

# Registering Nelson Mandela Bay



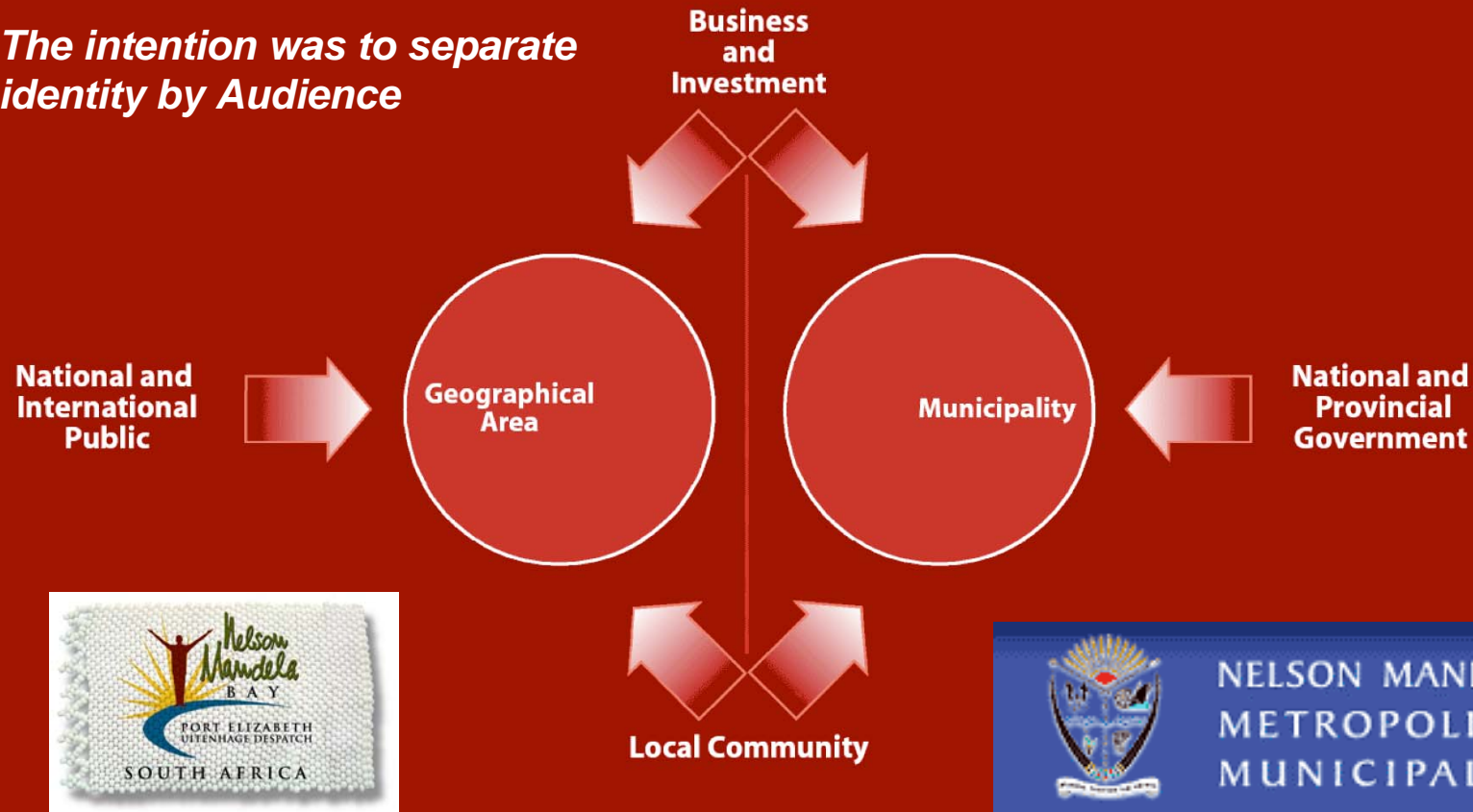
## Brief Background

- Prior to December 2000, there were almost 900 local government structures
- Since Dec 2000, there are 283 (284) municipalities
- The former PE TLC, Uitenhage TLC, Despatch TLC, PE TRC, Uitenhage TRC, Seaview Local Council, Blue Horizon Bay Local Council and part of the Western District Council established

