Pick n Pay
Knysna Oyster Festival
7 - 16 JULY 2017
EVENT REPORT
EXECUTIVE SUMMARY
On 7 June 2017 the Garden Route was faced with conditions never before experienced. Uncontrolled fires fueled by unrelenting gale force winds saw the area evacuated and one of the largest assist and rescue missions in local history put into action.

The fires raged over a period of five days, claiming the lives of seven people and destroying or damaging more than a thousand homes in the Knysna and Plettenberg Bay regions alone.

985 firefighters using 78 fire vehicles, six Oryx military helicopters, four Working on Fire helicopters and two fixed-wing bomber aircraft were deployed to contain the blaze.

SPIRIT OF UBUNTU

The South African spirit of Ubuntu took the lead as GoGeorge Busses were brought in to evacuate thousands of residents from Knysna, with Plettenberg Bay and Buffel’s Bay having to do the same shortly thereafter. People opened their homes to strangers while food, clothing and funds streamed in to support a community uprooted.

Massive relief efforts were put into action with Knysna Oyster Festival Sponsor Pick n Pay (in association with ABSA) requesting the early erection of Festival infrastructure to act as a packaging and distribution hub for thousands of donated food and clothing parcels.
The community of Knysna showed their true spirit of tenacity and camaraderie when they decided to not only proceed with the annual Pick n Pay Knysna Oyster Festival, but to use it to showcase how a community, when they stand together, can overcome adversity.

Knysna was officially open for business and committed to hosting visitors over what has come to be known by visitors as 'The Best 10 Days of their Winter'.

2017 will always be known as the year we rebuilt Knysna. Every visitor, participant, celebrity, charity and sponsor involved contributed to the rejuvenation of one of South Africa’s most scenic and welcoming destinations.

Festival support for both residents and the Knysna economy came by way of numerous charitable contributions from Pick n Pay – in excess of R1.4 million in cash and kind to immediate fire disaster relief.

Knysna Tourism Board Chairperson: Elmay Bouwer-Viljoen, said that it was heartening to see how South Africans across the country offered support to those who had lost so much in Knysna.
THE RELIEF EFFORT WAS IMPLEMENTED IN 2 PHASES

PHASE 1
Humanitarian assistance

PHASE 2
Support to stage a successful 2017 Pick n Pay Knysna Oyster Festival

THE PICK N PAY KNYSNA OYSTER FESTIVAL WAS INSTRUMENTAL TO THE KNYSNA DISASTER RELIEF EFFORTS – INVESTING A TOTAL OF R1,403,215.00
PHASE 1: HUMANITARIAN ASSISTANCE

MEDICAL
Temporary hospitality infrastructure and services were set-up at Loerie Park.

FIREFIGHTERS
A temporary food hall was set-up to feed the estimated 1,000 firefighters as well as pack daily meal packs at Knysna High School Sports Grounds.

DONATIONS
Solicited donations from PnP Suppliers and set up a temporary warehouse to receive and distribute goods from the Knysna High School Sports Grounds.

IN SUMMARY,
THE PHASE 1 INVESTMENT
R 398,568.00
DESTINATION MARKETING

- Supported the “Knysna Rises” campaign to communicate that the 2017 Festival was going ahead and that Knysna needed support.
- Additional investment in radio and print marketing on KFM and in Independent Newspapers respectively.
- Assisted Momentum to market to national and regional Multiply databases.
- Negotiated Cape Town Cycle Tour support through a direct database marketing campaign for cyclists to support the Momentum Knysna Cycle Tour presented by Rotary.
- Invested in various celebrities to attend the Festival including Miss South Africa.
- Invested in a Go-Pro and social media team to generate and distribute content during the Festival to communicate that Knysna remains a haven for outdoor sports and lifestyle vacation.
FUNDING FOR LOCAL COMMUNITY EVENTS AFFECTED BY FIRES
• Bayport Phoenix Edition Trail Run funding for transport to new start.
• Boccia Disabled Tournament funding for equipment lost during the fires.
• Netball/Rugby community event funding e.g. referee costs.
• Festival community fringe event funding.

