

Coverage on Products and Services

Corporate Industries

Namibian Print & Broadcast Media

January - May 2019: Media Reports on Products

Strategy, Innovation

Product Quality & Research

Sales & Costs

Competitive Advantage

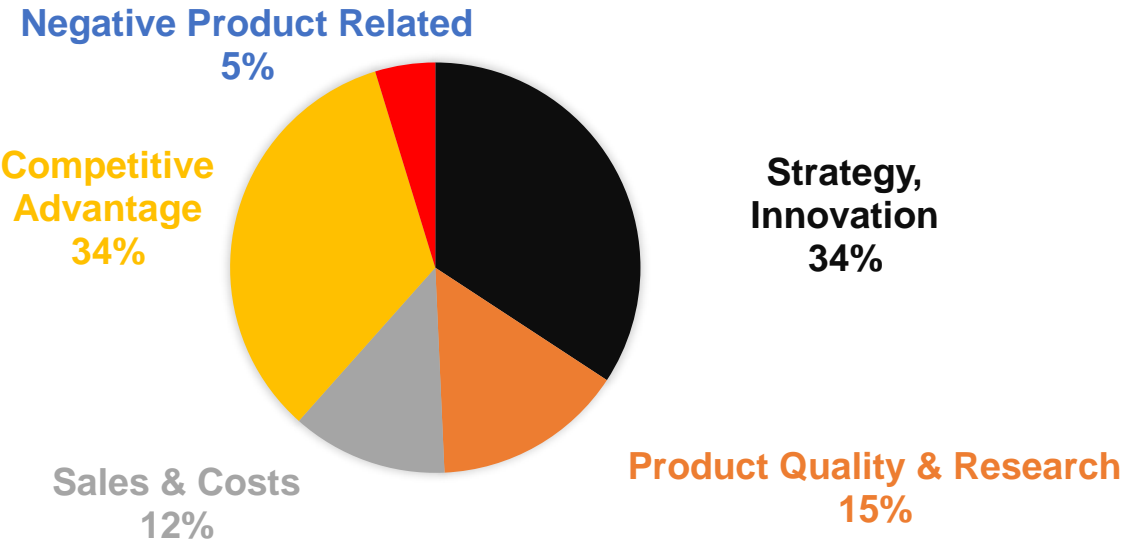
Negative Product Related



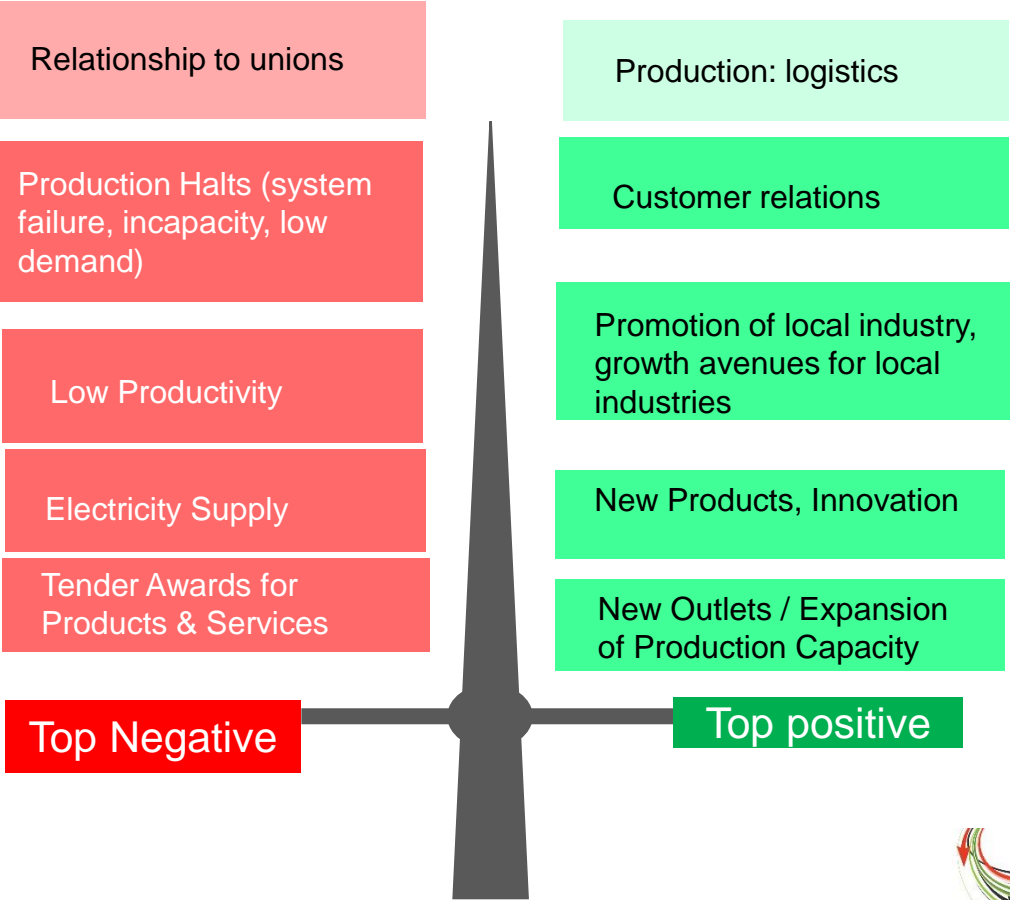
NaMedia
Namibia Media Monitoring

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.

MEDIA INTEREST: PRODUCTS / SERVICES

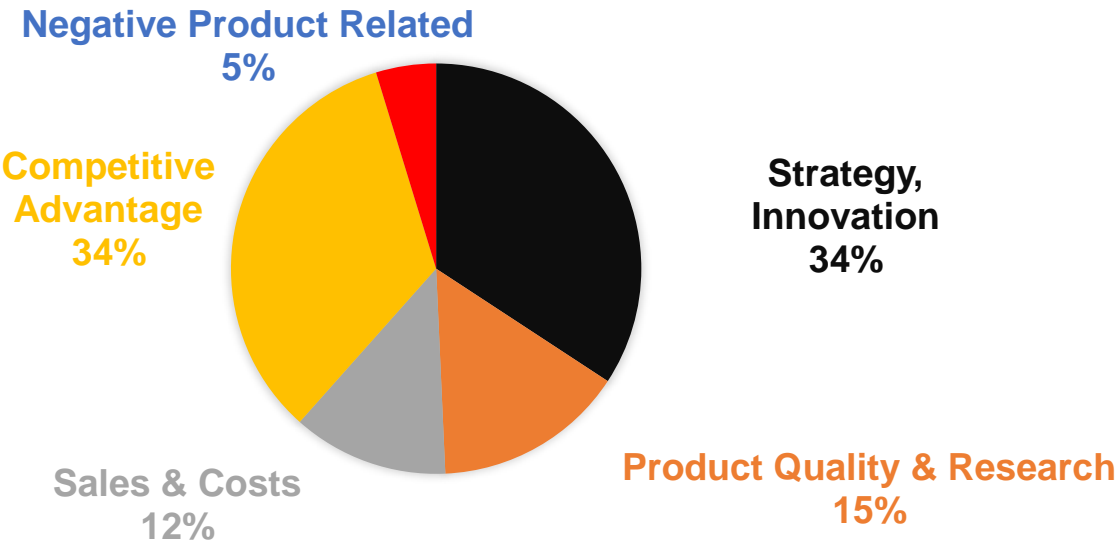


Most positive media (public) sentiment were tied to prospects for job creation; noticeably in the form of economic expansion (new outlets or increased production capacity in mining and fisheries).



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).

MEDIA INTEREST: PRODUCTS / SERVICES



Strategy and Innovation

Developing brand policies. Production strategy. Expanding capacity. New products, innovative solutions. Promotion of local products. Competitive sales & marketing.

