

THE LAZY MAKOTI

By Tshepo Molefe and Ikaneng Njikelana

BACKGROUND

The Lazy Makoti is an SME aimed at educating young professional women who are not well versed in cooking, how to cook authentic and traditional South African cuisine. The brand also wishes to create an archive of SA cuisine and the evolution thereof.

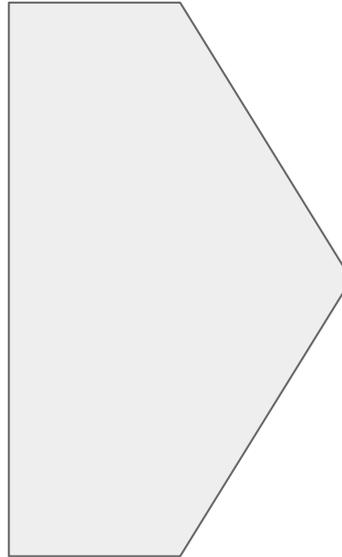
BRIEF

The Lazy Makoti needs a concept driven campaign that will appeal to the young, black, urban professional woman between the ages of 25 and 35 and persuade them to use The Lazy Makoti's services.

MAIN INSIGHT

Finding cooking classes that offer traditional SA dishes is a
hassle

INSIGHT STORY



PROBLEM STATEMENT

How can The Lazy Makoti help the Target Market think that Lazy Makoti is the best website/reference point when it comes to traditional South African recipes because currently they feel excluded and in doing so, make them say “Lazy Makoti is the best online culinary platform to find traditional SA food and more”?

BIG IDEA

Only South Africa does South Africa best!

CONCEPT

Only in Satafrika!

LIST OF DELIVERABLES

1. 2x 30'' Radio Ad to create awareness
2. 2x 30'' Radio Ad to drive sales/bookings
3. 2x 30'' Radio Ads to promote the brand on an ongoing basis
4. Online engagement to achieve all 3 functions.

RADIO ADS TO CREATE
AWARENESS

RADIO AD DESCRIPTION

Client: The Lazy Makoti

Element: Radio

Type: Conceptual

Length: 30"

Writer: Ikaneng Njikelana

Title: Speak South African Iscamtho

RADIO AD

SFX: Taxi Rank Vibes

MVO: Weezy wee, sondela sweety, uchillexe u-lenge, udeleli-gazi ngoba wena une-dlebedi-dladlang...yazin, una leyanto maan...manje shaya e-khabul-t'rug-mashesha, senzu-magic, Izinto enzena igazi lithi-thwa. Bekha mntwana... wama-shwang-shweng, uwenza ama...

Narrator Cut-in:

MVO(Smeaking; speaking with a smile): Only in South Africa can such a scene be seen... from our languages to our hilarious behaviour, I-South Africa, yenza-inwe-nwe, you know... it has that thing! For more, only in SA quirks and other serious stuff... follow the Lazy Makoti on Facebook... come on... a senzu- magic.

RADIO AD DESCRIPTION

Client: The Lazy Makoti

Element: Radio

Type: Conceptual

Length: 30"

Writer: Ikaneng Njikelana

Title: Seconds from a whipping

RADIO AD

SFX: Door bursts open!

FVO: Heyi Lona! Letsang... le- yetsa ENG? Liyi-bone kayi intho eliyi etsang...hmm? Mantwa... mmago waditsi dinto tseoditsang komalapeng abotho?

SFX: Door creaks on hinges!

MVO: Askies mama... neridlala fela.

FVO: Why Lidlala kaseretse mo-metsheng one kuthlatswa phakela? Tshepo, Nkatumele kwanu...
N-K-A-T-U-M-E-L-E Mosimane...

Ann: MVO: Yah, neh! Brings back memories. What situation that can only happen in Satafrika do you recall?
For more, only in SA quirks and other serious stuff... follow the Lazy Makoti on Facebook.

DRIVE TO PURCHASE RADIO ADS

RADIO AD DESCRIPTION

Client: The Lazy Makoti

Element: Radio

Type: Conceptual

Length: 30"

Writer: Tshepo Molefe

Title: Abelungu ne...

RADIO AD

FVO1 (American Accent): Hi, listen. We are looking for the nearest barbeque place.

MVO: neFunani?

FVO2 (American Accent): Lemme try... (Prepares her voice) Ons... uhm... so-oke 'n braai vleis...
uhm... ple-ke, ya

MVO: Ohh... Ya-no, mara I'm sure, you must turn left...at the robot.

FVO2 (American Accent): ehh....

MVO: Take a left at that thing.

FVO1 (American Accent): Oh... At the traffic Light!

MVO: Abelungu!