FUNDING SUPPORT FOR KNYSNA MUNICIPALITY
• Donation to the Mayor’s Festival Opening Function.
• Funding of the Festival Health Inspector.

KNYSNA RISES BENEFIT CONCERT
• Hosted a concert where proceeds were donated to the Knysna Disaster Relief Fund.

WALK FOR KNYSNA
• Repositioned the PnP Women’s Walk to the Walk For Knysna where entry fees were donated to the Knysna Disaster Relief.

IN SUMMARY,
THE PHASE 2 INVESTMENT
R 1 004 647.00
One of the many highlights of this year’s Pick n Pay Knysna Oyster Festival was the #KnysnaRises Benefit Concert.

Supported by Pick n Pay and ABSA, the concert took place at the Festival Grounds, on Saturday 8 July.

The aim of the concert was to uplift the community, with performances by GoodLuck as well as PJ Powers and the Knysna All Stars (consisting of local talent such as Afro Qaurtez, Tigger Reunart and The Sequence Band).

The concert was free, giving locals and visitors alike the opportunity to enjoy the Festival venue and the performances.

PICK N PAY HANDED OVER A CHEQUE OF R100 000 TO THE PICK N PAY KNYSNA OYSTER FESTIVAL RELIEF FUND
Pick n Pay repositioned the Pick n Pay Women’s Walk to the ‘Walk For Knysna’ where entry fees were donated to the Knysna Disaster Relief.

Date: Sunday 16 July 2017
Venue: Festival Grounds

1 979 PARTICIPANTS

| < 18 | 6% |
| > 18 | 74% |

R57 000.00 raised for PnP KOF Relief Fund
## #KNYSNARISES DISASTER RELIEF KEY STATISTICS

<table>
<thead>
<tr>
<th>FUNDING SOURCE</th>
<th>PHASE 1</th>
<th>PHASE 2</th>
<th>TOTAL AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relief Effort Infrastructure and Services</td>
<td>R 304 171.00</td>
<td></td>
<td>R 304 171.00</td>
</tr>
<tr>
<td>Value of Meals for Fire Fighters</td>
<td>R 94 397.00</td>
<td></td>
<td>R 94 397.00</td>
</tr>
<tr>
<td>Knysna Festival Relief Budget</td>
<td></td>
<td>R 847 647.00</td>
<td>R 847 647.00</td>
</tr>
<tr>
<td>#KnysnaRises Benefit Concert Donation</td>
<td></td>
<td>R 100 000.00</td>
<td>R 100 000.00</td>
</tr>
<tr>
<td>Walk for Knysna</td>
<td></td>
<td>R 57 000.00</td>
<td>R 57 000.00</td>
</tr>
<tr>
<td><strong>TOTAL CONTRIBUTION</strong></td>
<td><strong>R 398 568.00</strong></td>
<td><strong>R 1 004 647.00</strong></td>
<td><strong>R 1 403 215.00</strong></td>
</tr>
</tbody>
</table>
PICK N PAY KNYSNA OYSTER FESTIVAL ECONOMIC IMPACT
An Economic Impact Assessment was commissioned by Knysna Municipality to show the direct benefits of the Pick n Pay Knysna Oyster Festival on the local and regional economy of Knysna. A Festival survey was completed during the Festival period with a sample size of 786.

Despite the devastating impact of the Fires, the Festival managed to attract an estimated 56 883 visitors to greater Knysna area during the Festival period.

In terms of expenditure, the economic impact of the Pick n Pay Knysna Oyster Festival came to the value of R109 375 874, a 10% decrease from 2016.

This drop could be directly influenced by the fire disaster in Knysna.

