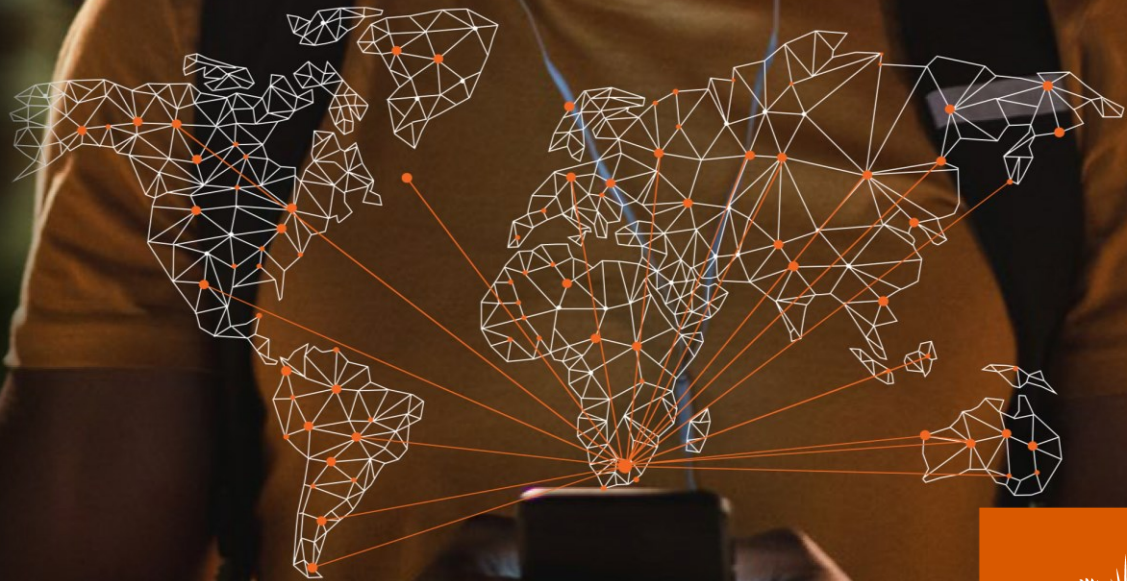


**The future
belongs to those
who reimagine it!**

**UJ Brand Building
Campaign**



2022 Case Circle of Excellence Awards

***Clickable links work in this PDF document.**



UNIVERSITY
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JOHANNESBURG

POSITIONING UJ

In UJ's 2018 Stakeholder Report, the Vice-Chancellor and Principal, **Prof Tshilidzi Marwala**, said:

“During my term as Vice-Chancellor, UJ, as one of Africa's top universities, will position itself as a leader in, and contributor to 4IR developments. With 4IR now well under way, we will do this within the context of the changing social, political and economic fortunes of Africa. Our long-term goal is to enable our continent (and our graduates) to become active participants in this revolution and to be ready to leverage the associated opportunities. During 2018, we have taken significant steps in positioning the university for this leadership task.”





STRATEGY SNAPSHOT

A STRATEGY FOR 4IR

Africa, as a passive recipient of the previous industrial revolutions, has failed to benefit from global progress. Today, as 4IR gathers momentum, the continent must ensure that it is an active participant.

As one of Africa's top universities, UJ aims to position and maintain itself as a 4IR leader and contributor, and in 2013, we accordingly adopted our strategy for Global Excellence and Stature (GES).

4IR is based not on a single technology, but on multiple developments and technologies. Technologies such as artificial intelligence, machine learning, robotics, blockchain, cryptocurrencies and renewable energy are evolving at an exponential pace. Often interrelated, they increasingly connect the digital with the physical world. Substantial disruptions impacting all industries and systems of production, management and governance, will transform all aspects of 21st century life and society.

**It is against this strategic imperative that
*'the future belongs to those who reimagine
it'* strategy and objectives were formulated**



WELCOME TO THE 4TH INDUSTRIAL REVOLUTION

The 4th Industrial Revolution is the 4th major industrial era since the initial Industrial Revolution of the 18th century.

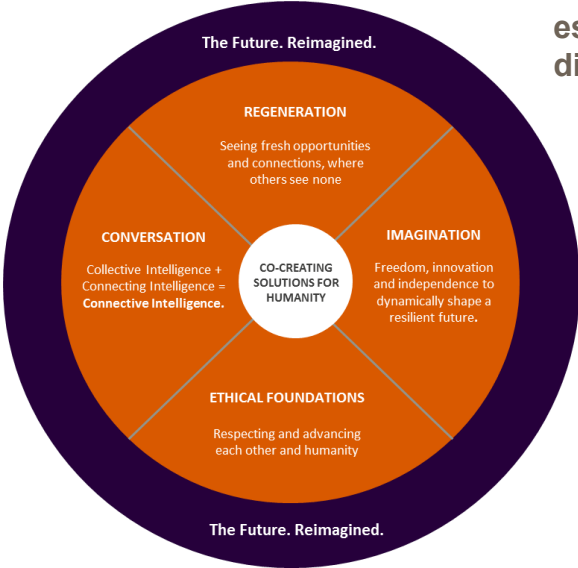
It is characterized by a fusion of technologies that blurs the lines between the physical, digital, and biological spheres, collectively referred to as cyber-physical systems.

uj.ac.za/4IR

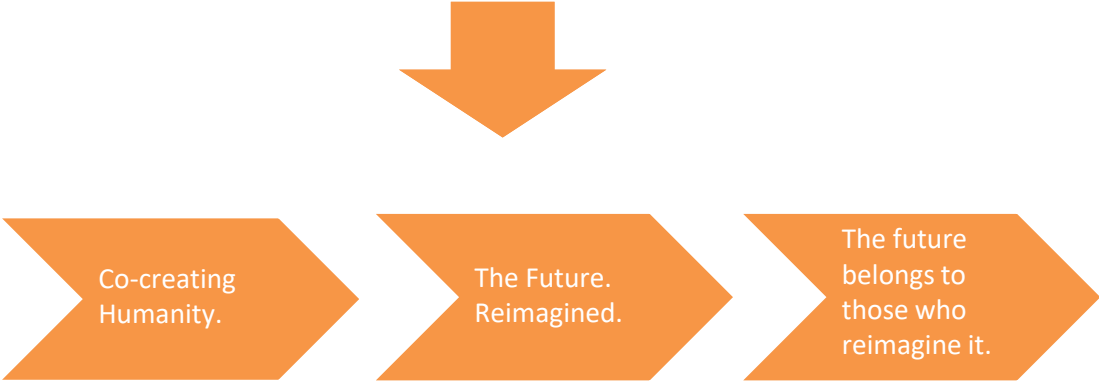
The Future
Reimagined

4IR Strategic Positioning 2018 - 2020

The inception of the 4IR campaign lies at the intersection of the UJ brand essence and proposition to market. Leading a new narrative and direction, it is the enabler of a new tomorrow and a re-imagined future.



Brand platform:



Brand Essence → Brand Positioning → Brand Campaign



BRAND POSITIONING TO BRAND CAMPAIGN

UJ Essence: Co-creating solutions for humanity

UJ Brand positioning: The Future. Reimagined

The Future. Reimagined – strategic intent:

Our task is to position UJ, both nationally and internationally, as a thought leader in The 4th Industrial Revolution space, nationally, internationally and on the African continent.

Brand campaign: The future belongs to those who reimagine it.

By combining our unique abilities with vast technological capabilities;
Africans can develop transformative solutions for global issues.

Strategic focus: 4IR



BRAND POSITIONING TO BRAND CAMPAIGN

Translating the UJ corporate brand positioning into a brand campaign

**UJ 2018-2023+ brand positioning campaign:
“The future belongs to those who reimagine it”**

The future belongs to those who reimagine it – Strategic Intent:

1. Position UJ as a leader in the Fourth Industrial Revolution, nationally, internationally and on the African continent.
2. Embed and consolidate the thought leadership position through building awareness and understanding of 4IR, its role and why UJ is the perfect place to reimagine the future.
3. Ultimately influence higher education rankings.



Work Sample
OUTLINE

1

Targeted Media Campaign

2

4IR Website

3

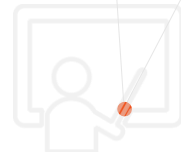
Cloudebate™

4

4IR in Action Stories

5

Beyond Imagining



Targeted media campaign



The future belongs to those who reimagine it



Getting the message to the market (media plan)

A multi-channel media plan was developed and used over the period to share all 4IR related material that was produced as part of this campaign with the target audience, including digital, social, print, email, television and radio. An influencer campaign also formed part of this plan. With the advent of COVID-19, channels were refined in 2020 to amplify the digital platforms.

A brand research study was done in 2017, 2019 and again in 2020 to research the target audience, and their perception of 4IR and UJ, and also to track if and how this is changing. It also provided information which assisted us in the creation of messaging nuances for the campaign and the media selection most appropriate to this audience.

This campaign focused on the mature market, including academics, thought leaders, business and industry leaders (employers/funders), postgraduates and alumni. A thorough stakeholder analysis was done to determine the best media to use to communicate with this audience, and to ensure that the messaging resonates with them.