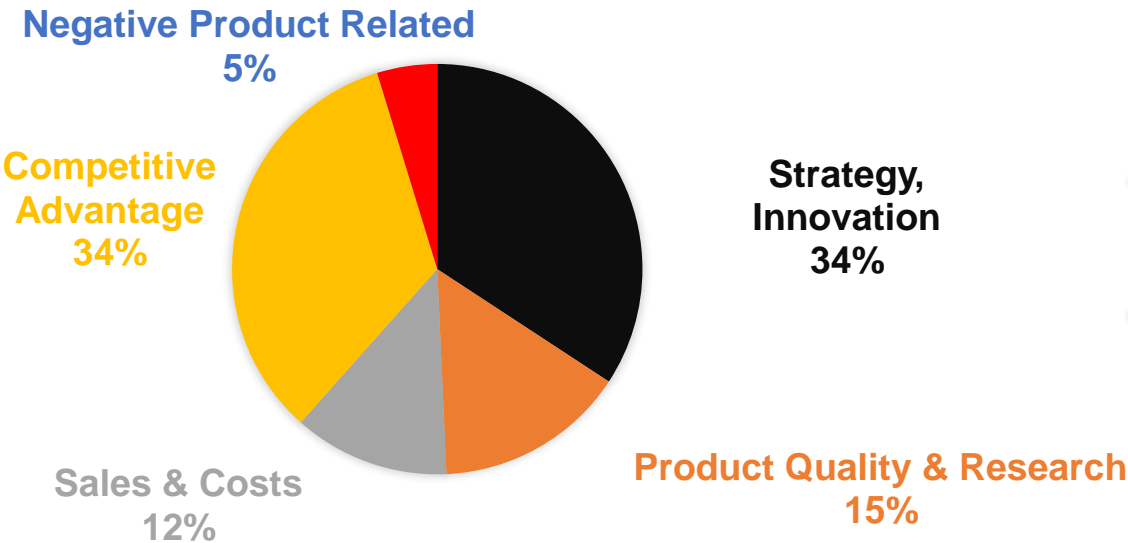
Research: product development for local market, and abroad.

Social networks. Smart collaborations. Resourcefulness, creativity.



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; Sales & Costs

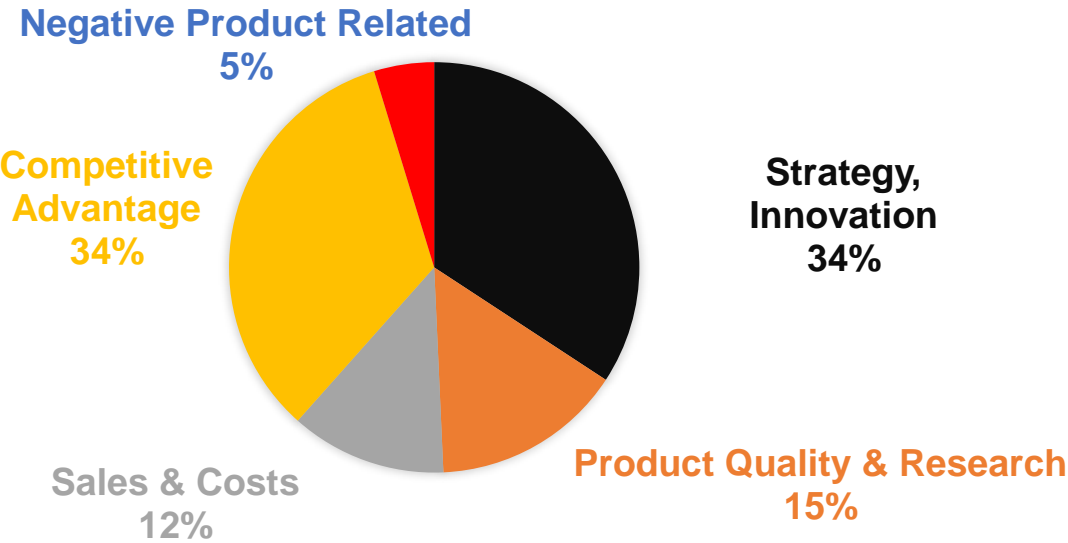
Price, production capacity, -load, productivity, production figures. Producer (or import) prices, purchase (local production, cost efficiency). Delivery time (turnaround). Production costs as an economic indicator.