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>% Change</th>
<th>From</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Opportunities</td>
<td>2 613</td>
<td>9%</td>
<td>2016</td>
</tr>
<tr>
<td>New Business Sales</td>
<td>R305 455 945</td>
<td>5%</td>
<td>2016</td>
</tr>
<tr>
<td>Gross Value Added to Gross Geographical Product</td>
<td>R132 243 944</td>
<td>2%</td>
<td>2016</td>
</tr>
</tbody>
</table>
### RATINGS

<table>
<thead>
<tr>
<th></th>
<th>EVENT STAFF</th>
<th>COST OF TICKETS</th>
<th>EVENT VENUE AND FACILITIES</th>
<th>EVENT PROGRAM</th>
<th>OVERALL EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY DISSATISFIED</td>
<td>1.1%</td>
<td>2%</td>
<td>0.5%</td>
<td>1.9%</td>
<td>0.4%</td>
</tr>
<tr>
<td>DISSATISFIED</td>
<td>3.1%</td>
<td>6%</td>
<td>1.4%</td>
<td>5.5%</td>
<td>4.3%</td>
</tr>
<tr>
<td>SATISFIED</td>
<td>14.2%</td>
<td>54.1%</td>
<td>15.5%</td>
<td>20.6%</td>
<td>38.6%</td>
</tr>
<tr>
<td>VERY SATISFIED</td>
<td>81.6%</td>
<td>37.9%</td>
<td>82.6%</td>
<td>72%</td>
<td>56.7%</td>
</tr>
</tbody>
</table>

A total of **99%** of visitors indicated that they will recommend the event to a friend and attend the 2018 Festival.

Approximately **93%** of the visitors indicated that their experience had not been negatively affected by the consequences of the fires.

The **7%** who indicated that it was negatively impacted was due to difficulty finding accommodation.

### TOP INFORMATION RESOURCES USED BY VISITORS

<table>
<thead>
<tr>
<th>Information Resource</th>
<th>% of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>29%</td>
</tr>
<tr>
<td>Brochures</td>
<td>19%</td>
</tr>
<tr>
<td>Internet/Websites</td>
<td>31%</td>
</tr>
<tr>
<td>Tourist Information Centre</td>
<td>10%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>7%</td>
</tr>
<tr>
<td>Radio</td>
<td>5%</td>
</tr>
</tbody>
</table>

### ORIGIN OF VISITORS
LENGTH OF STAY IN KNYSNA DURING THIS TRIP (BED NIGHTS)

- Day Visitor: 62%
- 1 Night: 2%
- 2 Nights: 2%
- 3 Nights: 14%
- 4 Nights: 9%
- 5 Nights: 5%
- 6+ Nights: 6%

LENGTH OF STAY IN KNYSNA DURING THIS TRIP (ACCOMMODATION TYPE)