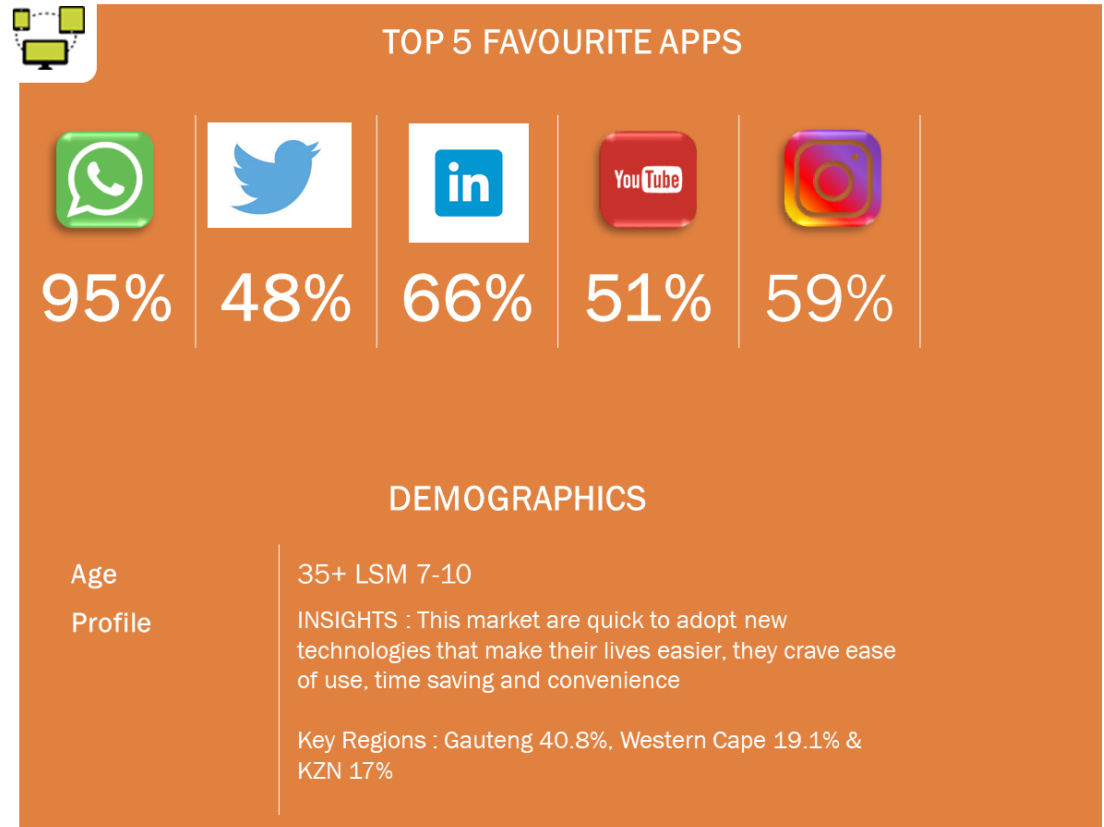
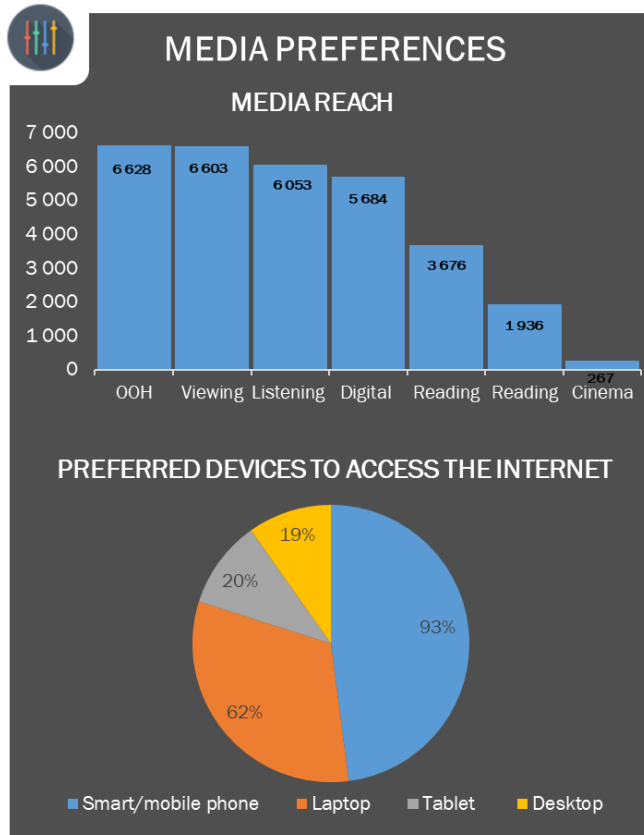
In order to identify our online audience, we use the Atom System of Linguistic Inference, which analyses the words, sentence structures and online behaviour of individuals, thereby creating “Online Personality Portraits”. These determine how customers will behave, while machine-learning identifies patterns and extracts measurable data to continuously improve the accuracy of predictions. This enabled us to reach the specific audience we wanted to target with this campaign.



Audience profile (to inform messaging and media selection)

Mature Market

Mature audience, 35+ and in the LSM 7-10 bracket.
High earners, male and female.
Higher education qualification/s.



Source: ES, Brand Atlas Wave 2 & GWI Q2 2016 – Q3 2017



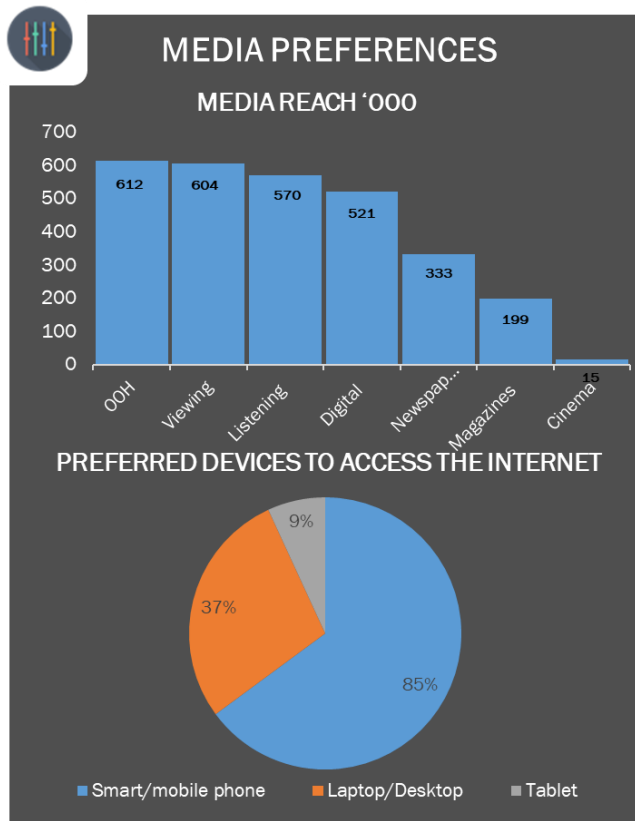
Audience profile (to inform messaging and media selection)

Postgraduate/ Alumni

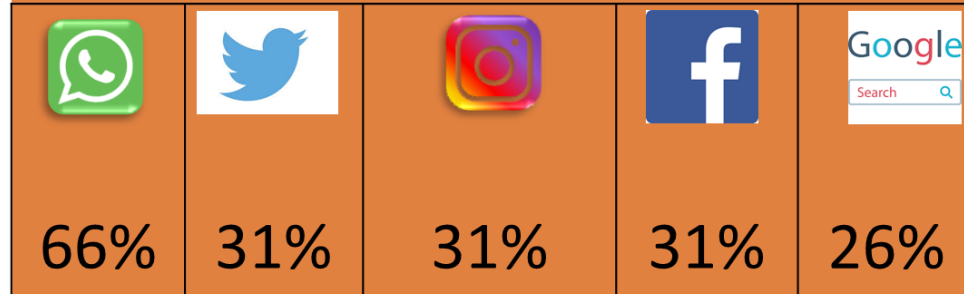
24+ | male and female.

Higher education qualification/s.

Mainly South Africa, but also in Africa and internationally.