**NELSON MANDELA METROPOLITAN MUNICIPALITY**

# In Feb 2003, Nelson Mandela Bay brand was launched (ICC Cricket World Cup)

*The intention was to separate  
identity by Audience*





***Generator (General Public )* Research Summary**

## Generator Research Outcome

### Brand Structure: Results

Unclear brand structure

Nelson Mandela Bay / Metro brands not yet entrenched in public usage

Don't know what the different brands represent

Major confusion

**Key outcome:**

**Broad Consensus that the area needs to move to one core brand**

## Best Practise Research: How other metropolitan areas market themselves

City of Cape Town

City of Los Angeles

City and County of San Francisco

New York City

City of Sydney

City Hall of Sao Paulo “Prefeitura da Cidade de São Paulo”

City of Toronto – migrated from “Municipality of Metropolitan Toronto”

Istanbul Metropolitan Municipality

Town hall of Paris “Mairie de Paris”

City of Geneva

City of Johannesburg

London

**Brands selected as best practise:  
Johannesburg & London**

# Best Practise Research

CORE BRAND

LONDON

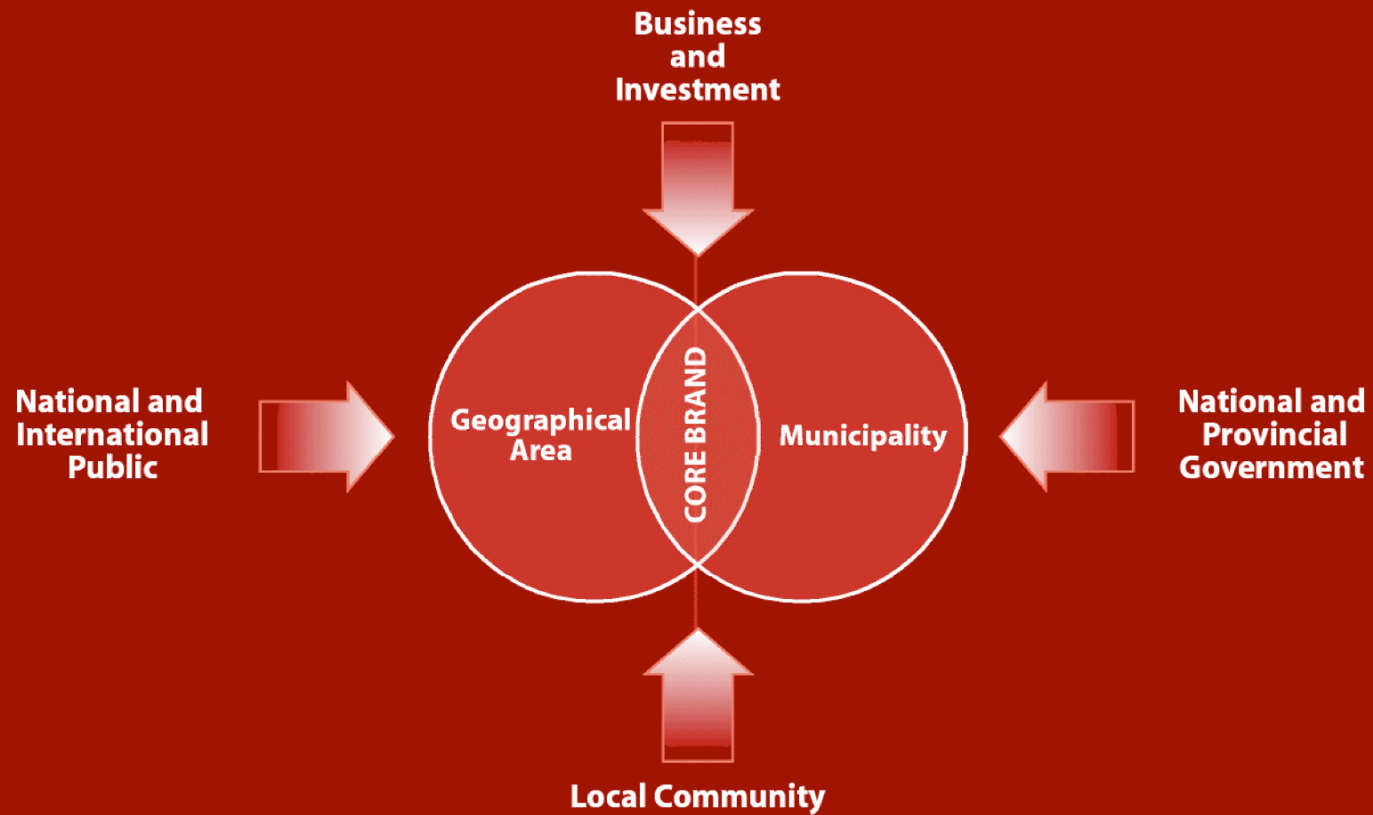
Joburg

SUB-BRANDS

LONDON  
DEVELOPMENT  
AGENCY

Joburg  
*City of Johannesburg*

## Viewing the brands by *Audience*





## Benefits of this Decision

- Projected savings in all marketing expenditure (economies of scale)
- Build Brand Equity effectively (single focus of marketing efforts)
- Ensure synergy in all communication activities
- Build unity and buy in from stake holders (i.e Nafcoc name change / Perrci)
- Shared resources (NMBT/EDTA and Arts & Culture sharing material)
- Avoid cannibalism (conflicting brand messages)
- Eliminating Confusion in all markets and audiences
- Leverage the Nelson Mandela Brand now

## **Council Resolution**

### **On 27 May 2005, Council resolved:**

Adoption of Core Brand, Nelson Mandela Bay

Development Corporate Identity for the institution (the Municipality)

The legal processes should commence (necessary approvals from the MEC et)

### **On 28 February 2006,**

The name Nelson Mandela Bay Metropolitan Municipality, was officially gazetted

**PROVINCIAL NOTICE**

No. 9

PROVINCE OF THE EASTERN CAPE

DEPARTMENT OF HOUSING, LOCAL GOVERNMENT AND TRADITIONAL AFFAIRS

AMENDMENT OF PROVINCIAL NOTICE No. 104 OF 2000 PUBLISHED IN *PROVINCIAL GAZETTE* No. 687 DATED 02 DECEMBER 2000, AS AMENDED, ISSUED IN TERMS OF SECTION 12 OF THE LOCAL GOVERNMENT: MUNICIPAL STRUCTURES ACT (ACT No. 117 OF 1998)