- Rented House: 5%
- Airbnb: 0.3%
- Backpackers: 0%
- Friends & Relatives: 14%
- Self-catering: 43%
- Time Share: 0%
- Camping/Caravan: 3%
- Guest House/B&B: 39%
- Hotel/Boutique Hotel: 5%
PICK N PAY
KNYSNA OYSTER FESTIVAL
CHARITY CONTRIBUTIONS
<table>
<thead>
<tr>
<th>FUNDING SOURCE</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Momentum Knysna Cycle Tour presented by Rotary</td>
<td>R 973 000.00</td>
<td>R 495 000.00</td>
</tr>
<tr>
<td>Pick n Pay Flavours Of Knysna</td>
<td>R 7 500.00</td>
<td>R 7 500.00</td>
</tr>
<tr>
<td>Pick n Pay Knysna Oyster Festival Comedy Chuckle</td>
<td>R 6 000.00</td>
<td>R 0.00</td>
</tr>
<tr>
<td>Knysna Wine Festival</td>
<td>R 6 000.00</td>
<td>R 6 000.00</td>
</tr>
<tr>
<td>Europcar Knysna Classic Golf Day</td>
<td>R 35 000.00</td>
<td>R 35 000.00</td>
</tr>
<tr>
<td>Momentum Knysna Forest Marathon and Half Marathon</td>
<td>R 1 394 928.00</td>
<td>R 1 103 000.00</td>
</tr>
<tr>
<td>Pick n Pay Knysna Oyster Festival Venue Rental</td>
<td>R 371 921.00</td>
<td>R 394 237.00</td>
</tr>
<tr>
<td>Walk for Knysna (Pick n Pay Women’s Walk)</td>
<td>R 92 000.00</td>
<td>R 57 000.00</td>
</tr>
<tr>
<td>Inflatable Fun</td>
<td>R 6 000.00</td>
<td>R 6 190.00</td>
</tr>
<tr>
<td>Bayport Phoenix Trail Run (Featherbed Trail Run)</td>
<td>R 16 000.00</td>
<td>R 65 000.00</td>
</tr>
<tr>
<td>Oyster Festival Bridge Tournament</td>
<td>R 3 500.00</td>
<td>R 0.00</td>
</tr>
<tr>
<td>Dare2Dash Obstacle Course</td>
<td>R 11 533.00</td>
<td>R 15 000.00</td>
</tr>
<tr>
<td>Food Charity Tent</td>
<td>R 110 312.00</td>
<td>R 67 000.00</td>
</tr>
<tr>
<td>SWD Athletics Development Events</td>
<td>R 4 670.00</td>
<td>R 5 000.00</td>
</tr>
<tr>
<td>FNB Forest Family Hike</td>
<td>R 15 000.00</td>
<td>R 15 000.00</td>
</tr>
<tr>
<td>Pick n Pay Knysna Oyster Festival Charity Portal</td>
<td>R 40 550.00</td>
<td>R 7 500.00</td>
</tr>
<tr>
<td>Pick n Pay Contribution to Disaster Relief</td>
<td>R 1 403 215.00</td>
<td></td>
</tr>
</tbody>
</table>
CHARITY CONTRIBUTION YEAR ON YEAR

2017 CHARITY INCLUDES PICK N PAY CONTRIBUTIONS TO THE DISASTER RELIEF

19% from 2016
PICK N PAY KNYSNA OYSTER FESTIVAL REVIEW
The Festival is known to stimulate the Knysna winter economy and firmly places the region on the tourism destination map during the quieter off-season. The Festival is also instrumental in raising meaningful funding for local charities and for developing and growing local suppliers.

As such, hosting the Festival post the Knysna Fires this year was imperative to kick start the rebuilding efforts of the town.

Each sub-event of the Festival played a crucial role in congregating different communities to contribute to the disaster relief and rebuilding efforts.

<table>
<thead>
<tr>
<th>FAST FACTS</th>
<th>SPORT</th>
<th>LIFESTYLE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue-based events</td>
<td>9</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td>Community-based events</td>
<td>25</td>
<td>46</td>
<td>71</td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>59</td>
<td>93</td>
</tr>
</tbody>
</table>

VISITORS TO THE GREATER KNYSNA AREA 50 440
CUMULATIVE FESTIVAL VENUE FOOTFALL 39 905+
5 400 LITRES OF BEER SOLD AT FESTIVAL VENUE
150,000+ OYSTERS CONSUMED DURING THE FESTIVAL

OYSTERS CONSUMED DURING THE FESTIVAL
The Momentum Knysna Cycle Tour celebrated its 30th anniversary this year and the Knysna Rotary organising committee marked the occasion with the introduction of a number of new routes and races.

For the first time this year, Momentum Knysna Cycle Tour presented by Rotary introduced MTB categories to the 115km and 50km road races. A new 30km E-Bike route and a new route for the 15km races was also added.

In support of all locals affected by the fires, the #RideForALocal campaign was launched to encourage the rebuild of Knysna, and positioning the region as open for business.

TOTAL PARTICIPANTS 4 624
MOUNTAIN BIKE 2 652
ROAD RACE 1 652
KIDS RACE 195
FAMILY DAM RIDE 125
As one of South Africa’s most sought-after running events, the 34th Momentum Knysna Forest Marathon offers some of the country’s most spectacular natural scenery in and around the Knysna Forest.