TOP 5 INTERNET ACTIVITIES



INSIGHTS :

- This target audience is more likely to visit news and general interest websites (31%)
- There is a higher affinity for travel, Health and Fitness websites
- Social network websites are popular with 24 - 49 age group than the 50+ age group
- Top 4 reach media platforms for this target market is OOH, TV, Radio and Digital
- Mobile device is the most preferred device to access the internet

Key Regions :

Gauteng 44%,
Western Cape 12%
KZN 11%

Source: ES Jan – Dec 2019, Root 2019



Marketing Projects Schedule 2020 (high level)

Marketing Dates	Project
6 - 12 May	Beyond Imagining 1/2020
13 – 26 May	Cloudebate – Ethics in 4IR
28 May – 9 June	4IR in Action + Beyond Imagining
10 – 23 June	Cloudebate – Comms in 4IR
8 July – 20 July	4IR in Action campaign 1
10/13 July	Beyond Imagining 2/2020 (Sustainable Earth)
21 July – 5 Aug	Cloudebate: How Covid is accelerating 4IR
17 Aug - 16 Sept	Cloudebate: Women in 4IR
17 Sept – 17 Oct	4IR in Action campaign 2
End Sept	Beyond Imagining 3/2020 (Sustainable Economy)
End Nov	Beyond Imagining 4/2020 (4IR and humanity)

Weekly chaselist sample

Campaign	Media	Page/ Package	Colour/Language	Publication Date	Material Deadline	Material	Size/Specs
Cloudebate 16 September							
Cloudebate 16 September	Programmatic Premium Publisher Private Marketplace	Banners	Full Colour	17 August 2020	11 August 2020	Cloudebate	InRead Video Adverts
Cloudebate 16 September	M&G	Page 1	Full Colour	28 August 2020	21 August 2020	Cloudebate	10 x 7 Strip Ads (10 cm high X 26 cm wide)
Cloudebate 16 September	M&G	Page 3	Full Colour	04 September 2020	21 August 2020	Cloudebate	10 x 7 Strip Ads (10 cm high X 26 cm wide)
Cloudebate 16 September	Business Times	early right	Full Colour	06 September 2020	21 August 2020	Cloudebate	10x10 strip ad
Cloudebate 16 September	702	30" Generics	English	08 September 2020	01 September 2020	Cloudebate	30" generic - MP3, WAVE and MPEG Audio
Cloudebate 16 September	Classic FM	30" Generics	English	08 September 2020	01 September 2020	Cloudebate	30" generic- MP3, WAVE and MPEG Audio

Campaign	Media	Page/ Package	Colour/Language	Publication Date	Material Deadline	Material	Size/Creative
4IR in Action	ENCA	Squeezebacks	English	17 September 2020	02 September 2020	4IR in Action	eNCA – Beta or Digi Beta tape with 16:9 SD (FHA)
4IR in Action	M & G	Strip Ads	Full Colour	09 September 2020	03 September 2020	4IR in Action	10 x 7 Strip Ads (10 cm high X 26 cm wide)
4IR in Action	Times Higher Education	Wallpaper	Full Colour	21 September 2020	11 September 2020	4IR in Action	Various
4IR in Action	702	Generic Adverts	English	17 September 2020	14 September 2020	4IR in Action	40 Seconds MP3 Generic Ads
4IR in Action	East Coast Radio	Generic Adverts	Enlish	17 September 2020	14 September 2020	4IR in Action	40 Seconds MP3 Generic Ads
4IR in Action	Cape Talk	Generic Adverts	English	17 September 2020	14 September 2020	4IR in Action	40 Seconds MP3 Generic Ads
4IR in Action	Times Higher Education	Banners	Full Colour	17 September 2020	14 September 2020	4IR in Action	ROS banners – 200 000 impressions
4IR in Action	Programmatic Publisher Network	Programmatic Publisher network - InRead Video ads	English	17 September 2020	14 September 2020	4IR in Action	Video Ads
4IR in Action	YouTube	Youtube	English	17 September 2020	14 September 2020	4IR in Action	Video Ads
4IR in Action	Mobile Programmatic Network	Mobile Programmatic Network - Interstitial	English	17 September 2020	14 September 2020	4IR in Action	Video Ads
4IR in Action	M & G	Strip Ads	Full Colour	23 October 2020	19 October 2020	4IR in Action	10 x 7 Strip Ads (10 cm high X 26 cm wide)
4IR in Action	M & G	Strip Ads	Full Colour	07 November 2020	02 November 2020	4IR in Action	10 x 7 Strip Ads (10 cm high X 26 cm wide)
4IR in Action	M & G	Strip Ads	Full Colour	21 November 2020	16 November 2020	4IR in Action	10 x 7 Strip Ads (10 cm high X 26 cm wide)

Media selection

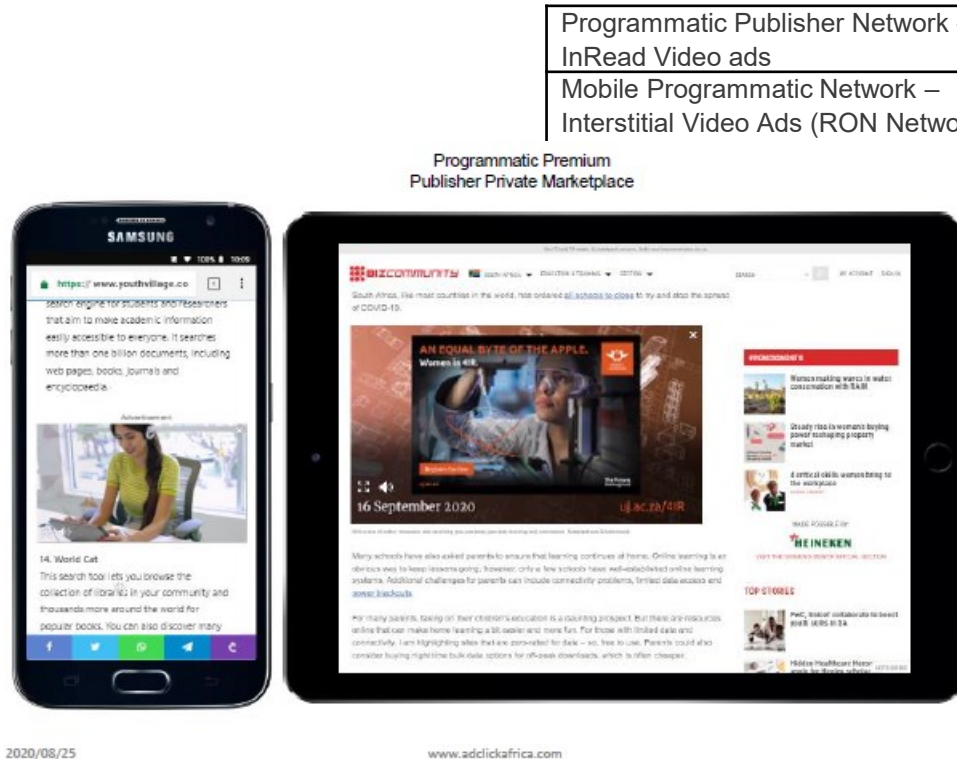


<i>Print, social and digital</i>	<i>Print, social and digital</i>	<i>Print, radio, social, digital</i>	
Times Higher Education	Forbes Africa	Mail & Guardian	ENCA Squeezebaks
QS – TopUniversities	CNBC Africa	Business Times (Sunday Times)	Programmatic Publisher Network – InRead Video ads
University World News	African Investor	Daily Maverick	Mobile Programmatic Network – Interstitial Video Ads (RON Network & InApp)
The Guardian – International	Pan African Parliament	Tisoblackstar digital package: Business Day; Financial Mail, Business Times; Rand Daily Mail; Times Live; Sunday Times; Sowetan	Digital packages: IOL, Student Village, The South African, Wezwa, Zkiphani, EWN, Inside Education, JSE Magazine, Business Tech
	Africa News		
	Africa Report		
	AdClick Africa Mobile Programmatic	24.com package: Fin24 and News24	Sunday World
	Display / Programmatic Premium Publisher Private Marketplace	Business Tech	
YouTube	YouTube	Radio: 702, Classic FM, East Coast Radio, Cape Talk	YouTube
Social Media – UJ platforms	Social Media – UJ platforms	Social Media – UJ platforms	
Social Media – targeted paid-for campaign	Social Media – targeted paid-for campaign	Social Media – targeted paid for campaign	
Google Adwords	Google Adwords	Google Adwords	

Digital tactics used include: Native articles (on-line editorial) , newsletter inserts, homepage takeovers, display ads, e-mailers, Google Adwords, Web influencers.



Programmatic Ads drive unique video views for the campaign to the targeted audience



www.thesouthafrican.com

www.htxt.co.za

www.iol.co.za

www.news24.com

www.cnbc africa.com

www.zanews.co.za

<http://www.jhblive.com/>

<http://www.capetownlive.com/>

<http://www.durbanlive.com/>

www.allafrica.com

kayafm.co.za

algoafm.co.za

ofm.co.za

<http://www.youthvillage.co.za/>

www.biznews.com

www.dailymaverick.co.za

<http://www.africanews.com/>

www.okmzansi.co.za

<http://www.zkhiphani.co.za/>

http://wezwa.com

www.venturesafrica.com

sowetanlive.co.za

www.financialmail.co.za

Programmatic InApp Video Interstitial Mobile Ads: Programmatic advertising allows UJ to meet their prospects wherever they are online. It is known to be cheaper than other online media, giving advertisers value for their spend.

InRead Video Ads: Video Adverts within the heart of an article run across Premium Websites. Drives higher engagement.



Target audience – System used for Programmatic Targeting

Carrier

Targeting Wi-Fi or carrier based users.

OS

Targeting based on mobile operating system (IOS, Android, Windows OS)



Device

Targeting specific devices (Samsung, iPhone, Windows Phone)

Location

- Country>State>City
- GPS coordinates
- Geo mapping

Profiling

Categorical, contextual and interest based targeting across APPs and mobile sites.
Refined targeting by age, gender and the use of keyword optimisation.



Target audience – System used for Online and Social Media Targeting

We use the Atom system of Linguistic Inference, which analyses the words, sentence structures and online behaviour of individuals, thereby creating “Online Personality Portraits.” These determine how customers will behave, while machine-learning identifies patterns and extracts measurable data to continuously improve the accuracy of predictions.

Atom seamlessly integrates the combined expertise, knowledge, information and cutting edge technology enabled by the group to give you a one-stop, on point, approach to your marketing needs like never before.

