



The slide features a green background with a faint illustration of a group of people. At the top left is the Clay Brick logo with the text "THE VOICE OF THE CLAY BRICK INDUSTRY" and "CLAYBRICK for good". To its right is the "Environmentally Friendly" logo with a leaf icon. At the top right is a "51 YEARS OF GREENING THE FUTURE" logo. A red banner across the top contains the slogan "A TEAM THAT PLAYS TOGETHER WINS TOGETHER!". The main title "MARKETING STRATEGY" is in large white letters, with the subtitle "GREENING THE FUTURE WITH EMPOWERED MEMBERS" below it. The bottom left text reads "51st Annual General Meeting", "Champagne Sports Resort, Drakensberg", and "01 May 2014". The bottom right text reads "Presented by: Musa Shangase, Chairperson, National Marketing Committee".

THE VOICE OF THE CLAY BRICK INDUSTRY
CLAYBRICK
for good

Environmentally Friendly

51 YEARS OF GREENING THE FUTURE

A TEAM THAT PLAYS TOGETHER WINS TOGETHER!

MARKETING STRATEGY

GREENING THE FUTURE WITH EMPOWERED MEMBERS

51st Annual General Meeting
Champagne Sports Resort, Drakensberg
01 May 2014

Presented by:
Musa Shangase
Chairperson
National Marketing Committee



The slide features a white background with a classical building facade. The pediment contains the word "Overview". The columns are labeled from left to right: "PREVIOUS PERFORMANCE", "FUTURE", "OFFERINGS", "ACTION PLAN", "BUDGET", and "PERFORMANCE APPRAISAL". The base of the building is labeled "EMPOWERING MEMBERS". The slide includes the same logos and banner as the cover slide.

MARKETING STRATEGY
Greening the Future with Empowered Members

Overview

PREVIOUS PERFORMANCE
FUTURE
OFFERINGS
ACTION PLAN
BUDGET
PERFORMANCE APPRAISAL

EMPOWERING MEMBERS

THE VOICE OF THE CLAY BRICK INDUSTRY
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51 YEARS OF GREENING THE FUTURE

MARKETING REVIEW 2013/4 PREVIOUS PERFORMANCE

PREVIOUS PERFORMANCE

In the past we promoted   by attending Conferences, showcasing on Trade Magazines , participating on Technical discussions and taking part in Debates organized by Building and Construction Professional Bodies.

We feel we were successful in promoting  



MARKETING REVIEW 2013/4 FUTURE

FUTURE

Our mission moving forward is to equip members with marketing tools to sell and promote   products, efficiently and with confidence.



MARKETING REVIEW 2013/4 OFFERING

OFFERINGS

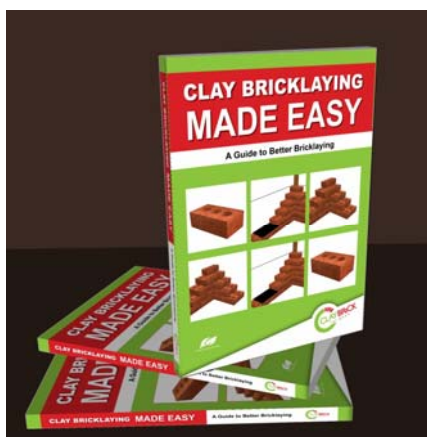
Due to budget constrains we will spread our offering in 2 years.

We have employed the services of experts to revise our outdated marketing materials:



MARKETING REVIEW 2013/4 OFFERING

Clay Bricklaying Made Easy



MARKETING REVIEW 2013/4 OFFERING

Clay Brick Training Manual







THE VOICE OF THE CLAY BRICK INDUSTRY



Environmentally Friendly

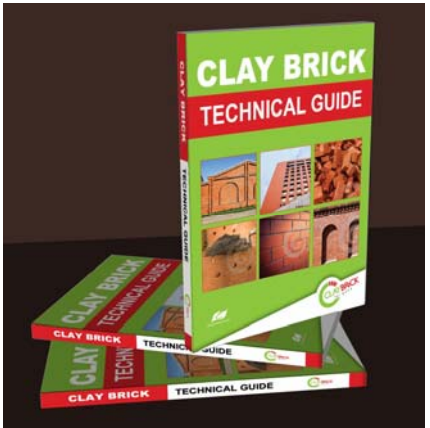
A TEAM THAT PLAYS TOGETHER WINS TOGETHER!