The early morning start was bitterly cold, so along with the 4 000 blankets Momentum donates, the runners have a long-standing tradition of bringing warm clothes, which they wear to the start and then, along with the blankets, leave behind to be collected and donated.

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**Age Split**

- > 50 = 15%
- 30-50 = 54%
- < 30 = 29%
- < 20 = 2%

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**Funds Raised for Charity**

R 1 103 000

**Participants**

- 21km = 7 304
- 42km = 1 250
- Total = 8 554
BIG5 Challenge and Maserati joined forces to offer the Ultimate Multisport Challenge in Knysna. Targeted at athletes who push the limits the BIG5 Challenge found the ultimate partner in Maserati, an iconic brand renowned for Italian design, performance and craftsmanship.

In its 8th year, the newly-named Maserati BIG5 Challenge formed the highlight of the annual Pick n Pay Knysna Oyster Festival. With Maserati taking the reins as title partner, the challenge was set for athletes to test their mettle as they navigated some of the toughest yet scenic terrain in this prestigious multi-sport event. It offered an exclusive group of athletes the opportunity to compete in five different events over the course of 10 days.
The Knysna Wine Festival and night market took place for the 12th year, with some of the region’s best wine producers. Hundreds of wine lovers flocked to the beautiful wine festival to enjoy over 200 wines from 40 different wine estates. This year we welcomed on board Audi George, a dream machine for a dream festival.

Not only does this festival allow participants to enjoy the best South African wines, but a portion of the door takings are donated by the Hobsons to a local Sedgefield charity, this year being Sedgefield Animal Matters.
16 JULY 2017

The 5km walk through Knysna was in solidarity and support to the community that Knysna will Rise again.

All funds raised were redirected to the Pick n Pay Knysna Oyster Festival Disaster Fund to assist with rebuilding the town.

NUMBER OF PARTICIPANTS

3 000
A GAME OF BOCCIA FOR THE DISABLED
presented by the Department of Cultural Affairs and Sport

11 JULY 2017

The game of Boccia is a Paralympic sporting discipline that is rapidly gaining momentum in South Africa and mainly attracting people with severe disabilities. It is like bowls, but played with soft leather Boccia balls imported from Denmark.

With 110 participants in attendance, the event has grown to become a more structured and competitive game reaching the following regions:

- Calitzdorp APD Association for Persons with Disabilities
- Oudtshoorn APD Association for Persons with Disabilities
- Dysselsdorp APD Association for Persons with Disabilities
- George APD Association for Persons with Disabilities
- Knysna APD in association with Die Werkswinkel, as well as Concordia children’s group.
- Knysna Epilepsy SA. Hostel and day member’s life skills and craft centre
- Kranshoek Sonop, APD Association for Persons with Disabilities
- The Crags Group of Hope, APD Association for Persons with Disabilities
- Rheenendal APD Community
EUROPCAR KNYSNA CLASSIC GOLF DAY

14 JULY 2017

The Pezula Championship Golf Course once again played host to a field of 112 golfers. As part of the Europcar Knysna Classic, all charity proceeds were donated to Hospice Knysna.
Despite the challenges posed by the worst natural disaster, in the history of the Garden Route, Bayport Financial Services came on board as the official sponsor to the Featherbed Trail Run.

Moreover, Bayport’s involvement and generous support from the Pick n Pay Knysna Oyster Festival ensured that 25% of the entry fees were donated, to alleviate the suffering of those directly affected by the fires.
OTHER FESTIVAL EVENTS

LIFESTYLE
Whisky and Live Jazz Cruise - 80 attendees | Featherbed Opera Cruise - 70 participants | Kilzer’s Kitchen Winter Long Table | Knysna Living Local Collective Craft Shop - showcasing 28 local crafters | Lemonade Day - 6 local youth entrepreneurs.

SPORT
ASWD Street miles | Houtkapper Trail Run - 351 participants | Oyster Festival Netball Tournament | Oyster Festival Rugby Tournament | Oyster Festival Boxing Tournament | Knysna Lagoon Mile Swim | Simola Phantom Night Run | Bayport Phoenix Edition Trail Run | Maserati Big5 Challenge | Dare2Dash Obstacle Course - 362 participants.