Atom has the ability to provide you with leads that have; In date contact information; A high propensity to **engage** or high propensity to **spend**; and Identified preferred channel preference(s).

Based on target respondent segments and interests on social media we utilise our proprietary **Atom©** capabilities to:

Identify Audiences on Social Media; Couple the individual ID to matched data in our database of records; **Driven back into social to create atom clusters, and lookalike audiences, Serve ads to these clusters on social media, or serve direct messaging to the individuals through our contact data.

** Social ad platforms charge brands to talk to a large audience, on the premise of it being targeted. We don't believe in wasted expenditure. Our USP enables us to atomise the audience to target only interested, accessible, relevant and credible respondents with a predetermined propensity to take up offers, based on our algorithm.



The media campaign was used to share all stories created as part of the campaign: The future belongs to those who reimagine it.





UNIVERSITY
OF
JOHANNESBURG

THE FOURTH INDUSTRIAL REVOLUTION. IT WORKS FOR US.

The future belongs to those who reimagine it. Whether it's teaching emergency rescue through state-of-the-art simulation, or gathering data to enable remote diagnoses with artificial intelligence (AI), or understanding and addressing societal problems with pinpoint digital tools, UJ's embrace of the technology of the Fourth Industrial Revolution (4IR) is making an impact on people's lives.

As a leader in academic thought and research in Africa, UJ has embraced the technology that is shaping our future, not just on our continent, but globally. And we're doing this in myriad ways – applying it in both teaching and learning, using it to advance not just ideas, but skills, expertise and capacity. People everywhere will be able to see real benefits and a meaningful and positive change in their lives, both as developers and recipients of everything that 4IR has to offer.

Fourth Industrial Revolution (4IR) technology. At UJ, we're reimagining the future, and it's changing everyone's lives for the better.

A leader on our continent. UJ, Fourth in South Africa, Fifth in Africa. Quacquarelli Symonds (QS) World University Rankings.

uj.ac.za/4IR

The Future Reimagined

EMBRACING THE FUTURE. AT REAL SPEED.

If your lockdown patience has been tested with buffered movies, frustrated gaming, or garbled Zoom meetings, then just imagine downloading that takes 60 seconds instead of six hours, or meetings with no garbling, or gaming to your heart's content. More than that, imagine surgery at a distance, emergency help and coverage in real time, or the ability to make driving incalculably safer. And if you can imagine that, then you can imagine 5G technology.

That's why at UJ, as an academic leader in Africa, we're embracing it, like all Fourth Industrial Revolution (4IR) technology, because 5G has the capacity to make everyone's life much better.

The future belongs to those who reimagine it.

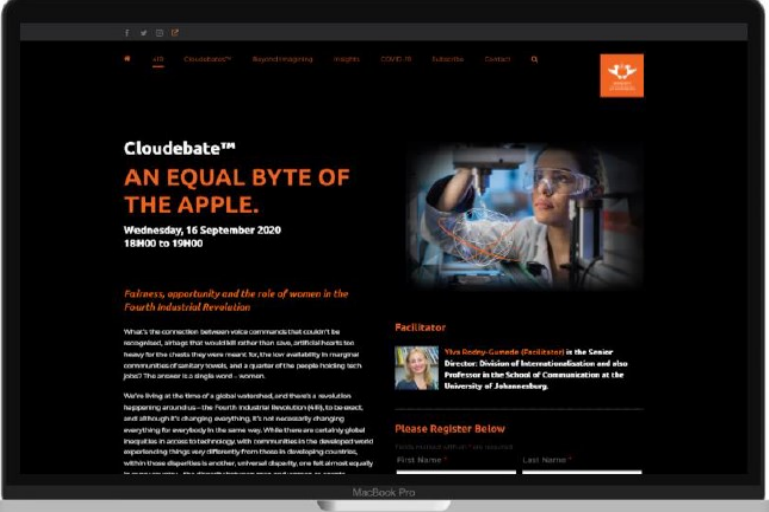
A leader on our continent. UJ, Fourth in South Africa, Fifth in Africa. Quacquarelli Symonds (QS) World University Rankings.

uj.ac.za/4IR



UNIVERSITY
OF
JOHANNESBURG

The Future Reimagined



Cloudebate™
AN EQUAL BYTE OF THE APPLE.


Wednesday, 16 September 2020
18H00 to 19H00

Fairness, opportunity and the role of women in the Fourth Industrial Revolution

What's the connection between voice commands that couldn't be recognized, airports that won't still rather than close, artificial hearts too heavy for the chests they were meant to, the low availability of menstrual care products in rural areas, and a leader of the people having both paid? The answer is a single word – women.

We're living in the time of a global watershed, and there's a revolution happening around us – the Fourth Industrial Revolution (4IR), to be exact, and although it's changing everything, it's not necessarily changing everything for everyone in the same way. While there are certainly global challenges, it's access and equity with opportunities in the developed world expanding things very differently from those in developing countries, with those disparities in another, notional, diversity one that cannot equally

Facilitator



Shireen Gumbi (Shireen) is the Senior Director, Division of Internationalisation and also Professor in the School of Communication at the University of Johannesburg.

Please Register Below

Name (required)

First Name

Last Name



PROOF OF FLIGHT



University of Johannesburg 248,226 followers Promoted

If people are fearful, it's because although they might be taken with the excitement and novelty of the ever more int... see more

BEFORE THE FUTURE DEFINES US, WE NEED TO DEFINE IT.

The Future Reimagined

University of Johannesburg 248,226 followers Promoted

If people are fearful, it's because although they might be taken with the excitement and novelty of the ever more interesting technologies that manage our lives, amuse us, and extend our ability to communicate, they can sense the danger of misuse, unfairness, and abuse of power. There is a growing realization that while things get easier to do, health improves, entertainment is more fun, and networks become more seductive, justice, fairness and respect need to rule in this new world.

<https://link.in/gf9QpV6>

University of Johannesburg added a new photo. Sponsored · 1h

BEFORE THE FUTURE DEFINES US, WE NEED TO DEFINE IT.

The Future Reimagined

University of Johannesburg College & University

Like Comment Share

University of Johannesburg @uj2u Ethics for the 4th Industrial Revolution #CloudSeries

BEFORE THE FUTURE DEFINES US, WE NEED TO DEFINE IT.

#CloudSeries - Ethics in 4IR @universityofjohannesburg.us

University of Johannesburg Sponsored

Ethics for the 4th Industrial Revolution

Artificial intelligence, Virtual life, Deep learning, Social media, and big data, open data, personal data and data mining – all of these are fundamental building blocks for the Fourth Industrial Revolution (4IR). They're exciting. They are powerful, and they are making their presence felt everywhere, which is what makes many fearful – and that's before we even get to cyber warfare, hypersimulation and social media.

BEFORE THE FUTURE DEFINES US, WE NEED TO DEFINE IT.

The Future Reimagined

University of Johannesburg College & University

Learn More

University of Johannesburg added a new photo. Sponsored · 1h

BEFORE THE FUTURE DEFINES US, WE NEED TO DEFINE IT.

The Future Reimagined

University of Johannesburg College & University

Learn More

Like Comment Share

ETHICS IN 4IR

Ethics for the 4th Industrial Revolution

Ad The 4th Industrial Revolution will change the world – we're on it

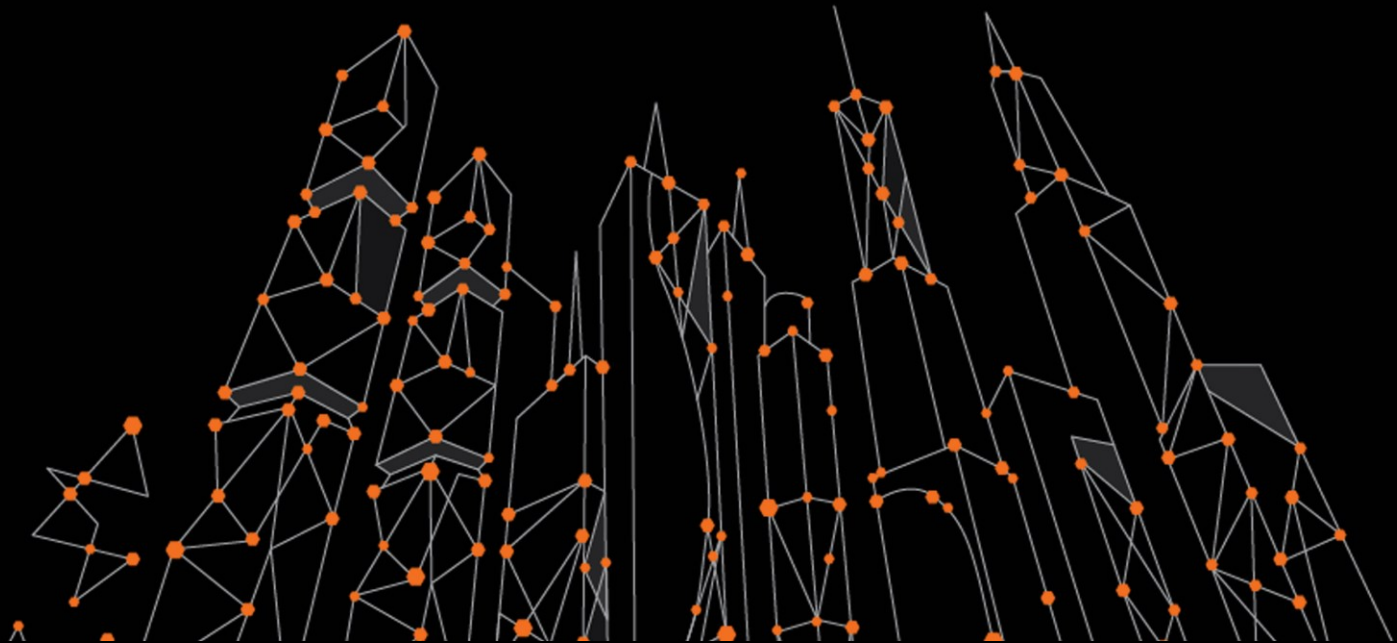
UJ CloudSeries

Open



Performance

The multichannel marketing campaign had a total reach of almost 447 million people with print, radio, TV and digital, and an added social media reach of 4 billion. In total, 74% of the budget was spent nationally, 15% internationally and 11% in Africa. A 37% discount was negotiated on media bookings, allowing many more advertising opportunities.