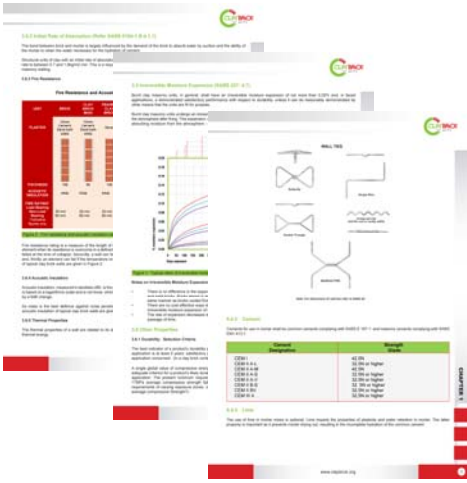



50 YEARS OF GREENING THE FUTURE

MARKETING REVIEW 2013/4 OFFERING


Clay Brick Technical Guide








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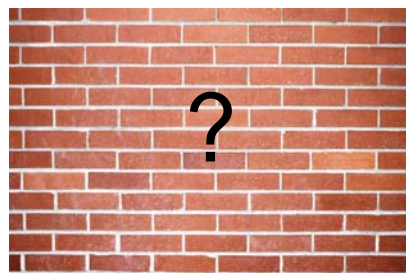
50 YEARS OF GREENING THE FUTURE

MARKETING REVIEW 2013/4
OFFERING

The difference between Concrete & Clay



vs.



MARKETING REVIEW 2013/4
OFFERING

The Clay Brick Bible



MARKETING REVIEW 2013/4
OFFERING

Introduction to brick laying and building.



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MARKETING REVIEW 2013/4
OFFERING

HOW TO LAY A CORNER



When laying a corner, it is important to ensure that the bricks are laid in a staggered pattern to provide a strong and stable structure. The mortar should be applied evenly to the bricks and the corner should be built up in a consistent manner.



BUILDING IN A WINDOW



When building in a window, it is important to ensure that the window frame is properly supported and that the bricks are laid in a staggered pattern to provide a strong and stable structure. The mortar should be applied evenly to the bricks and the wall should be built up in a consistent manner.



BUILDING A WINDOW SILL



When building a window sill, it is important to ensure that the window frame is properly supported and that the bricks are laid in a staggered pattern to provide a strong and stable structure. The mortar should be applied evenly to the bricks and the sill should be built up in a consistent manner.



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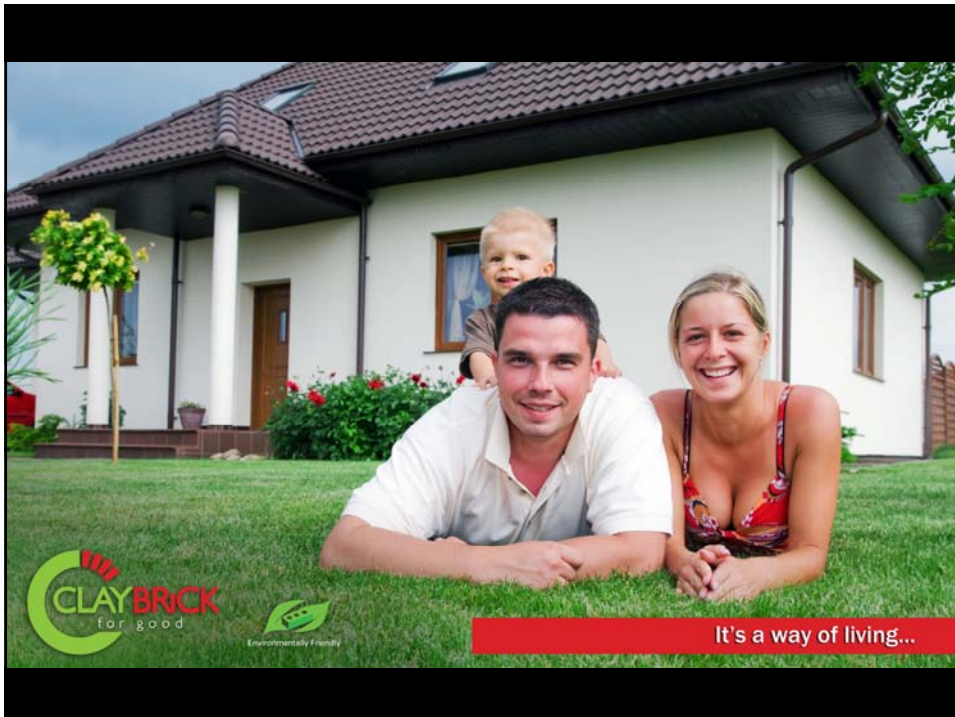
MARKETING REVIEW 2013/4
OFFERING

