# Coverage on Products and Services

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**Corporate Industries**

**Namibian Print & Broadcast Media**

<table>
<thead>
<tr>
<th>January - May 2019: Media Reports on Products</th>
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<tbody>
<tr>
<td>Strategy, Innovation</td>
</tr>
<tr>
<td>Product Quality &amp; Research</td>
</tr>
<tr>
<td>Sales &amp; Costs</td>
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<tr>
<td>Competitive Advantage</td>
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<td>Negative Product Related</td>
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**NaMedia**

Namibia Media Monitoring
Most topics clustered into Strategy & Innovation, as well as sustainability management in the form of Competitive Advantage (local markets and abroad). Various industries were perceivably (and most negatively) impacted by tender processes and government procurement interruptions due to budget cuts.

Most positive media (public) sentiment were tied to prospects for job creation; noticeably in the form of economic expansion (new outlets or increased production capacity in mining and fisheries).
January 2019 – May 2019: Namibian Print, Radio, TV Editorial Coverage

Stories that best communicated strategic relevance in business models, were tied to innovation, sustainable production strategies, capacity to expand, the introduction of new products, and the promotion of local products (paired with competitive pricing and marketing strategies).

**Strategy and Innovation**


**MEDIA INTEREST: PRODUCTS / SERVICES**

- **Strategy, Innovation**: 34%
- **Competitive Advantage**: 34%
- **Product Quality & Research**: 15%
- **Sales & Costs**: 12%
- **Negative Product Related**: 5%

Research: product development for local market, and abroad.

Consumers were perceivably more price sensitive, and corporates reacted with researching their capacity (to expand, and increase reach), productivity (restructuring), production figures (efficiency), and purchasing behaviour (that is more favourable to the local market). Competitive advantages were also picked up in cases of being a good employer, and providing quality products that are accessible, and environmentally friendly.

**MEDIA INTEREST: PRODUCTS / SERVICES**

- Competitive Advantage: 34%
- Strategy, Innovation: 34%
- Product Quality & Research: 15%
- Sales & Costs: 12%
- Negative Product Related: 5%

**Competitive Advantage: Sales & Costs**

Price, production capacity, load, productivity, production figures. Producer (or import) prices, purchase (local production, cost efficiency). Delivery time (turnaround). Production costs as an economic indicator.

**Good employer; benefits to work force (pension, housing, allowances, bursaries, leave).**

**Quality and accessibility of facilities (indoor, outdoor, distance, que, service quality). Industriousness. Use of alternative (solar) energy resources; environmental sustainability practises. And; developing SMEs (legacy).**
Although less public communications circulated pertaining product quality and corresponding research, media definitely communicated quality control by means of standards, and efficiency in manufacturing. Given local capacity and the impact of the drought, recent months have seen an increase in coverage on product safety (GMOs) and product transparency. Banks and insurance companies continued to communicate (tailored) product variety to targeted markets. Coverage on the 4th industrial revolution triggered increased awareness regarding ICT, technological advances, and digitalisation.
January 2019 – May 2019: Namibian Print, Radio, TV Editorial Coverage

**Top of Recall: Companies**

- MTC
- Bank Windhoek
- NamPort
- MeatCo
- Electricity Suppliers
- Standard Bank
- Namibia Breweries
- First National Bank
- NamWater
- Sanlam
- NamPower
- Air Namibia
- Namib Mills
- GIPF
- Telecom
- Whk Municipality
- Hangana
- Development Bank of Namibia
- Transnamib
- UNAM
- Rössing Uranium

**Coverage dedicated to Namibia (62%) & Windhoek (11%) in general**

- South Africa: 7,4% of mentions
- Walvis Bay: 2,3%
- Swakopmund: 1,4%
- USA: 1,2%
- Luderitz: 1%

China
Katima Mulilo
Rundu
Oshakati
Zambezi Region
Despite the harsh economic climate, media still communicated with a positive slant.

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<thead>
<tr>
<th>Media</th>
<th>Negative</th>
<th>Neutral</th>
<th>Positive</th>
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<tr>
<td>The Namibian</td>
<td>83</td>
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<td>Republikein</td>
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<td>New Era</td>
<td>31</td>
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<td>Allgemeine Zeitung</td>
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<td>Confidente</td>
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<td>174</td>
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<td>NBC Kati FM</td>
<td>15</td>
<td>153</td>
<td>129</td>
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<td>15</td>
<td>124</td>
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<td>Namibian Sun</td>
<td>24</td>
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<td>6</td>
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<td>Kanaal 7</td>
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Thank You

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