4IR Website



The future belongs to those who reimagine it



UJ 4IR WEBSITE

The 4IR website platform contains, in a single place, all the content and demonstration around the campaign, with the aim of building UJ as the *de facto* authority on how to drive and respond to the desired outcomes of the 4IR.

The website is also the booking site for Cloudebate™ virtual attendance and is a hub where all previous Cloudebates™, 4IR in Action, Beyond Imagining and other UJ 4IR-related material is housed.

It provides a home for the evidence-led pieces of communication which will in turn influence the ranking and impact of the University

It shows, through this ecosystem of content, how we bridge the gap between real-world application and academically-led thinking to ensure people are adequately prepared for new ways of working and a different tomorrow.

It is developed so that its design and functionality emulates the 4IR environment.

Click here to
visit website



<https://universityofjohannesburg.us/4ir/>



Website – The hub for everything 4IR at UJ



[Home](#) [4IR](#) [4IR in Action](#) [UJ 4IR Courses](#) [Cloudebates™](#) [Beyond Imagining](#) [Insights](#) [Imagine THAT](#) [Contact](#) [Search](#)



Click here to
visit website



<https://universityofjohannesburg.us/4ir/>



Performance

The website has been viewed 522 000 times (71% views from South Africa, 11% USA, 1.4% UK and 16.6% Africa)

What is 4IR?

At UJ we're helping to shape the future, before it shapes us.



The way we live and work is changing at a pace never before seen in human history. While there have been three great industrial revolutions that have changed our way of life before, this Fourth Industrial Revolution - 4IR - is unprecedented in its speed, its all-embracing nature, and its global spread.

We can already see it on our factory floors, in our offices, in our homes, entertainment and sport, and perhaps most importantly, in our classrooms - from nursery schooling for toddlers to the lecture halls of learning in our universities. And we see it, and interact with it through our cell phones, our laptops, and even our cars and appliances.

That's why, as an academic and research leader in Africa, UJ is taking the lead on our continent in facing the reality and substance of 4IR. And we do this not only in responding to its challenges, but in wholeheartedly embracing its tools, potential and capacity to enhance learning and teaching. We are committed to the preparing both of our students and teachers for this task, and in the emboldening of our world-class researchers in and for the new world that is taking shape.

More than that, though, we understand that this new world is going to make new demands on us, individually as much as collectively as societies. Indeed, in the flood of data and information on which we all now depend, many of these demands are already apparent - from requiring us to adapt to whole new industries, to the disappearance of familiar jobs, to the need for new skills and approaches, and to ensuring equitable, fair and just access, privacy and dignity. And we do this through the diligent investigation and interrogation of the ethics of a digitalised world.

That's because we believe that we all have a hand in building the just, fair and exciting world we would like to see for ourselves and for our children.

And it is this key belief that shapes what we teach, how we teach and even why we teach. It means continually appraising our curricula and course offerings. It means providing our students with the conceptual and practical tools that will enable their imaginations to flourish. It means placing in the hands of each person with whom we engage the ability not just to understand, but to act on their own imagination - their own reimagining - of the future.

The future belongs to those who reimagine it.



What is 4IR?

Fourth Industrial Revolution - 4IR - is unprecedented in its speed, its all-embracing nature, and its global spread.

[More info](#)



4IR in Action

As a leader in academic thought and research in Africa, UJ has embraced the technology that is shaping our future.

[More info](#)



Cloudebate™

The Cloudebate™ has taken the traditional debate/panel discussion and reimaged it using live-streaming technology.

[More info](#)



Register for our latest Cloudebate™

Would you like to register to be part of our latest Cloudebate™

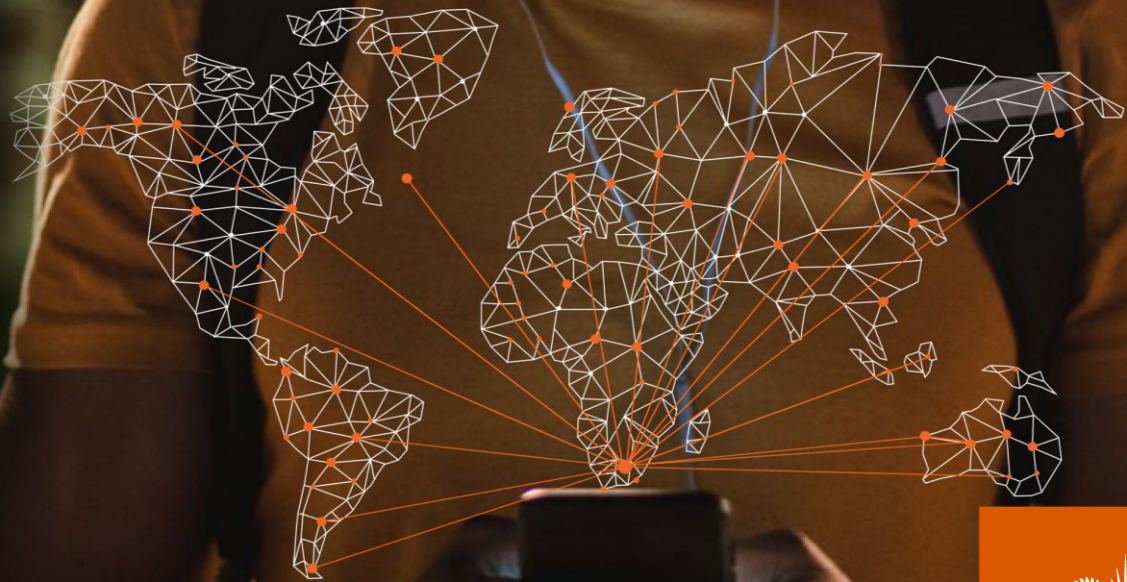
[Register here](#)

[View 4IR video at https://youtu.be/a4HkFlpAGKo](https://youtu.be/a4HkFlpAGKo)

<https://universityofjohannesburg.us/4ir/>



Cloudebates™



The future belongs to those who reimagine it



The Cloudebate™ – A vision of width, a platform of depth

The 4IR vision is a significant vision, and as part realising it, UJ has been investigating new and challenging ways, not just of identifying the issues at stake, but of presenting them in depth. It sought a way that would bring medium and content, idea and action, debate and initiative, together on one unique platform.

And that unique platform, one that UJ has not only created, but given a unique name to as well, is the Cloudebate™.

The Cloudebate™ has essentially taken the traditional debate/panel discussion and reimaged it, long before the pandemic forced us to think differently, placing it firmly within the realm of its own 4IR scope, and using the latest live-streaming technology. It is the place where 4IR ideas that have been identified as relevant, meaningful, challenging and thought-provoking are placed before an expert panel as well as an online audience who are invited to participate live, online, in a very 4IR way, in the discussion, analysis and dissection.



CLOUDEBATE™

The Cloudebate™ events are structured in such a way as to bring together UJ experts, industry experts and media, local and international, in a live and virtual format, debating the impact of 4IR on our personal and business lives. These panels are facilitated by a journalism expert in order to unpack the specific 4IR topic, while positioning UJ as a leading voice in this new era. The audience is virtual and can participate while the event is taking place. During the 2020 lockdown period, the Cloudebates™ were hosted on Zoom with livestreaming to YouTube. The experience was therefore no different for the virtual audience.



We have taken the traditional debate/panel discussion and reimagined it.



CLUDEBATE™ TOPICS

**CYBERBULLYING:
HOW CAN WE
STEM THE TIDE?**

**WHEN
RANSOMWARE
ATTACKS, PAY
UP OR HOLD
OUT?**

**POSTING
TRUTH,
OR POST
TRUTH**

**ETHICS
IN 4IR**

**MAN VS
MACHINE**

**CRYPTOCURRENCY.
HOLY GRAIL OR
FOOLS GOLD?**

**HOW PRIVATE
ARE MESSAGING
APPS IN THE
AGE OF 4IR?**

**ADDING
MUSCLE
TO OPEN
DOORS**

**SHOULD
BOOKS BE
SHELVED?**

**IS 4IR THE
DEMISE OF
CHILDHOOD?**

**AN EQUAL
BYTE OF
THE APPLE**

**EVOLUTION AS
REVOLUTION.**

**QUESTIONS
ANSWERED**

**OBSOLETE
OR
ABSOLUTE?**

**THE
DIGITALLY
EQUAL**

The man vs machine episode
The way tomorrow works

Should books be shelved?
The role of libraries in the internet age

An equal byte of the apple
Women in 4IR

Digitally equal
Data access inequality

Adding muscle to open doors
Enabling technology for people with disabilities

How private are messaging apps in the age of 4IR?
Unfounded hysteria or cause for alarm?

