



Case Study

Agency: Ebony+Ivory
Brand: JSE
Format: Integrated Marketing Campaign



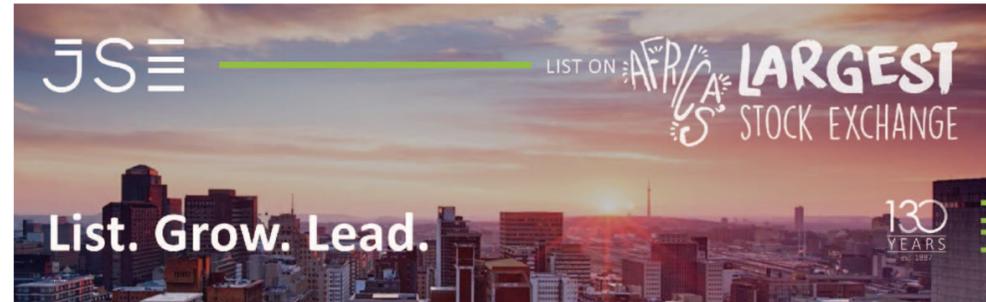
“Imagine the potential that access to over R10-trillion in capital can unlock.”

It is with this opening frame that the latest “Make the List” campaign from the JSE (Johannesburg Stock Exchange) seeks to rally those who seek to raise capital in Africa.

Over the past few years the largest stock exchange on the continent transitioned from a functional Business-to-Business (B2B) approach, to creating integrated transformative engagements. The campaign made a bold statement of who the JSE is and articulated its aspirations. It drove an authentic message of growth through partnerships, which in turn inspires a prosperous African future.

The context in which this emotionally-centred direction was born, was simply that the JSE is a partner in enabling growth, acknowledging that nothing is as certain as change and that leading the economy forward requires a bold leap from everyone. With current and looming economic challenges, market uncertainty and new business challenges, it was time for a campaign that not only encouraged new listings but simultaneously made the JSE brand more accessible.

The strategic challenge was to craft a campaign that



communicated the benefits of listing and communicated what the 130 years of growth enabled, while connecting emotionally with both prospective market entrants, as well as existing JSE clients. The premise on which the strategy was based is that listing on the JSE unlocks a world of opportunities.

“Africa’s journey has been ours, evolving business into global giants.”

The JSE strategic and creative team was tasked with evolving the JSE marketing solution from a direct B2B approach to one that appealed to a much broader stakeholder base. As indicated above, underlying the marketing solution was a focus on partnerships for growth, the essence of which was to move the JSE brand from a transactional assertion to a transformational leader.

This is an evolution that comes naturally to the JSE.

Historically it has grown and changed and re-invented itself many times since its inception on 8 November 1887 in a canvas tent



in the mining town of Johannesburg.

Just three years later the JSE had outgrown its brick and mortar premises as it literally spilled over into the street and traded “between the chains” of Market Square and Commissioner Street. The JSE evolved from traditional floor based trading to the fully electronic securities exchange we know today.

The “Make the List” theme of List - Grow - Lead evolved out of the JSE positioning, Driven for Your Growth.

The concept embodies a promise that the JSE has lived up to. Listing on the JSE opens access

to deep pools of capital, which in turn unlocks growth.

The vibrant partnership between the JSE and its stakeholders is the basis for the compelling story that unfolds in an emotionally charged way.

“Now imagine partnering with Africa’s largest exchange, the legacy you could build.”

The JSE is the premier stock exchange in Africa. With over R10-trillion in capital raised to date through its trading platforms, and ranking in the top 20 global

exchanges in terms of market capitalisation, the JSE needed a larger canvas to tell its story.

Television was the chosen medium as it rendered the campaign a rich narrative platform through which to connect with people. The medium of TV gave rise to numerous creative executions across online and social media, which strengthened value derived through the TVC creative.

Radio provided the campaign with a powerful verbally-led platform through which to share the possibility of driving industry growth and thereby, leading the economy forward. Digital and social media featured in the media selection, as well as Out Of Home (OOH), which was used to convey the correlation between listing, growth and leading industry.

A direct industry engagement tactic was incorporated in the channel mix, with the JSE Magazine being creatively leveraged for personalised communication to decision makers for potential listings.

The creative execution for these elements included proof points of industry growth that has been seeded and driven through JSE listing.

“Your growth building the future of our economy; because when You List, You Grow, You Lead.”

Listings on the JSE continue at a brisk pace, supported by the launch of new financial products by the exchange.

For 130 years the growth enabled through the successful

listings of companies on the JSE has proven, time and time again, the positive impact that a listing can have, not only on a company’s growth but on the economy.

The drive behind the “Make the List” campaign – to list, grow and lead – highlights the enticing

benefits of the JSE brand, motivating new and dynamic companies to stop and consider listing on the exchange. Not only has the JSE brand revitalised itself, it is also dedicated to re-igniting the desire for local and international companies to invest

in the marketplace. The JSE’s promise, as shared with stakeholders and investors through this campaign, is one that it aims to live by and deliver on for a South African growth story that leads the economy forward. List. Grow. Lead.

