen her thrive on Ke Zaka 4.

She was able to connect with both the guests and the experts and ensured that important questions were asked and reliable answers were given, thus sharing important financial information.

The former Spokesperson for the Ministry of Transport and former Media Relations Manager at the South African National Roads Agency Limited was able to ensure that serious financial information was translated into everyday understandable language.





WHAT WORKED



CONTENT: The team comprised of a good platform base that was assisted by the FSCA team through sourcing content material. We were able to source interesting stories that were compelling and had the required intervention capacity through FSCA CED

TECHNICAL: Production team that was able to deliver timeously in accordance with SABC requirements. Well experienced team that was able to grasp and deliver on the production mandate

LOCATIONS: The production covered 6 out of the 9 provinces (due to limited budget)

EXPERTS: Knowledgeable experts from the FSCA

SOCIAL MEDIA/Digital: The Social Media campaign was started for season 4

OUTREACH: Season 4 had a outreach element in partnership with SABC Education that saw financial education events across 3 provinces

FSCA SUPPORT – The support received from the FSCA beyond the television platform

PRODUCTION TEAM: DELIVERY: Timeous delivery of episodes

AUDIENCE RESPONSE: Audience interaction through social media platforms

SLOTS: The morning slot as well as the 22:00 repeat slot



WHAT WORKED



- Supplementing feature on Lesedi FM resulted on the station doing some interviews with FSCA representative who provided information to audiences
- Location shoots work and visiting different areas around the different provinces
- Partnership with FSCA which resulted in provision of credible information
- Groups featured were allowed to share their stories about their groups and what financial information they required
- Young energetic, previously disadvantaged crew
- **Use of FSCA experts for the groups to get assistance beyond the programme – Sakhisizwe Stokvel have started the process of registering as an Financial Service Provider (FSP) with the FSCA; Burial Society from Kroonstad alerted of unauthorised operator after learning of FSCA license requirement for collecting premiums**
- The presenter's ability to engage with the participants
- The relevance and resonance with audiences of the subject matter
- Repeat slot on Wednesday night to accommodate viewers who might have missed the morning shows



BEST PERFORMING CREATIVE



Queries

256

Impressions

77 367

Engagements

7 617



This creative ran in April and May and brought satisfactory results with a total of 256 for the month of May.



CREATIVE GALLERY – LEAD ADS



Multiple creatives, together with supporting copy were used in order to drive engagement for this campaign. This has assisted in knowing which content, creative and copy direction is more captivating to the targeted audience. Call to Actions (CTA's) such as **Learn More** were used in order to evoke action from stokvel members.



CAMPAIGN OVERALL PERFORMANCE

| CHANNEL | OBJECTIVE | IMPRESSIONS | REACH | ENGAGEMENTS | ENGAGEMENT RATE | LEADS | CPL |
|----------|-----------|-------------|---------|-------------|-----------------|-------|--------|
| FACEBOOK | AWARENESS | 374 874 | 334 815 | 5 872 | 1.57% | - | - |
| FACEBOOK | LEADS | 322 559 | 167 187 | 20 060 | 6.22% | 467 | R21.41 |
| TOTAL | | 697 433 | 502 002 | 25 932 | 3.72% | 467 | R21.41 |





WHAT DID NOT WORK



The administrative arrangements with the SABC. Though it was an AFP, a “new” AFP model was piloted. This model was designed to offer the SABC a competitive advantage in relation to the AFP sector, particularly for Government partners. However, the success of this revised model relies on the internal SABC processes to be aligned with the “new” AFP model.

We did not optimize value with and between the different FSCA Departments, i.e. CED and Communications. The FSCA CE Department are specialists in Financial Consumer Education informations. The FSCA Communications Department are the custodians of the FSCA brand. There is room for improvement to increase value and outcomes for both Departments as well the FSCA at large.



PRODUCTION HOUSE EXPERIENCE



The production house has delivered seasons 1, 2, 3 and 4. The production team that has been assembled has sufficient experience to deliver on season 5 and beyond. We will also work with the same team to deliver season 5.

NB: The crew had FUN on while working on Ke Zaka 4 with the FSCA....





RECOMMENDATIONS



- **We recommend continuation of this project through Ke Zaka season 5 with 26 episodes.**
- We are currently finalizing engagements with the SABC for Ke Zaka 5.
- **The current “United African Stokvel investment scam” makes the case for the continuation of sharing financial information.**
- **After learning through Ke Zaka that it is a requirement for premium collectors to be registered with the FSCA, members of a burial society alerted Lesedi FM of an unauthorised and unrepentant operator. Next is for audiences to report to the relevant authorities directly. A warning letter from the FSCA would assist members of that community. Clip sent via email**
- **We recommend the use of existing FSCA reporting platforms in the next season of Ke Zaka, such as the FSCA website, social media handles as well as contact centres.**



RECOMMENDATIONS



- We would like to recommend that the FSCA review the possibility of partnering with Ke Zaka 5 through the FSCA appointed Media Agency to reduce SABC related administrative challenges
- We would like to have a “pool” of experts from the FSCA (experts in various areas) and generate additional content for social media platforms
- Continued support from FSCA CED for Financial Education content
- Extension of coverage to all 9 provinces, along with continued language diversity (with continued subtitling)
- We would like to recommend for Ke Zaka 5 to continue on the platform and momentum garnered through season 4.
- **We recommend the continuation of the Ke Zaka Outreach platform. This can be extended to include a platform for the FSCA to continue to engage directly with communities**