FAMILY
Local Design and Food Market - 25 stalls | Green Carpet Ekasi Vibes Event - 10 local models | Hornlee Potjiekos Competition - 10 participants | Hornlee Oyster Festival Gospel Show – 150 attendants | Artful Waste Challenge | Kids Pavement Art - 221 participants | Oyster Festival Fun Fair | FNB Forest Family Hike - 370 participants over 3 days | SA Navy Parade | Knysna Plett Herald Community Library program - 2 470 participants.
This year, focused marketing efforts were made to engage the public and media interest as well as build awareness around the Pick n Pay Knysna Oyster Festival and its various content strands and sub events.

Despite of the devastating Knysna Fires, the Festival encouraged the support of the local economy and furthermore the Festival attendance reaffirmed the public that Knysna was open for business.

The PR Strategy focused on the following aspects:
- Engage public and media interests
- Build awareness around the Pick n Pay Knysna Oyster Festival and its various content strands and sub events
- Encourage attendance
- Drive ticket sales
- Build media hype
- Generate publicity
- Generate exposure for sponsors

Traditional media tracking was done by Newsclip, and social media tracking was done by Brandseye.

**PR & MEDIA EXPOSURE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td>R 18 483 121.26</td>
</tr>
<tr>
<td>ONLINE</td>
<td>R 34 099 065.06</td>
</tr>
<tr>
<td>BROADCAST</td>
<td>R 27 453 362.87</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>R 150 297 696.00</td>
</tr>
</tbody>
</table>

**TOTAL PR VALUE**
R 230 333 245.19
The 2017 advertising strategy focused on print placements, with the objective to reach more local and potential day visitors from the region.

**Men’sHealth Women’sHealth**

Print and digital advertising partner to the Festival with advertising support to the Maserati BIG5 Challenge, Momentum Knysna Cycle Tour & Momentum Knysna Forest Marathon.

**Bicycling RUNNER’S WORLD**

Advertising was run for 10 days (7 – 16 July) during the period of the Pick n Pay Knysna Oyster Festival.

**Algoa FM**

A two week live read campaign was run from 26 June – 9 July promoting specific sub events with a total of 20 live reads.

**CAPE TIMES**

1x half page full colour advert placed for the Momentum Knysna Cycle Tour in the Cape Times Top of the Times supplement on 23 June. 1x half page full colour advertorial placed for the Pick n Pay Knysna Oyster Festival in the Cape Times on 28 June.
SPONSOR PLATFORMS

PICK N PAY

KNYSNA & PARTNERS

WEBTICKETS

7–16 July

Pick'n Pay Knysna Oyster Festival

Oyster auctions, fun-filled activities, and more.No need for the fun to stop there! Pick'n Pay Knysna Oyster Festival has something for everyone. Enjoy a variety of festivities, including entertainment, food stalls, and lots of seafood and oysters. You won’t be able to stay away from the fun with Knysna Select. What more do you need?

10 & 11 July

Knysna Wine Festival

FRIDAY FREEBIES

The Knysna Wine Festival is the premier showcase for local wines at the Pick’n Pay Knysna Oyster Festival. Enjoy over 220 wines from more than 50 different wineries. Wine enthusiasts will also love the wine and music on the central stage, with over 30 bands playing. A great opportunity to taste the many wines and champagnes, as well as engage the wine enthusiasts.