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

Quality and accessibility of facilities (indoor, outdoor, distance, ques, 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.

MEDIA INTEREST: PRODUCTS / SERVICES



Product Quality and Research

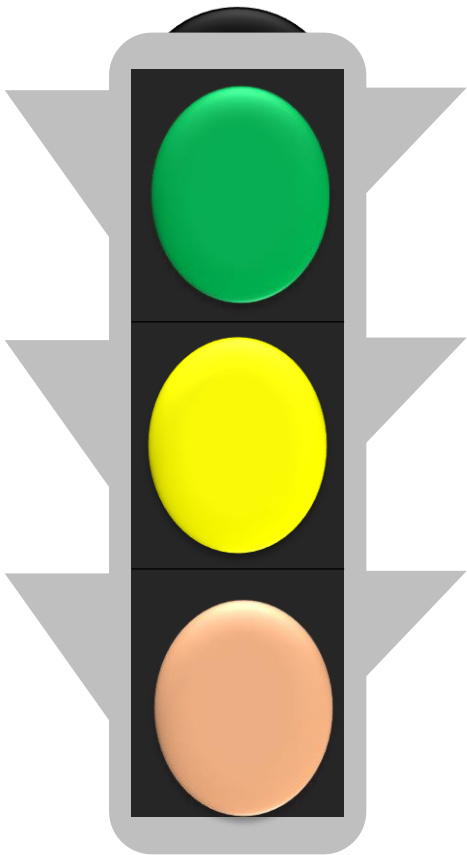
Quality of the Product; Quality Control & Standards. Manufacturing efficiency. Product safety. Consumer product qualities. Research: genetic engineering.

Banking research. Provision of Business Loans in Namibia (various loans towards economic expansion). Food research.

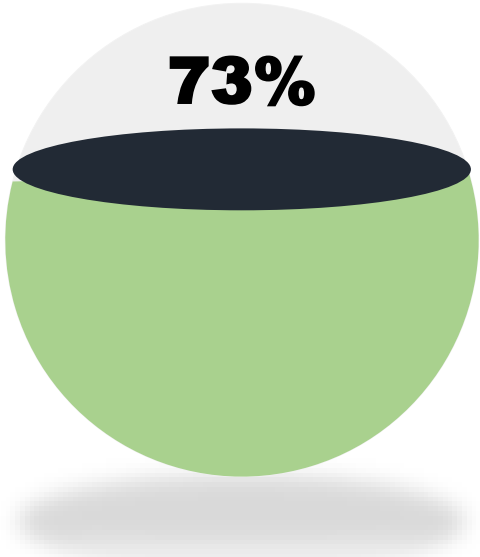
ICT Sector; internet, technology, digitalization

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.

Daily Print

Media	Negative	Neutral	Positive
The Namibian	83	491	414
Republikein	296	308	359
New Era	31	101	468
Allgemeine Zeitung	131	143	286
Confidente	23	162	174
NBC English Radio	21	173	135
NBC Kati FM	15	153	129
The Patriot	15	124	126
Namibian Sun	24	192	42
Good Morning Namibia	10	98	135
NBC News	1	127	90
Market Watch (NMH Insert)	3	176	20
NBC Hartklop FM	38	46	104
NBC Funkhaus Namibia	24	61	88
Namibia Economist	0	66	83
One Africa	16	16	105
Namib Times	4	70	62
Windhoek Observer	3	89	33
Business Today	6	75	40
Kanaal 7	28	41	45

Thank You

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