I, Sam Kwelita, Member of the Executive Council responsible for Local Government in the Province of the Eastern Cape, under the powers vested in me by sections 16 (1) (b) and (c) of the Local Government: Municipal Structures Act, 1998 (Act No. 117 of 1998), as amended, hereby amend *Provincial Notice* No. 104 of 2000 in *Provincial Gazette* No. 687 dated 2 December 2000, as amended, in respect of the Nelson Mandela Metropolitan Municipality and in the extent set out in the Schedule attached hereto.

S. KWELITA

Member of the Executive Council Responsible for Local Government

Date: 3/02/06

SCHEDULE

NELSON MANDELA METROPOLITAN MUNICIPALITY

PART 2

ESTABLISHMENT OF METROPOLITAN MUNICIPALITY

WARDS:

5. The Metropolitan Municipality has 60 wards determined by the Demarcation Board in terms of Notice No. 67 of 2005, published in the *Provincial Gazette* No. 1317 (*Extraordinary*) dated 28 February 2005.

NAME:

6. The name of the Metropolitan Municipality is Nelson Mandela Bay Metropolitan Municipality.

COUNCILLORS:

7. (1) The council of the Metropolitan Municipality consists of 120 councillors, as determined in *Provincial Notice* No. 49 of 2004 published in *Provincial Gazette* No. 1234 (*Extraordinary*) dated 1 November 2004, 60 of which are proportionally elected councillors and 60 are ward councillors.

# Outcome of Brand Strategy Review

Pre-August 2005



August 2005

Core brand



functional brand



## Application of Brand Strategy



## Application of Brand Strategy



## Application of Brand Strategy



## Application of Brand Strategy





## So What are we saying?

**Geographical area:**



**Institution governing the geographical area:**



## Report by Executive Mayor to Council: 26 July 2007

### RESOLVED:

That Council embark on a four-week stakeholder/public participation process to reconfirm that the area including Port Elizabeth, Uitenhage, Despatch, Colchester, Seaview, and Blue Horizon Bay is Nelson Mandela Bay

That all meetings are properly recorded for the purposes of submission to the SA Geographical Names Council

That it be emphasized that this process does not intend to change any name

That the stakeholder/public participation process is well-publicised via all forms of media, including but not limited to newspapers, radio and community notices