10 & 11 July at the Main Pavilion, Festival Grounds, Knysna
Tickets: R20 - R440
SOCIAL MEDIA

**Facebook**
- **15,166** FANS  ▲ +1,937 from 2016
- **1,720** ENGAGEMENTS
- **2,614** PAGE MENTIONS
- **69%** FEMALE FOLLOWERS
- **39%** 25 - 34 YEARS OLD
- **69%** FEMALE FOLLOWERS
- **30%** MALE FOLLOWERS
- **1%** UNSPECIFIED GENDER

**Instagram**
- **1,405** FOLLOWERS  ▲ +555 from 2016
- **2,559** ENGAGEMENTS
- **5,781** PAGE MENTIONS
- **28%** FEMALE FOLLOWERS
- **28%** MALE FOLLOWERS
- **44%** UNSPECIFIED GENDER

**Twitter**
- **6,765** FOLLOWERS  ▲ +533 from 2016
- **7,128** ENGAGEMENTS
- **9,812** PAGE MENTIONS
- **59%** FEMALE FOLLOWERS
- **48%** 25 - 34 YEARS OLD
- **59%** FEMALE FOLLOWERS
- **41%** MALE FOLLOWERS

**KNYSNA OYSTER FESTIVAL | 2017 EVENT REPORT | 38**
A digital display banner campaign was setup and run via TMI Media Group for the period of 30 June – 15 July.

The aim of the campaign was to:
• Create awareness around the Festival and that it is happening
• Inform people that Knysna is open for business
• Encourage Festival attendance and drive visitors to assist with rebuilding the Knysna economy

The display campaign performed well throughout the set period with a total of 859 clicks at a click through rate of 0.10%. Most of the clicks in the campaign came from mobile devices, this lead to a high click through rate.

The campaign was optimised to focus on mobile targeting as this was the highest performer.
PICK N PAY
KNYSNA OYSTER
FESTIVAL
PARTNER
ACTIVATIONS
PICK N PAY FLAVOURS OF KNYSNA

PICK N PAY TASTING ROOM

PICK N PAY COFFEE CORNER

PICK N PAY SEAFOOD & GRILL

KNYSNA OYSTER FESTIVAL | 2017 EVENT REPORT | 42
The Festival Grounds was a hive of activity as the Pick n Pay Fish Braai Competition which saw locals battle it out for bragging rights as the Best Fish braaier in Knysna got underway, with Team Grant Sports taking the honours.

Megamaster partnered with Pick n Pay around this year’s event where each of the teams were provided with a Megamaster kettle braai on which to braai their dish, and I&J sponsored all the seafood.

Justin Drake, celebrity chef and editor of Fresh Living Magazine was the host, attracting a lot of spectators to this fish braaiing spectacle.

**THE JUDGES INCLUDED**

- Hillary Biller  
  (Food Editor, The Sunday Times)
- Yvonne Short  
  (Innovations Specialist, Pick n Pay)
- Steve Moubray  
  (Seafood Consultant, Pick n Pay)
- Albert McRae  
  (Megamaster)

**RESULT**

Each of the 10 teams from the local Knysna community had a fantastic time at this years competition, walking away with some great prizes and making some good money, selling their seafood portions to the public who had the opportunity to sample Pick n Pay’s in-store seafood related product offering.
The Pick n Pay Young Oyster Festival presented by Humpty Dumpty featured 22 one-hour children’s cooking classes over the 10 days of the Festival.

This year the children’s fun craft activities were held inside the squash club, with 14 one-hour craft activities, ranging from creating plant gardens, making handbags, dream catchers and mosaic tiles.

A total of 564 children attended this year’s Young Oyster Festival.

The Community Library Program was run in conjunction with the Young Oyster Festival in selected Community Libraries throughout the region, where participants participated in cooking and art classes.

A total of 2470 children participated in this program which was sponsored by the Knysna Plett Herald and Pick n Pay (through the supply of cooking ingredients).

“My child can’t wait for it every year, she notices the flags when they go up on the lamp posts and starts asking when she can come to cooking and art activities”

Louise Van Weele
For the third year running, Europcar provided a shuttle service to-and-from the festival venue, which provided a convenient and safe service to Festival visitors.

4 SHUTTLES
ran from 09:00-17:00 from specific pick-up and drop-off points

7 LOCAL SHUTTLES
participated
Be Spontaneous.
Be Active.
Be Entertained.
Be Indulgent.
Be Relaxed.

www.oysterfestival.co.za