



# Ornico INSIGHTS

Ornico's advisory on how to create news, influence media & what you can learn from Bavaria.



## How to be the news

The best way to answer this is to examine the story of some women in little orange dresses who upset the media agenda.

Spain may have won the Soccer World Cup, but without doubt the publicity winners of the tournament were [Dutch brewery Bavaria](#) and those 30 women who wore orange mini skirts to Netherlands opening match.

The women caused quite a few heads to turn, including that of Fifa who were less than amused by orange mini-skirted onslaught. The orangeanistas were frog marched from Soccer City in Soweto and the group's two 'ringleaders' were held and charged in a Fifa SWC court, but were later released. Bavaria denied orchestrating the event, saying that the dresses were distributed in Holland with Bavaria's beer ahead of the football.

Bavaria is a guerrilla marketing master brand, and whether they were behind the stunt is irrelevant. What's relevant is the net affect. The Dutch brewery got R756,728 worth of free editorial coverage in print and broadcast news media in South Africa alone (and that figure just climbs as the media can't stop speaking about the event.)

Ornico tracked all local media mentions of the word Bavaria in news broadcasts on radio and television, and in newspapers. "The value of the South African newspaper and broadcast news coverage is R756,728 but this excludes magazine coverage and online coverage," said Oresti Patricios CEO of Ornico. "When the final tally for local publicity is done it is likely that Bavaria will have scored well over a million rand worth of local media publicity if not more. That's not even looking at international coverage which has been massive and in all the right media."

## Orange minis & the media agenda

*"In this and like communities, public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed."* - Abraham Lincoln

What an astute statement from the 16th President of the United States of America, Abraham Lincoln. Public opinion is an incredibly powerful force that can make or break a leader, a brand, a company or a country.

But who shapes public opinion and how is public opinion shaped? The media plays a pivotal role in forming public opinion and creating the thoughts, ideas and perceptions held by society. The study of this influence is called agenda setting and speaks to how the media decides what issues are important and should be focussed on and subsequently what dominates public opinion.

[Professor Maxwell McCombs](#) is one of the world's leading experts on the [agenda-setting](#) role of the mass media. In fact he coined the term 'agenda setting' in the late sixties and is a leading research into media influence on public opinion. McCombs describes agenda setting as:

"The power of the news media to set a nation's agenda, to focus public attention on a few key public issues, is an immense and well-documented influence. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. Newspapers provide a host of cues about the salience of the topics in the daily news - lead story on page one, other front page display, large headlines, etc. Television news also offers numerous cues about salience - the opening story on the newscast, length of time devoted to the story, etc. These cues repeated day after day effectively communicate the importance of each topic."

If you want more information on the media agenda and how it works read:

- [The agenda setting approach](#) at Media Tenor
- [The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion](#) by Maxwell McCombs
- [Agenda setting theory](#) at Wikipedia

For branding, reputation management and public relations the big questions are:

1. Who sets the agenda? And, 2. How can I influence the media agenda for my client's brand?

To answer those questions, the country's most influential media set the media agenda. These are newspapers like *Mail & Guardian*, *Sunday Times* and *City Press*, online news sites like [The Daily Maverick](#), news radio like 702's *Eye Witness News* and channels with massive reach like news on the SABC and eTV. This is why Ornico doesn't clip obscure trade journals or minor community presses because they simply don't factor in terms of reach or influence. Our belief is that it's not the quantity of media coverage that counts, but the quality and influence.

How do you influence the media agenda? Well you do this by creating news, being news or having influential news sources.



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*“Understand how news works and with luck you can be at the heart of news or become the news.”*



### Ornico in the media

Ornico reported on the Bavaria ambush marketing incident, talking about the media coverage that had been garnered by news event. The response was phenomenal. The media release achieved a coup in its own right and was covered by local and international media like:

[TimesLive](#) - 'Orange dress' campaign worked

[Eye Witness News](#) - Orange minis net Bavaria R1 million of free advertising

[City Press](#) - Bavaria scored at least R750 000 in free publicity, says expert

[Sports24](#) - R1m free publicity for Bavaria

[Sowetan](#) - Bavaria scored R1m in free publicity -- Expert

[Irish Herald](#) - Dutch courage pays off for beer firm behind 'ambush'

[Cape Times](#) - Froth over orange minis puts brewery in pound seats

[Daily News](#) - Bavaria scores thanks to orange media coverage

**The lesson - if you comment or offer analysis on an event that influences the media agenda, you will be news too.**

Read more on agenda-setting:

[Media Effects I: Agenda Setting](#) - World Bank Blogs; [Is Ghana's media losing the Agenda-Setting Role?](#) - Ghana Web; [The amazing media story behind the astonishing McChrystal interview](#) - The Guardian.

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All World Cup photographs courtesy [Brand South Africa](#) via [Media Club South Africa](#).

### Brand lessons from Bavaria's mini news event

1. Who dares wins - Successful guerrilla marketing is not without risk. As a brand in order to influence the media agenda you do have to take considerable risk.
2. A photo opportunity - 30 blonde women wearing mini skirts is a huge visual statement. Good looking young women being frog marched out of a soccer stadium is an even bigger statement. News is visual and the incident provided the perfect photo opportunity.
3. Be the under dog - Fifa was very much positioned as the oppressive overlord of the Soccer World Cup. The young orange clad maidens were the underdog. Everyone supports the underdog particularly if they are going up against a tyrannical giant.
4. Know news - There was a degree of 'luck' for Bavaria, but understanding news and how news works will enable you to place yourself at the centre or heart of news, and to be news.
5. Flash mobs - An invention of the Youtube generation, flash mobs have shown the power of the crowd to capture attention.
6. The media agenda - The media were firmly focused on Fifa, Fifa courts and the games. This was the first big story concerning Fifa's courts and the SA laws that had been changed to accommodate Fifa.

Want to know if your company or brand is influencing the media agenda? Speak to Ornico about our services that monitor how your brand influences the media agenda. For a meeting to find out how our editorial services can work for you speak to Brent de Luca today.

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