That the process is politically overseen by the Deputy Executive Mayor

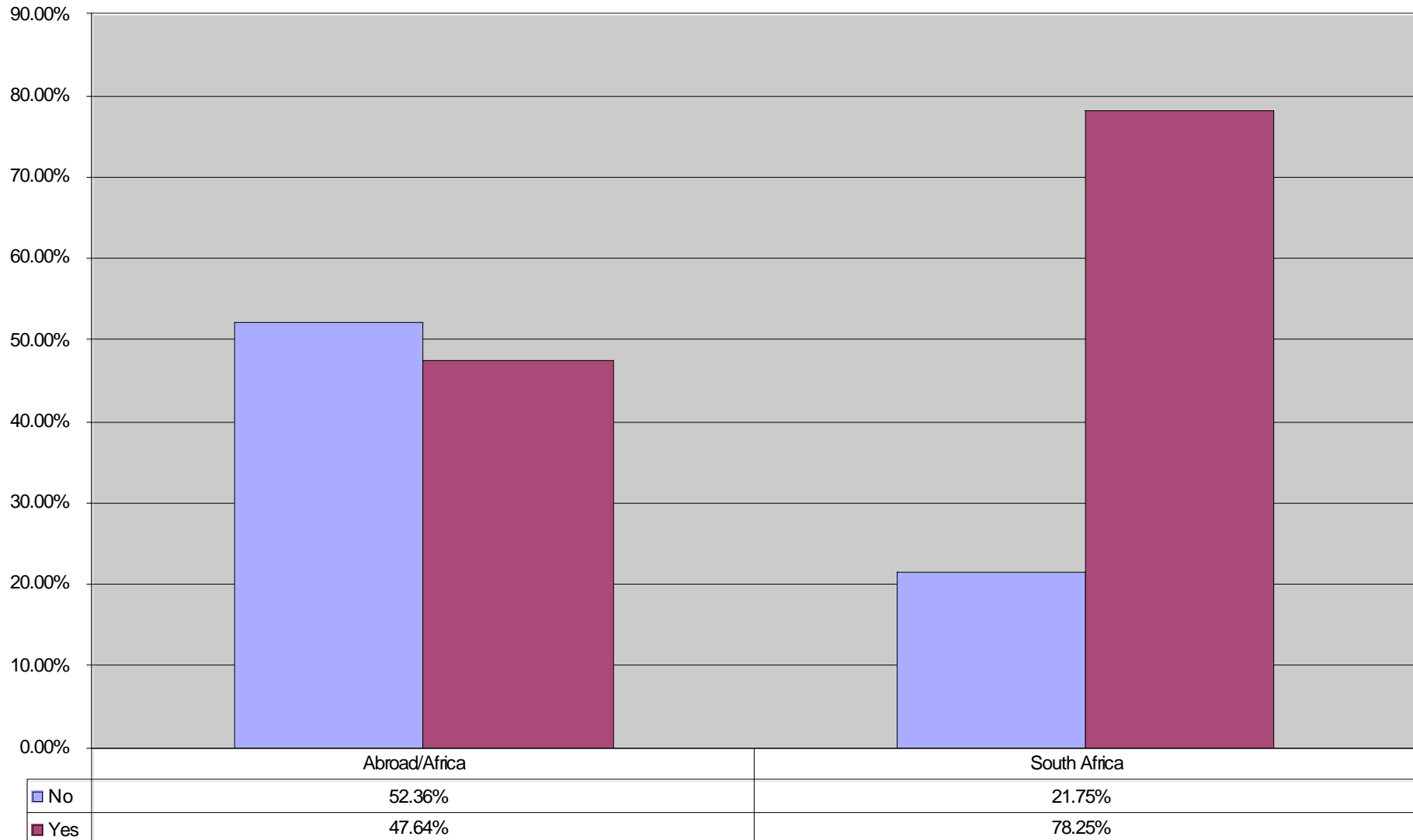
## \*Budget spent since 2003 – 2006/7 on Nelson Mandela Bay brand

•Iron Man: 2004 / 2005 / 2006 / 2007 :	R10m
•NMBT AD campaigns: 2005/2006/2007 :	R12m
•NMBT Trade shows: 2005/2006/2007:	R3m
•NMBT Events: 2005/2006/2007:	R10m
•NMBM Events: 2005/2006/2007:	R23.m
•NMBM AD campaigns: 2005/2006/2007:	R5m
•NMBM Exhibitions: 2005/2006/2007:	R2m
•NMBM Publications: 2005/2006/2007:	R13m
•NMBM Collateral: 2005/2006/2007:	R3m
•Partners/Stakeholders Collateral:	R20m
<b>TOTAL marketing Expenditure:</b>	<b>R101Milion</b>