Is 4IR the demise of childhood?
Your child in the Fourth Industrial Revolution

Ethics in 4IR
The future rules

Cryptocurrency.
Holy Grail or Fool's Gold?

Questioning the answers
University Education and the Fourth Industrial Revolution

Posting truth or post truth?
Communication in 4IR

When ransomware attacks...
Pay up or hold out?

Obsolete or absolute?
The Academic Thesis in the Fourth Industrial Revolution

Evolution as revolution
How a pandemic is accelerating 4IR

Cyberbullying
How do we stop it?



AN EQUAL BYTE OF THE APPLE.

Unrecognised voice commands. Airbags that save only men. Artificial hearts too heavy for half of human chests. Sanitary towels and tech jobs. What's the connection? The answer – women.

In the age of the Fourth Industrial Revolution (4IR) the imbalance is obvious. Without an equal place for women in both design and use, not only will the fruit of technology be for the consumption of just half of humankind, but the other half may never really get a byte.

At UJ, though, we're saying that we can reimagine the future. Join the discussion and meet some of the women that are making this happen.

JOIN THE NEXT UJ CLOUDEBATE™
— AN EQUAL BYTE OF THE APPLE
ON 16 SEPTEMBER FROM 18H00 TO 19H00.
REGISTER FOR FREE uj.ac.za/4IR.

A leader on our continent. UJ. Third in South Africa.
 Fourth in Africa: Quacquarelli Symonds (QS) World University Rankings.

uj.ac.za/4IR



The Future Reimagined

HKL/M/M&G/0554

Print ads for each Cloudebate™ that tell the story, pose the problem, call for participation, and afterwards, offer another chance to catch the discussion



POSTING TRUTH, OR POST TRUTH.

Communication. Is it news? Is it marketing? Is it a game? Is it persuasion, manipulation, information? Above all, is it true?

At UJ, we're speaking about the future, even as it speaks directly to us. The Fourth Industrial Revolution. In a post-truth, pandemic-filled world, how is the truth being posted? Join our Cloudebate™ on 24 June.

The future belongs to those who reimagine it.

JOIN THE NEXT UJ CLOUDEBATE™ – POSTING TRUTH, OR POST TRUTH
ON 24 JUNE FROM 18H00 TO 19H00.
REGISTER FOR FREE www.uj.ac.za/4IR

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DIGITALLY EQUAL?

JOIN OUR THIRD *CLOUDEBATE™*

The Future Reimagined

Digital design that combines strategy, theme, topic and platform by evoking state-of-the-art technology and the focus of human issues – clicks through to 4IR website



OBSOLETE OR ABSOLUTE?

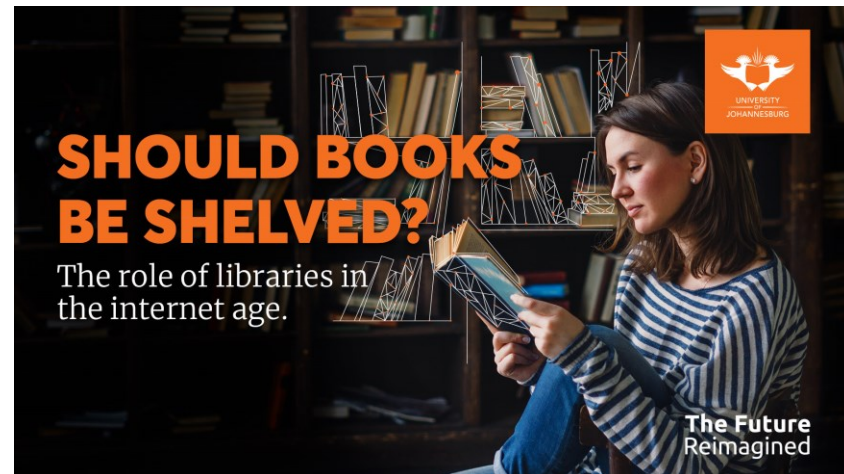
Is the academic thesis obsolete?
Next *Cloudebate™* 10 April,
18h00 – 19h00



IS 4.0 THE DEMISE OF CHILDHOOD?

JOIN OUR SECOND *CLOUDEBATE™*

The Future Reimagined



SHOULD BOOKS BE SHELVED?

The role of libraries in the internet age.

The Future Reimagined



Campaign: Cloudebate™ - Libraries

Job #: 544

30" Radio

Voice: A slow, calm, confident read

SFX: Our signature Cloudebate™ music plays in the background

MVO:

Are Google, the smartphone, tablets and eBooks erasing ink, bit by bit?

Traditionally libraries have formed the foundation for learning and discovery. Do they still have a place in the internet age?

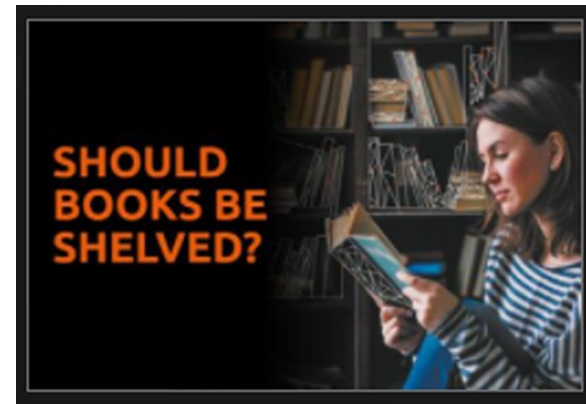
Be part of our next Cloudebate™ – “Libraries - Should books be shelved?” on September 18th, when we'll address these questions.

Register for free at uj.ac.za/4IR

We're creating tomorrow.
We're talking about it today.

The University of Johannesburg
The Future Reimagined
– Mnemonic

30" Radio ads, flighted on Classic FM and 702
Radio ads converted to video for social media



Radio/video ad saved as hyperlink 1 –
Should books be shelved



All Cloudebate material and videos are hosted online. Click here to view.

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**CLOUDEBATES.
THEY'RE NOT
JUST ABOUT YOUR
FUTURE. THEY'RE
PART OF IT.**

View our Cloudebate archive on uj.ac.za/4IR, as you can help shape more than the discussion.

[View here](#)

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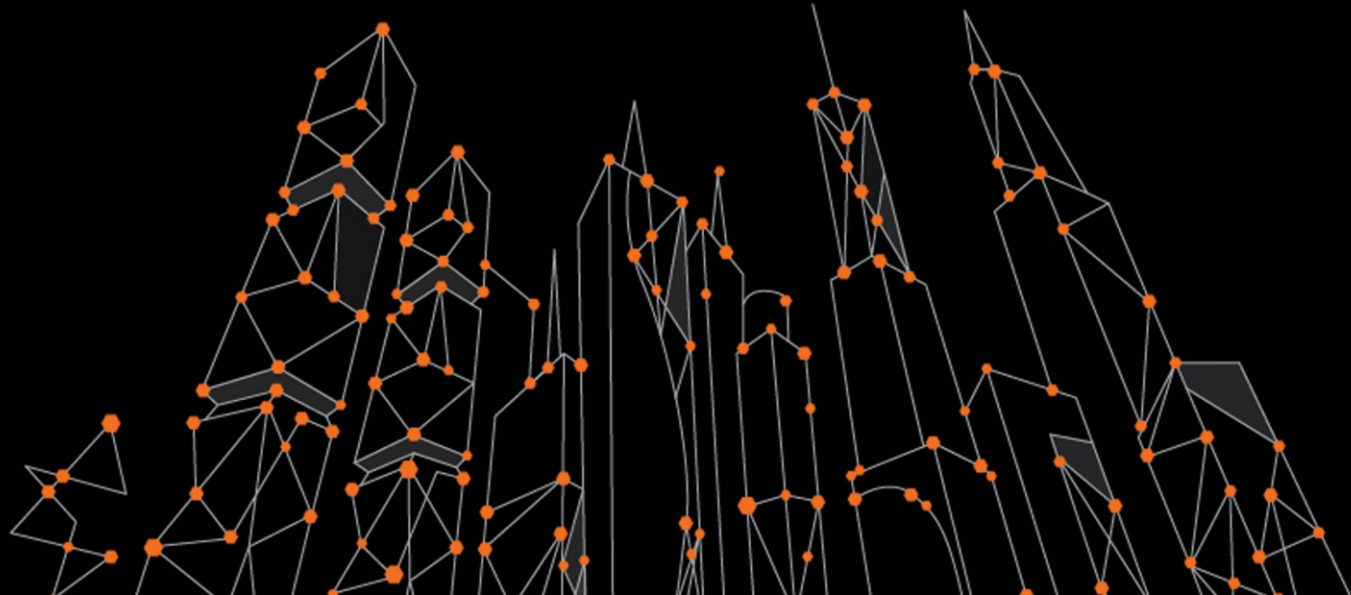


<https://universityofjohannesburg.us/4ir/cloudebates/>



Performance

Fifteen Cloudebates™ have been presented since April 2018 and the Cloudebate™ pages on the website have been visited more than 69 000 times, with the event videos been viewed over 95 000 times. A total unduplicated Cloudebate™ database of 3 564 has been collected, which is used to share new 4IR initiatives and news.



