

Where are South Africans celebrating Heritage Day?

By [Livia Lupini](#), issued by [Dentsu](#)

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Cape Town came out in spirit to celebrate Heritage Day, with more social posts about Heritage Day than the Johannesburg and Durban regions. Considering that Johannesburg has a higher population density than Cape Town (12,272,238 Gauteng population vs 5,822,769 Western Cape, according to Census 2011 Data), this is particularly interesting and shows that Capetownian's are an active, social bunch.

Most popular locations in Cape Town where people were celebrating include; Greater Cape Town, Durbanville, Clifton, Tygerberg Nature Reserve, V&A Waterfront and Stellenbosch.

Posterscope South Africa has access to various location-data tools, one of which is our social listening tool. Through this tool we are able to track conversations with specific hashtags or category of hashtags from public accounts that are geo-tagged, on both Instagram and Twitter social platforms. The data from public, geo-tagged accounts represents about 5% of the total audience on Instagram and Twitter for our market.

We decided to use our social listening tool to find out where consumers were celebrating Heritage Day this year, 24-25 September 2017. We analysed the data from Johannesburg, Cape Town and Kwa-Zulu Natal for every public, geo-tagged hashtag referencing "heritageday" and "braaiday".



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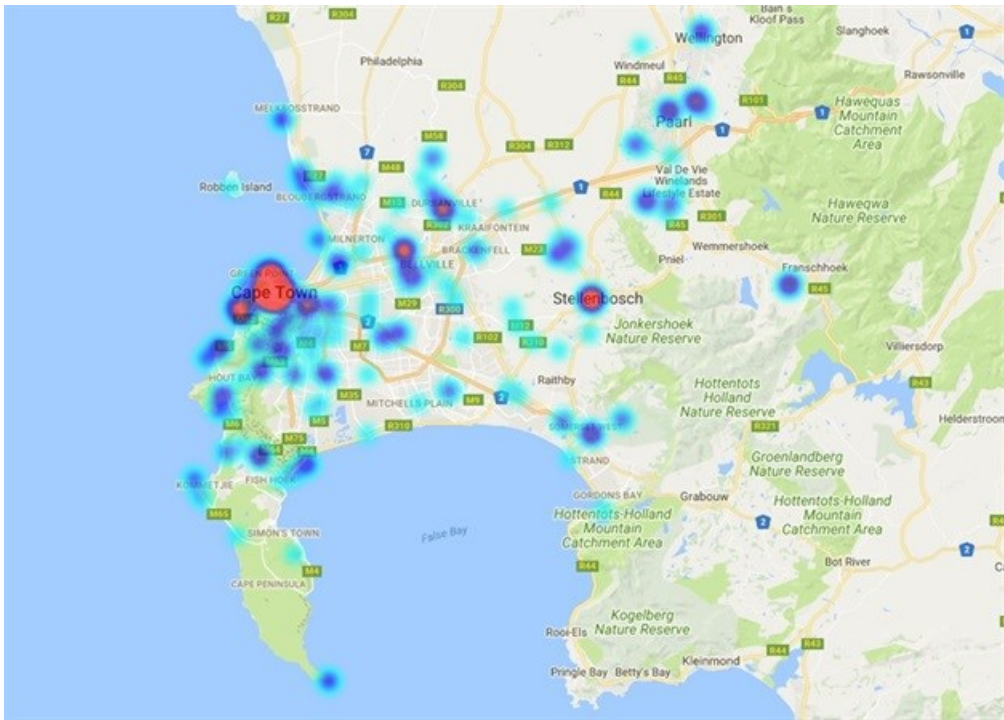
Analysing the data here are the most popular hashtags for the top three main metros;

Cape Town - #heritageday 422 posts | #braaiday 134 posts

Johannesburg - #heritageday 493 posts | #braaiday 62 posts

Durban - #heritageday 103 posts | #braaiday 6 posts

Cape Town had the most number of posts for Heritage Day for combined hashtags between 24-25 September 2017 and the below shows "Where" consumers were speaking about Heritage Day.



Location data answers the “Where” questions.

The most important starting point for any location-data strategy is to ask ourselves, what is the “Where” questions that we are trying to answer. We can then use various data sets in combination to find the best solution.

We need to start with what consumer behaviour we are trying to identify, and where this behaviour takes place. For example, if we would like to find out where consumers with an active lifestyle like to go, we can use keywords relating to this category of consumers, as well as conversations that take place around known active lifestyle hotspots (e.g. Running clubs, or gyms) to identify trends and guide OOH targeting through location data.

ABOUT THE AUTHOR

Livia Lupini is an OOH Account Director for Posterscope South Africa. Lupini has three years' experience in the FMCG industry and four years' experience in the media industry, specialising in Out of Home. She has worked on accounts in various different industries, such as Financial, Lifestyle, Alcohol and Fast Food. Lupini joined the Posterscope team in 2013 as an account director and is currently the OOH Location and Mobile Data Lead for the team

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