ANNR: To understand Bongani better, you'd have to taste our culture's uniqueness. Head to the Lazy Makoti website to learn how to cook fluent traditional South African meals. The Lazy Makoti. Only in South Africa

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RADIO AD DESCRIPTION

Client: The Lazy Makoti

Element: Radio

Type: Conceptual

Length: 30"

Writer: Ikaneng Njikelana

Title: Spogaisa at the Mall

RADIO AD

SFX:Till point sounds-Beeping

MVO: Lavi, bona ...nna lwena san..re-ka shapisa baloyi di chest pains. Let's do nice things, go to nice places, nosh on the finest things...

SFX:Till point sounds-Beeping

FVO:(speaking at a high volume) R 390!

MVO: Here's my gold card lavi... you cav' mos...Nice things...

FVO: Hmmm...

FVO: (speaking at a high volume) Abuti, Gold card ya'go ya decliner...

MVO: S'karas--!

FVO: Nthabi, Ke kopa void tuu!

ANNR: spogaisa baby, had you opted for the Lazy Makoti, you'd have avoided that void... 'cos The Lazy Makoti can have you cooking nice things, that will impress usis' nthabi... after voiding you. The Lazy Makoti. Only in South Africa.

.

ONGOING BRAND

COMMUNICATION RADIO

ADS

RADIO AD DESCRIPTION

Client: The Lazy Makoti

Element: Radio

Type: Conceptual

Length: 30"

Writer: Tshepo Molefe

Title: A-B-C

RADIO AD

FVO: A is for...

Children: Awe ma se kind.

FVO: B is for...

Children: Bogata.

FVO: C...

Children: Clippa.

FVO: D is for...

Children: Dae Ding.

FVO: E is for

Children: Ehhhhh....

FVO: That's right!

ANNR: Only in South Africa, will you find the A-B-Cs being taught as unique as South African cooking at The Lazy Makoti. Book your class at www.lazymakoti.com . The Lazy Makoti. Only in South Africa

RADIO AD DESCRIPTION

Client: The Lazy Makoti

Element: Radio

Type: Conceptual

Length: 30"

Writer: Tshepo Molefe

Title: Kasi Freestyle

RADIO AD

MVO1: Bogata

MVO2: Bheka ke... Abokgata bang'thole ngishaya 100 ku freeway. Ngathi Ngingashayshaya kanti, this dude only hears English

MVO3: Fong Kong

MVO2: Ngiyabona. This darkie is fake. U iFong Kong. Mara, lemme adjust to the situation at hand.

MVO1: Clippa.

MVO2: So, I'm like 'Bhamba, here's iClippa, that will speak on my behalf'. Lomjita atholulimi lasekhaya, athi 'Tsamaya sentle, mochana'

ANNR: Only in SA, can you find stories that are as unique as our meals. Head to the Lazy Makoti to learn how to make SA meals that speak like us. The Lazy Makoti. Only in South Africa.

ONLINE ENGAGEMENT

MAIN AIM OF ONLINE ENGAGEMENT

- Increase The Lazy Makoti Online Presence by Utilizing SEO
- Give Users a new way of interacting with the Lazy Makoti Services
- Make The Lazy Makoti Brand more Human Centric

LIST OF ELEMENTS FOR ONLINE ENGAGEMENT

- Blog post
- Social Post
- Web Progressive App

BLOG POST

LIST OF KEYWORD TO UTILISE SEO

- “Lazy Makoti”
- “Only in South Africa”
- “South African Meals”
- “Traditional food”
- “Traditional Recipes”
- “Patriot”
- “Kota”
- “Iphuthu”
- “Mara”
- “Ya-no”
- “Sunday Kos”
- “South Africa”
- “Mzantsi”
- “Pap”
- “Chips”
- “Braai Vleis”
- “Origins”
- “Tradition”
- “History”
- “Proudly South Africa”
- “Ma’s cooking”
- “How to cook”
- “Home sick”

BLOG POST DESCRIPTION

Client: The Lazy Makoti

Element: Blog Post

Type: Conceptual

Writer: Tshepo Molefe

BLOG POST

Hai! Uyazi Kum'nandi kanjani kuphila eMzantsi. Of course, if you were from another country, you would need translations to that sentence or any chatter or babble around you or any gossip that you would eavesdrop on. Simply because you would be decrypting at least four of the eleven languages intermingling into each other to create a whole new language. This is one of the many quirks that make South Africa the country that we know and love.

Think about it... Where, in the world, will you hear directions to the nearest Spar being described as "Ya-no, mara I'm sure mao'nga thath' oLeft la, ungayithola". Or a meal that puts chips in a quarter loaf of white bread. That's right! Starch on starch... and guess what that is called? A Kota! (Not quarter...Respect us, please...) On this amazing country we like to call South Africa, you will find different cultures engage over a plate of pap en braai vleis.