4IR in Action



The future belongs to those who reimagine it



4IR in Action Stories

The future belongs to those who reimagine it. Whether it's teaching emergency rescue through state-of-the-art simulation, or gathering data to enable remote diagnoses with artificial intelligence (AI), or understanding and addressing societal problems with pinpoint digital tools, UJ's embrace of the technology of the Fourth Industrial Revolution (4IR) is making an impact on people's lives.

As a leader in academic thought and research in Africa, UJ has embraced the technology that is shaping our future, not just on our continent, but globally. And we're doing this in myriad ways – applying it in both teaching and learning, using it to advance not just ideas, but skills, expertise and capacity. People everywhere will be able to see real benefits and a meaningful and positive change in their lives, both as developers and recipients of everything that 4IR has to offer.

Fourth Industrial Revolution (4IR) technology. At UJ, we're reimagining the future, and it's changing everyone's lives for the better.



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VIRTUAL TRAINING

Real expertise.

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DIGITAL WORK.

Real employment.

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ARTIFICIAL INTELLIGENCE.

Real diagnosis.

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AUGMENTED REALITY.

Real Education.

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NEW INTERVENTIONS.

Real Change.

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A NEW WAY TO TEACH. A NEW WAY TO LEARN.

Bringing 4IR into SA classrooms.

[Click to watch](#)

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LEARNING IN A PANDEMIC.

Finding success.

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IDEATING AND INNOVATING. IMPROVING FARMING IN AFRICA.

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AUTOMATING AMBULANCES.

Saving lives in Africa.

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STUDENTS WITH SOLUTIONS:

The centre driving change

[Learn more](#)

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The Future Reimagined

4IR in Action

People everywhere will be able to see real benefits and a meaningful and positive change in their lives, both as developers and recipients of everything that 4IR has to offer. Ten life-changing 4IR stories show how technology and humanity interweave.

<https://universityofjohannesburg.us/4ir/4ir-in-action/>

VIRTUAL TRAINING. REAL EXPERTISE.

The future belongs to those who reimagine it. When Robert Westwood, a Bachelor of Health Sciences graduate in Emergency Medical Care (EMC) from UJ was dispatched to rescue a young tourist who had fallen 15m on the Kingfisher hiking trail in Wilderness and splintered his pelvis, it was as if he had been there before. That's because the advanced simulation training he had received at UJ had prepared him for exactly this kind of eventuality.

Through state-of-the-art technology – including drones, high-tech mobile command posts, and mannequins that breathe and bleed – UJ's EMC students gain invaluable hands-on experience. And that's why when Robert embarked on his mission, he knew exactly what to do. Thanks to his rigorous simulation training, Robert already had all the skills and expertise necessary to rescue his patient and return him to safety.

Fourth Industrial Revolution (4IR) technology. At UJ, we're reimagining the future, and it's not only changing lives, but helping save them as well.

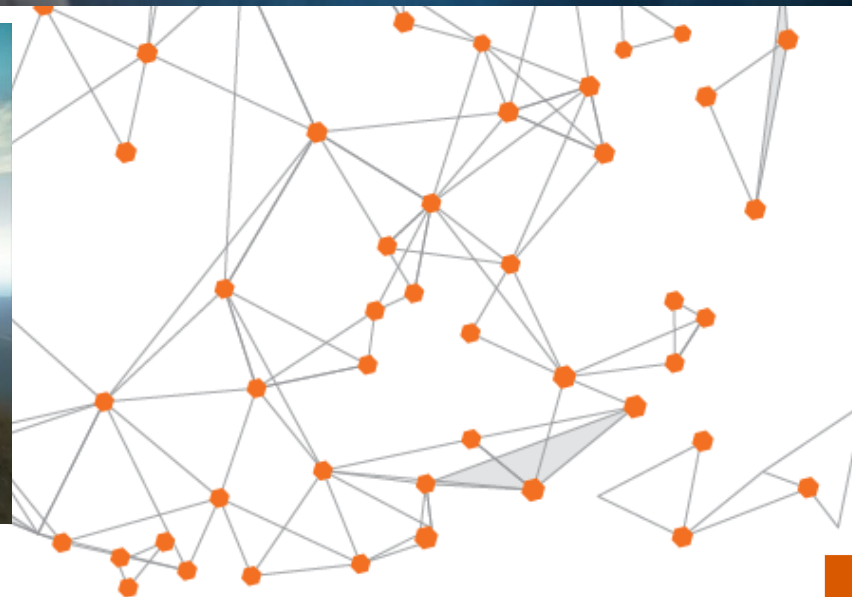
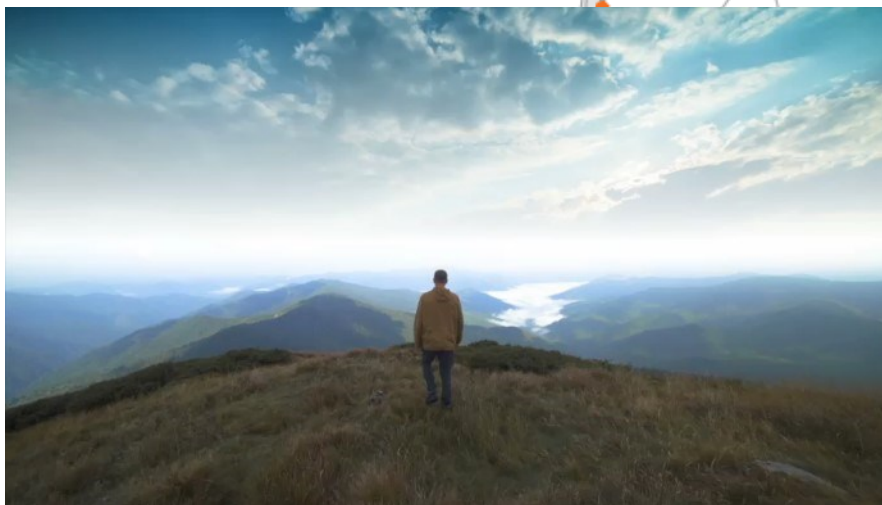
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Fifth in Africa: Quacquarelli Symonds (QS) World University Rankings.

uj.ac.za/4IR



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The Future
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View video at <https://youtu.be/CDZj0KkEd-M>



<https://universityofjohannesburg.us/4ir/2020/05/advances-in-simulation-training/>



ARTIFICIAL INTELLIGENCE. REAL DIAGNOSIS.

The future belongs to those who reimagine it. When a rural nurse is confronted with a young woman presenting with a lump in her breast, she knows that despite the fact that she lacks expert knowledge, she will be able to provide an accurate and immediate diagnosis and save crucial time for her patient. That's because at UJ's Institute for Intelligent Systems, Professor Qing-Gao Wang and his team of physics and computer science experts are meticulously compiling a data-base of 20,000 breast cancer cases at the Charlotte Maxeke Academic Hospital.

Now, for this anxious patient, no lengthy waits or difficult journeys to see a radiologist or oncologist are needed. All that's required is to upload the information, and Prof Wang's artificial intelligence (AI) system will provide a definitive answer. Effective medical care depends on timely diagnosis, and UJ, in backing innovative initiatives like Prof Wang's, is paving the way to a better future for millions of people.

Fourth Industrial Revolution (4IR) technology. At UJ, we're reimagining the future, and it's not only changing lives, but helping save them as well.

A leader on our continent. UJ. Fourth in South Africa.
Fifth in Africa: Quacquarelli Symonds (QS) World University Rankings.

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The Future
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View video at https://youtu.be/IF28_FEWjBc

<https://universityofjohannesburg.us/4ir/2020/05/accurate-breast-cancer-diagnosis-one-click-away/>



NEW INTERVENTIONS. REAL CHANGE.

Situated in South Africa's far north-eastern corner, near the borders of Zimbabwe and Mozambique, the deeply rural village of Gwakwani is home to just 100 people. Historically, it had no running water, electricity, cell phone reception or internet access, and for its residents, the chance of change seemed slim.

But in 2014, the School of Electrical Engineering at the University of Johannesburg (UJ) started to work with Gwakwani to make essential improvements. A solar borehole pump was installed, as were solar-powered streetlights and indoor lamps, large cold storage units, a creche and a solar-powered bakery. Today, the bakery employs eight residents and makes bread readily available to the village and other nearby communities.

All of the technology installed in Gwakwani is monitored remotely through an Internet of Things network that can be accessed and controlled from UJ. This helps to ensure that the interventions introduced in the village operate smoothly and sustainably — from the present day well into the future.

Fourth Industrial Revolution (4IR) technology. At UJ, we're reimagining the future — it's not only connecting communities, but changing lives as well.

A leader on our continent. UJ. Third in South Africa.
Fourth in Africa: Quacquarelli Symonds (QS) World University Rankings.