\*Some estimated

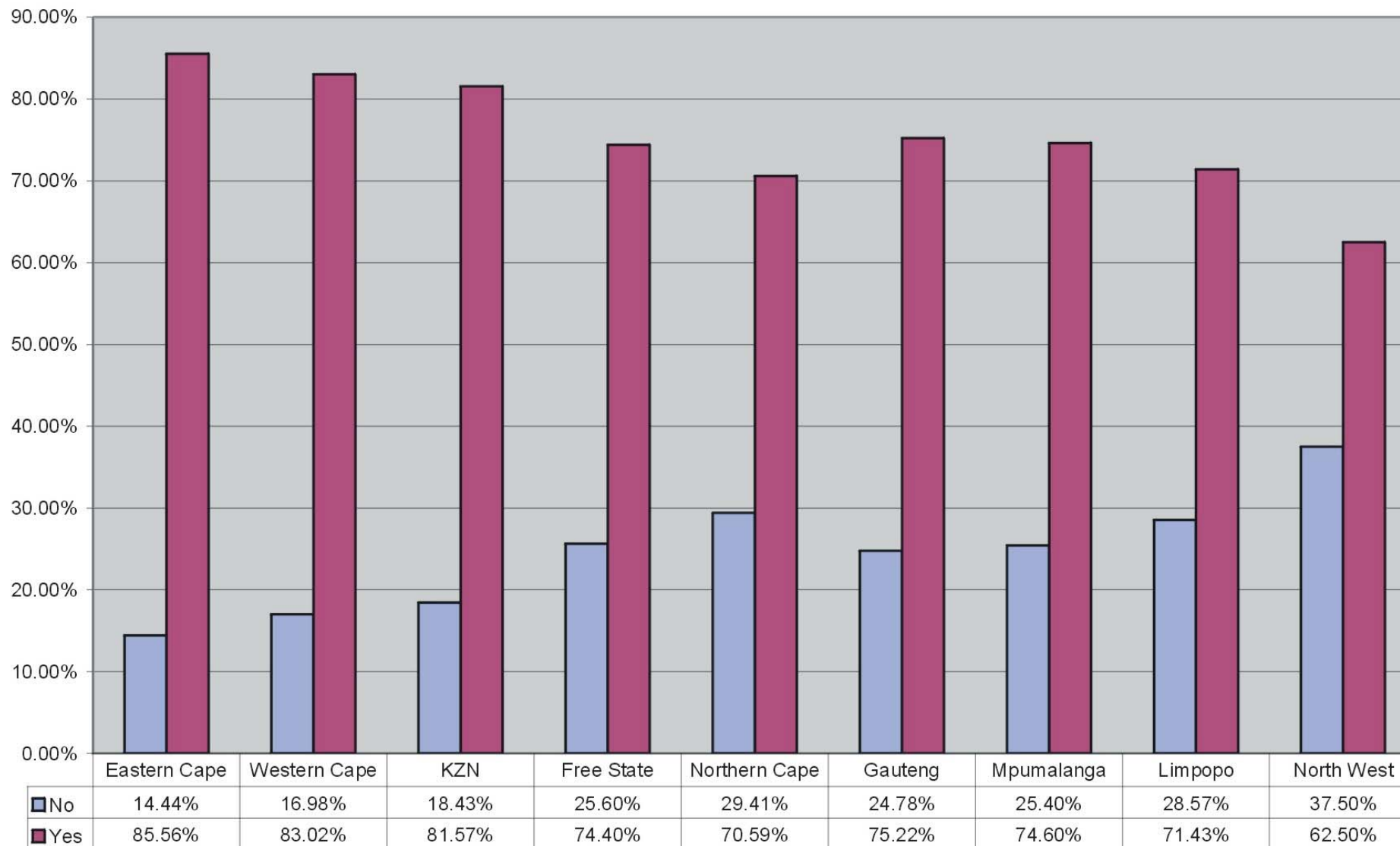
# Who knows Nelson Mandela Bay – Abroad & SA

Q: Have you heard of Nelson Mandela Bay?



