

ED SOLUTIONS TRACK RECORD

Responsible Social Marketing (RSM) In Partnership With Mindshare South Africa

As part of their Responsible Social Marketing for 2019, MINDSHARE South Africa Partnered with JT Communication Solutions to identify and assist projects and groups that needed profiling and resources. Through the campaigns undertaken, 6 initiatives benefited in having their brands / initiatives supported with substantial financial and other resources. The main partner, MINDSHARE SA had a high ROI as a result of the Campaigns undertaken around each of the projects.

Below are some the RSM beneficiaries.

Project Name	Impact	Our Intervention
Sari for Change	Visibility, Awareness, creating a campaign to encourage people to donate Used Saris for Entrepreneurs to develop and create businesses https://www.devdiscourse.com/article/international/761707-sari-for-change-project-helps-fight-poverty-unemployment-in-s-africa	PR Campaign Visual Production Legal consultation Website support
Sari for Change -. Incubation with Thabang Primary School	Visibility, Awareness, creating a campaign to encourage people to donate resources to the SGB team of Thabang Primary School in Soweto	PR Campaign Visual Production Resource support

The Parks Netball Team	<p>Promoting recreation and empowerment through sport.</p> <p>Raising awareness on needs the team has in order to be fully effective in engaging and growing the team to include individuals joining</p> <p>https://www.youtube.com/watch?v=4TKySAHjQyk</p> <p>https://www.youtube.com/watch?v=Q3vrwtbyI58</p>	<p>Uniforms and kits,</p> <p>PR campaign,</p> <p>Mentoring</p> <p>Social Media</p> <p>Resource support</p>
Visions of Joy	<p>To create awareness and visibility to attract potential investors in the projects that Visions of Joy undertakes.</p>	<p>Website, PR and Social Media</p>
Novulakuvaliwe Community Library	<p>To assist in profiling the project through a PR Support campaign to amplify the key messages, create awareness and mobilise resource for the development of the library.</p>	<p>Roofing material</p> <p>PR Campaign</p> <p>Social Media</p>
Nandi Pads	<p>To assist in profiling the project through a PR campaign to amplify the organisation's key messages, create awareness and generate investment interest and sales</p>	<p>PR Campaign</p> <p>Video production</p> <p>Social Media Support</p>