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The Future
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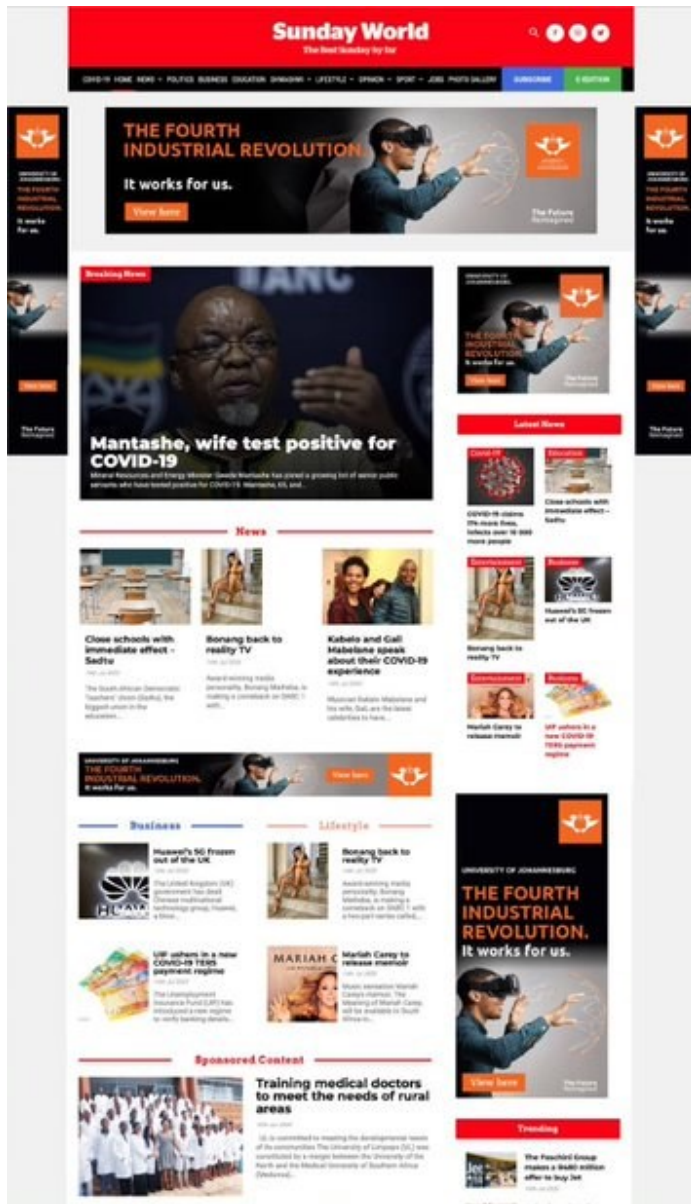


View video at <https://youtu.be/2usUIVwYmzg>

<https://universityofjohannesburg.us/4ir/2020/09/technological-innovations-put-rural-village-on-the-map/>



Examples of other 4IR in Action advertising



ENCA Squeezebacks



Digital & Social

Home page takeover



All 4IR in Action stories are hosted online. Click here to view.

UNIVERSITY OF JOHANNESBURG

THE FOURTH INDUSTRIAL REVOLUTION.

It works for us.

[View here](#)

The Future Reimagined

The graphic features a dark background with a cityscape at night, overlaid with a glowing orange network of lines. A person in a suit is seen from behind, looking at the city. The University of Johannesburg logo is in the top right, and the text 'The Future Reimagined' is in the bottom right.



<https://universityofjohannesburg.us/4ir/4ir-in-action/>



Beyond Imagining e-zine



The future belongs to those who reimagine it

Welcome to a world Beyond Imagining

Beyond Imagining is an insightful magazine that's jam-packed with 4IR information. It lives fully online, but a pdf is also available for download.

In it we examine this exciting and unpredictable era, and the way it is affecting everything from how we work and how we interact with our surroundings, to what we think and what we create.

Performance: Beyond Imagining has appeared four times since the end of 2019 and has been viewed 2 500 times on the website.

Issue 7


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Issue 6


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Issue 5


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Issue 4


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Issue 3

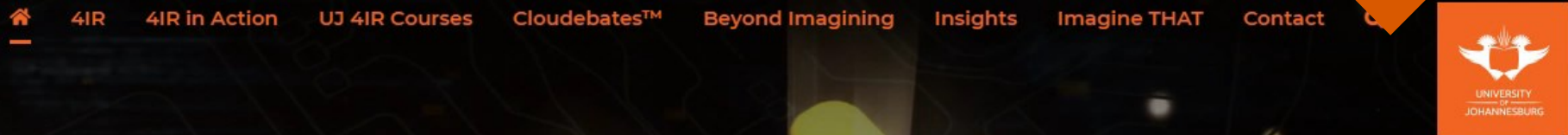

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Issue 2


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Beyond Imagining #1 — click here to experience how the e-zine lives online

...




See 4IR in Action

Cloudebates™

In the News

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Click here to experience a page-through version of Beyond Imagining #7

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Welcome to a world
**Beyond
Imagining**

An insightful magazine that's jam-packed with 4IR information.

We will examine this exciting and unpredictable era, and the way it is affecting everything from how we work and how we interact with our surroundings, to what we think and what we create.

[Issue 7](#)

[Issue 6](#)

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In closing

The future belongs to those who reimagine it!



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THE FUTURE BELONGS TO THOSE WHO REIMAGINE

This 4IR project has been a challenging and exciting one, providing also a steep learning curve.

We have taken the traditional debate/panel discussion and reimagined it, placing it firmly within the realm of its own 4IR scope, and using the latest technology. We created inspiring 4IR in action stories to show our audiences how 4IR and humanity relate to each other. We introduced a fully online magazine experience with our Beyond Imagining e-zine. We created a bespoke website to host all of this 4IR information. And we sent this out into the world with a multi-channel media strategy. This has afforded us the opportunity to amplify and extend UJ's 4IR strategy and messaging to a worldwide audience, while searching for solutions to some of the fundamental challenges this new future brings.

Identifying and targeting the relevant national, international and African audience for this strategy, particularly for rankings purposes, was in itself an exercise that took us to new and unexplored territory.

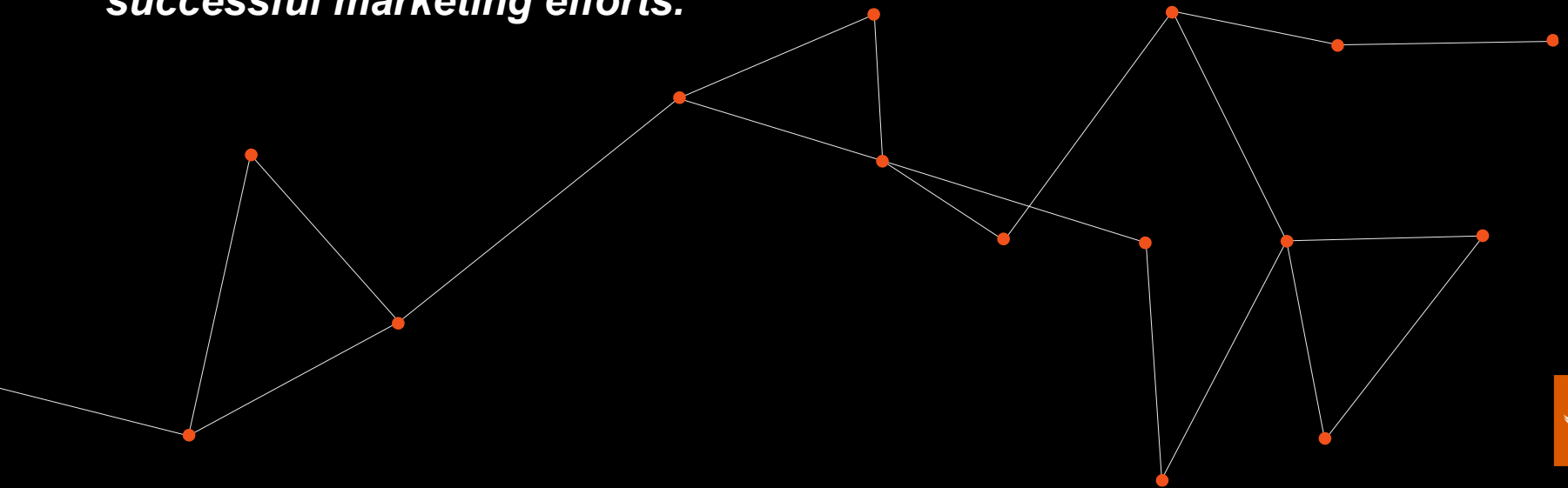
This innovative addition to UJ's pursuit of global excellence has been a most rewarding journey that will continue to develop and expand as long as there is a need to present to the world the challenges and opportunities that the Fourth Industrial Revolution holds for us.

ACHIEVEMENT OF OBJECTIVES

The campaign has performed exceptionally well, as quantified by media industry metrics and methodologies, with the overall outcome of UJ's 4IR profile having been raised, and with a palpable return on investment (ROI). All objectives have been met, and outcome objectives are showing good traction in this long-term positioning strategy.

Feedback from researchers:

'UJ has seen significant image changes – a tremendous win! The brand is increasingly shifting to a technology/4IR space as a result of successful marketing efforts.'



A night view of Earth from space, showing city lights and aurora borealis. The image is dark with a blue and green glow from the aurora and city lights. The text "Thank you!" is overlaid in the bottom left corner.

Thank you!