ADVERTISING

It's a way of living...



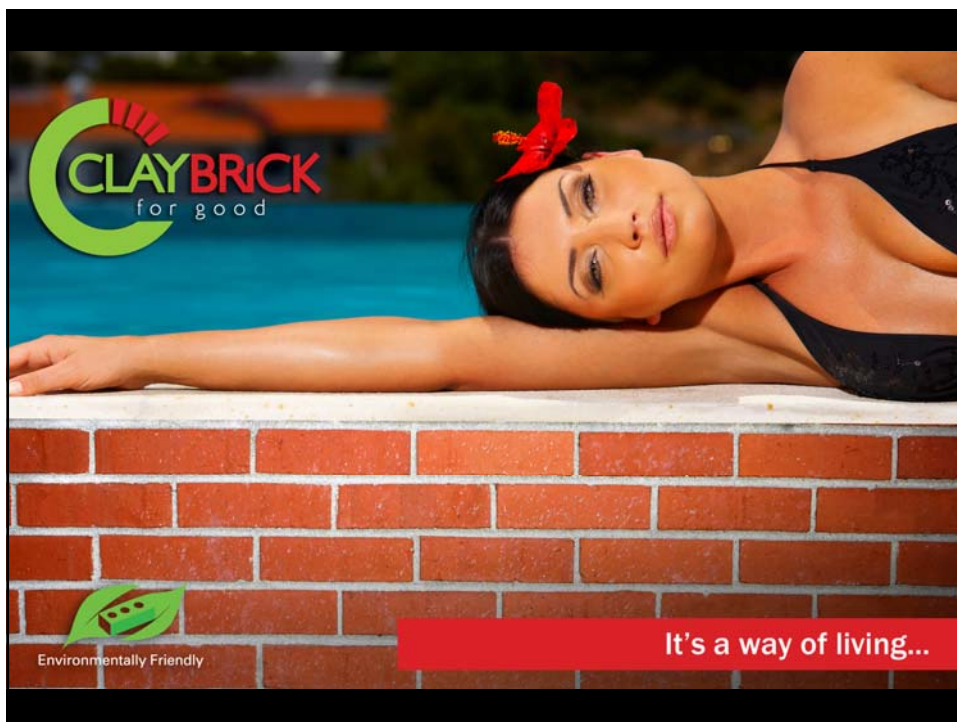
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MARKETING REVIEW 2013/4
OFFERING

ADVERTISING

Making Clay Brick Sexy



MARKETING REVIEW 2013/4
OFFERING

Improving your assets

The  way

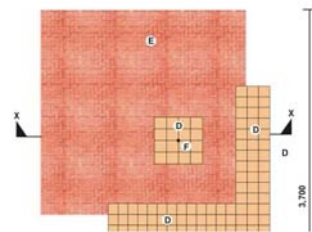
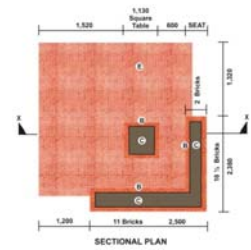


