



LIVING LIFE, ONE RAND AT A TIME

A social experiment for National Savings Month brought to you by Sanlam



BRIEF: South Africans are some of the worst savers in the world. Household debt averages about 75% of their after tax income.

INSIGHT: Through the use of online banking and easy access to credit we've become completely disconnected from our money. This causes us to have a false sense of how much we actually have and therefore we spend more and save less. Would we reconnect with our money again if we could touch it, feel it and see it right in front of us 24 hours a day?

IDEA: Introducing The One Rand Man. A social experiment where a man received his entire salary in R1 coins during National Savings Month. He was disconnected from all his online banking, credit cards and overdraft facilities. He had to pay all his expenses and utilities plus live his life paying everything by hand in R1 coins.

HOW: A series of 5 weekly YouTube webisodes during National Savings Month were created documenting his life paying everything in R1 coins.

Results:
1 MONTH'S SALARY=
120kg
OF COINS

NUMBER 1
YOUTUBE ADVERT
SOUTH AFRICA JULY

900 000+
YOUTUBE VIEWS

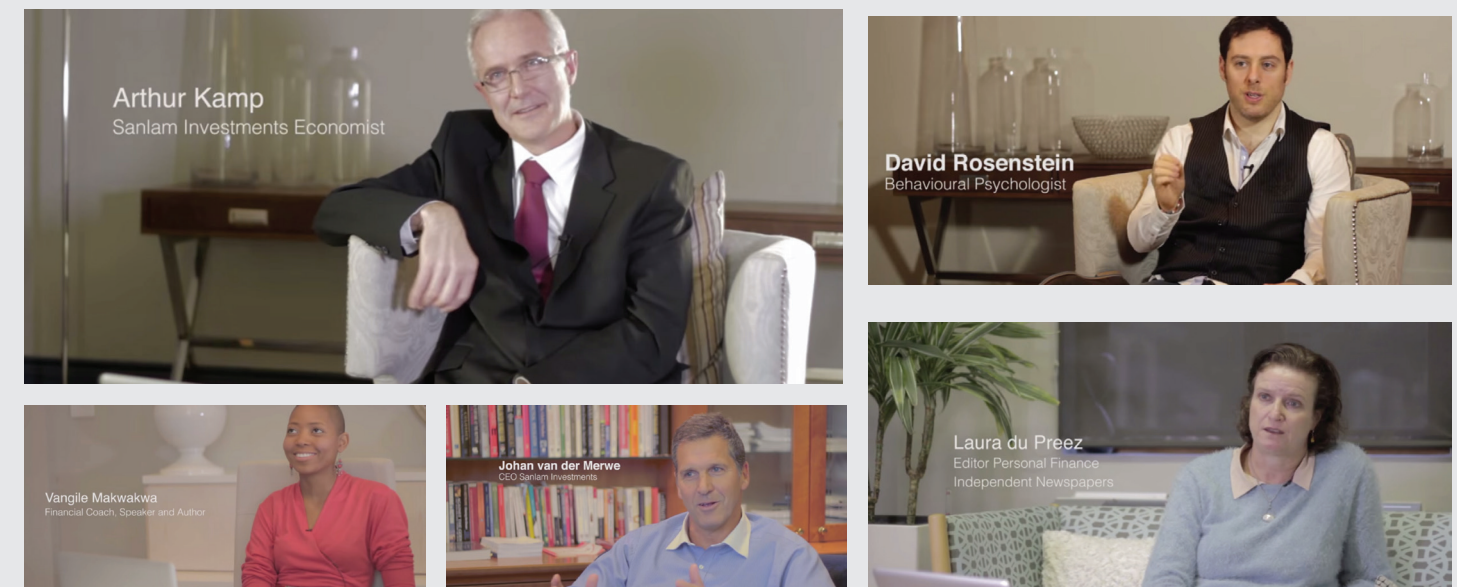
74
MILLION+
MEDIA IMPRESSIONS

R41
MILLION+
EARNED MEDIA

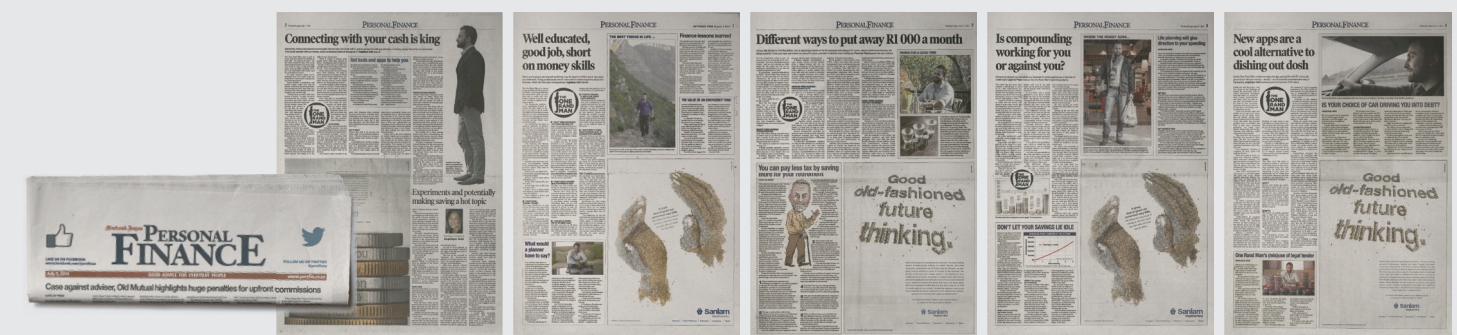
BUT AS BIG AS THE ONE RAND MAN HIMSELF HAD BECOME, SO TOO HAD THE CONVERSATION AROUND SAVING.



Five weekly webisodes were posted on the One Rand Man YouTube channel.



Financial and behavioural experts videos appeared after every episode.



Every Saturday, a financial newspaper partner wrote helpful articles addressing all the issues raised.



Social media covered every trial and tribulation of the One Rand Man on Facebook, Twitter and Instagram. This constantly kept the conversation on saving going throughout the month.



His story captured the imagination of the press and he appeared across national and international magazines, newspapers, TV and radio shows.

Please watch the case study video and the webisodes.