BLOG POST

Ask any black adult about the [Sunday Kos](#) and hear their inner child proclaim their mother's [Seven Colours](#) as 'The food of the Gods'. (Listen...I might be exaggerating... but you get my point!) [Only in South Africa](#), can you find a person serving you a plate of [Mogodu](#) and [iphuthu](#) that speaks (yes, our meals speak) of its [origins](#) and its layered [history](#) and [tradition](#) that spans for centuries.

This is exactly what [The Lazy Makoti](#) stands for: teaching [how to cook South African meals](#) to people that want to learn. This culinary platform embodies what it means to be [proudly South African](#) because it prides itself as the only platform that primarily focuses on meals that reminds you why [South Africa](#) is such a great place to live in. Her classes will have you cooking [South African meals](#) that will have your guests singing praises about your food from the first bite that they take.

BLOG POST

Or weep out of the nostalgic taste of their [ma's cooking](#). Either way, they'll be impressed.

Come and learn how to cook meals of the land where living paradoxes actually make sense. The land where celebs aren't just celebrated, but laughed at, too. The land where humour is as much an antidote to a hurtful situation as it is a defense mechanism. The country that has quirks that make it so unique, just like [The Lazy Makoti](#).

The culinary platform that prides itself on not being the best, because that would mean we are competing with the rest, but on being the only culinary platform that supplies you with traditional [South African meals](#) and recipes that will rejuvenate your [patriotism](#).

SOCIAL MEDIA POST

FOR AWARENESS

For the online awareness phase, we will be hinting on the campaign that is being rolled out by having people to reflect on situations they would only find in South Africa, and have them share these stories online.

Alternative aim of the awareness campaign is to create content online and engagement from the customer, thus creating traffic.

The Lazy Makoti
Yesterday at 16:00 pm · 🌐



Some call them Abogata, chasing after criminals every now and then... we call them geniuses, creating unique conditions to allow them to get their thrill, when there aren't any criminals to pursue. They thrive on chaos... they are our police force, doing what no other police are doing in the world... because Satafrika. Because Bored. Because police..

Like · Comment · Share

👍 40 790 people like this.

↪️ 5 046 shares



Write a comment ...



ONGOING BRAND COMM. AND DRIVE TO PURCHASE

This phase of the online campaign will continue under the umbrella concept of "Only in SA". This will be manifested in various ways, as seen in the accompanying Facebook post.



The Lazy Makoti

Yesterday at 2:55am · 🌐



With the Lazy Makoti, your South African ways don't have to be this "bed", so do good and head out to TheLazyMakoti.com to learn how to put your cooking worries to sleep, with our cooking classes.

Like · Comment · Share

👍 132 030 people like this.

↪️ 54 632 shares



Write a comment ...



ONGOING BRAND COMM.

We plan to use such memes to drive sales and bookings on Facebook.

Problem + Lazy Makoti= Sales.

The Lazy Makoti
1 hour ago · 🌐



But South Africa, people... If you would rather prepare a PROPER traditional meal for you or your guests, then go to TheLazyMakoti.com, to book yourself cooking classes, 'cos Lazy Makoti is simply unique.

Like · Comment · Share

👍 5 600 people like this.

↪️ 54 shares



Write a comment ...



ONGOING BRAND COMM.

The Lazy Makoti is about the african food experience. The brand make people remember what it means to be South African... and of course, how to cook these meals that make us South African.



The Lazy Makoti

30 mins ago · 🌐

You know you're African when...

It's perfectly okay to show up to one's house without notice and expect to be fed

With the [LazyMakoti.com](http://TheLazyMakoti.com) you can be South African and learn how to cook meals that would turn your house into a tourist destination... Our workshops will turn you into a traditional master chef in no time at all...
TheLazyMakoti.com

Like · Comment · Share

👍 50 790 people like this.

↪ 7 046 shares



Yaaas! I am booking!!!



WEB PROGRESSIVE APP

WEB PROGRESSIVE APP

Partnering with *South African Tourism* to create a South African culinary-tourist app.

The app will have two core functions.

1. Broadcast the Lazy Makoti's services (Especially; SA traditional recipes)
2. Behave as a travel agent - The app can generate itineraries for the users. For example: If you have shown interest in Xhosa-centric food, the app will generate an itinerary taking you to the Eastern cape... and so on.

WEB PROGRESSIVE APP

With the second function, the app prompts the user to have a SA road trip that will allow the user to have an authentic experience of the chosen destination.

There will be set routes that will be turned into milestones. These routes would be marked with different checkpoints

Each checkpoint is a destination where a particular, indigenous recipe of that town or city, is best made.

The closer you come to that 'checkpoint', that more the app will alert you that you are getting close to unlocking that indigenous recipe.

Once you are a kilometre away from the 'checkpoint', the recipe of the indigenous recipe will be unlocked and be part of the list of recipes on your app

WEB PROGRESSIVE APP - USER JOURNEY