Source: EASTERN CAPE TOURISM 2005 ©

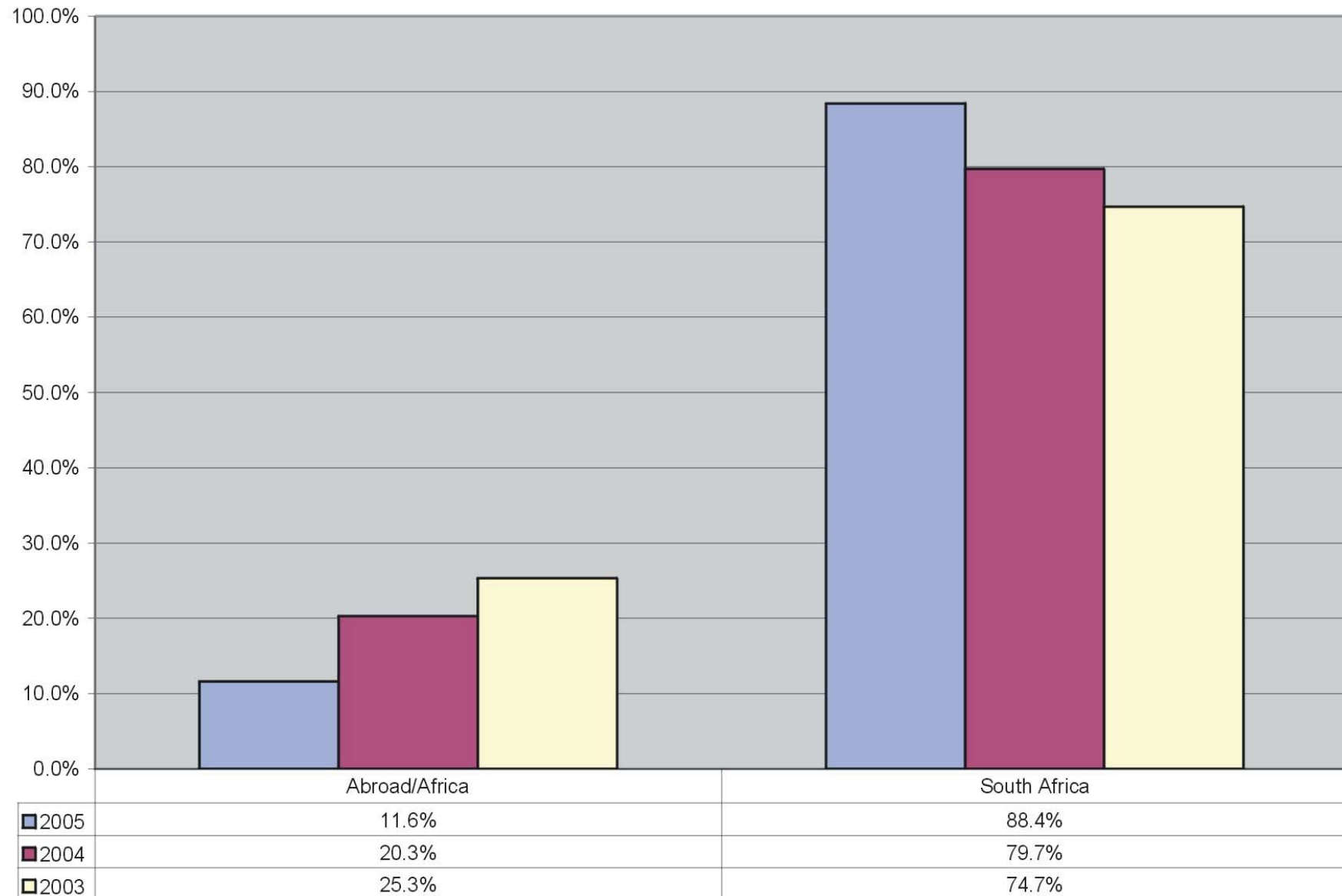
## Who knows Nelson Mandela Bay – by SA Province



Source: EASTERN CAPE TOURISM 2005 ©

# Who visits Nelson Mandela Bay

Source: EASTERN CAPE TOURISM 2005 ©



## Who visits Nelson Mandela Bay

**Where do international visitor's to Nelson Mandela Bay come from?**

**United Kingdom 33.9% and Germany 13.9%**

**Zimbabwe 9.6% and Australia 7.0%**

**United States 4.3% and Botswana 4.3%**

**Sweden 3.0% and Kenya 2.6%**

**Switzerland 2.2% and Zambia 1.7%**

**Canada 1.7% and Italy 1.3%**

**Ghana 1.3% and Namibia 1.3%**

**Uganda 1.3% and Nigeria 1.3%**

**Lesotho 0.9% and Swaziland 0.9%**

## Terminologies

- **Geographical area = Nelson Mandela Bay**

“The Bay” is acceptable

“The Nelson Mandela Bay” is NOT ACCEPTABLE

- **The Institution = Nelson Mandela Bay Municipality**

“The Nelson Mandela Bay Municipality” is acceptable

“The Municipality” is acceptable



## Agreement

**Do you disagree with Registering our brand name as a Geographical feature?**