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MARKETING REVIEW 2013/4
OFFERING

**BUILD YOUR OWN
CLAY BRICK
TABLE AND CHAIRS**

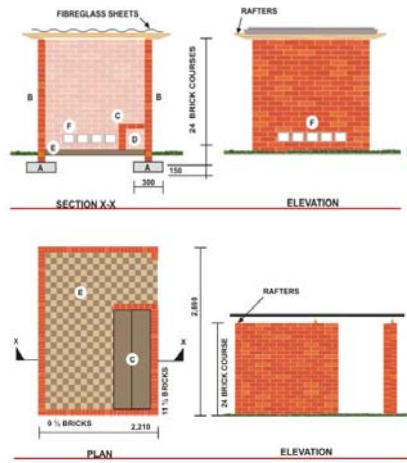


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MARKETING REVIEW 2013/4 OFFERING

**BUILD YOUR OWN
CLAY BRICK CHANGE ROOM**

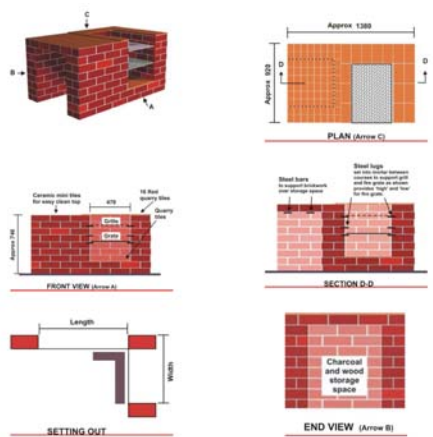


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MARKETING REVIEW 2013/4 OFFERING

**BUILD YOUR OWN
CLAY BRICK BRAAI - PLAN A**



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MARKETING REVIEW 2013/4
OFFERING

LAYING
CLAY PAVING BRICKS



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MARKETING REVIEW 2013/4
OFFERING

OFFERINGS

Role out and Road Show.

- » Life Circle Assessment (LCA).
- » Socio-Economic Life Circle Assessment (SELCA)



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MARKETING REVIEW 2013/4
OFFERING

OFFERINGS – 2015-2016

- Training champions.
- Clay brick Bible.

There is more – watch the space.



MARKETING REVIEW 2013/4



BREAKING NEWS FOR REGIONS !!!!!!!

REGIONAL MARKETING BUDGET "MUST NOT" BE SPENT BY REGIONS..



MARKETING STRATEGY 2014/5 ACTION PLAN	
Activity	When
Training Manual	May 2014
Clay brick Bible	Jan 2015
Introduction to brick laying and building.	November 2014
Difference between Cement and Clay Bricks	On-going
Advertising Material	On-going





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BUDGET 2014/5



MARKETING STRATEGY 2014/5 Budget				
Activity	Financial Year	Budget	Actual	Variance
National Marketing				
	2011/2012	600 000	699 536	-99 536
	2012/2013	600 000	504 234	95 766
	2013/2014	700 000	899 256	-199 256
Sub-Total		1 900 000	2 103 026	-203 026
Regional Marketing				
	2011/2012	231 155	223 594	7 561
	2012/2013	221 515	152 052	69 463
	2013/2014	235 208	187 477	47 731
Sub-Total		687 878	563 123	124 755








MARKETING STRATEGY 2014/5 Budget				
Activity	Financial Year	Budget	Actual	Variance
Retainer				
	2011/2012	265 096	288 683	-23 587
	2012/2013	288 955	288 683	272
	2013/2014	299 127	306 104	-6 977
Sub-Total		853 178	883 470	-30 292
Total Marketing spend	2011/2014	3 441 056	3 549 619	-108 563
Budget	2014/2015	872 568		







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Environmentally Friendly



51 YEARS OF
GREENING
THE FUTURE

PERFORMANCE RATING

2013 - 2014

Nkandla Style



Comrades!
I wanted to use
Clay-Brick,
it's the best.



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for good



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51 YEARS OF
GREENING
THE FUTURE

