

An abstract graphic on the left side of the page, consisting of three overlapping, curved shapes. The top shape is red, the middle one is yellow, and the bottom one is green. They are all pointing towards the top right corner.

Arrive Alive Insight Report - Jan 2018 to Dec 2018

REPORT BY  
 Meltwater

# EXECUTIVE SUMMARY

## HIGHLIGHTS FROM THE YEAR

- Editorial mentions increased 2%
- Potential reach increased 8%



## ☰ Editorial Mentions

The number of appearances in articles

2.6k ▲2%

## ↗ Potential Reach

Approximate number of article views you appeared in

297M ▲8%

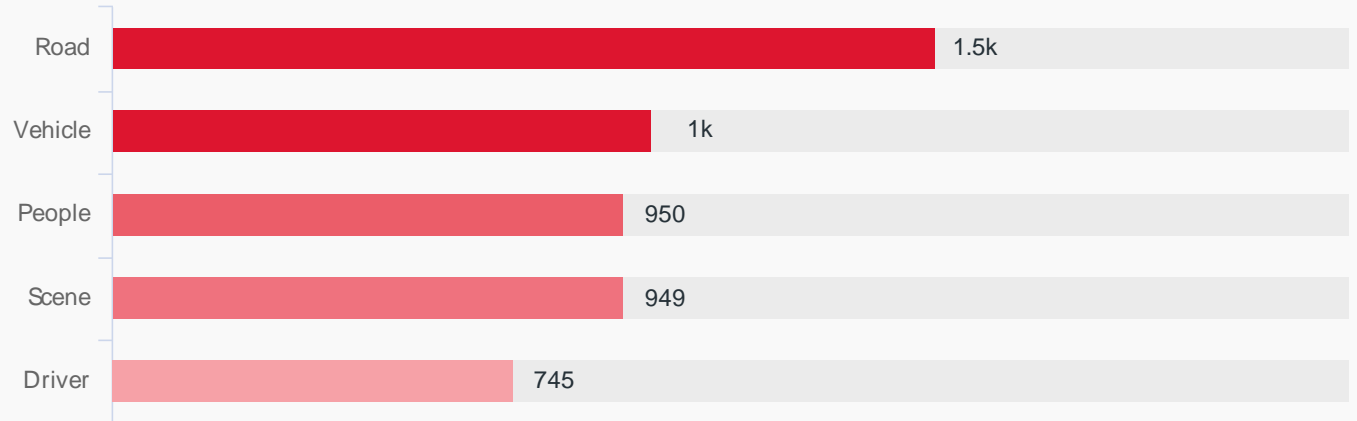
mSCORE **100**

▲3

Jan 1, 2018 - Dec 31, 2018

All deltas in this report show change compared to last time period

## KEYMESSAGES



# MEDIA EXPOSURE

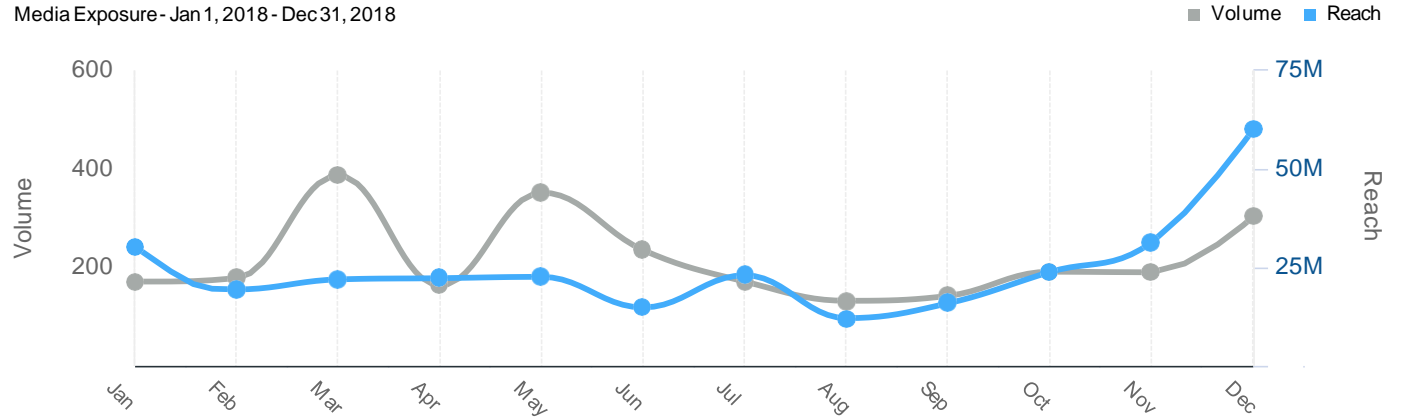
## HIGHLIGHTS FROM THE YEAR

- **1** "Accidents.co.za" joined the top 3 publishers in this period
- Overall reach increased 8%
- "Arrive Alive" accounted for 47% of volume, followed by "Accidents.co.za" with 15% share

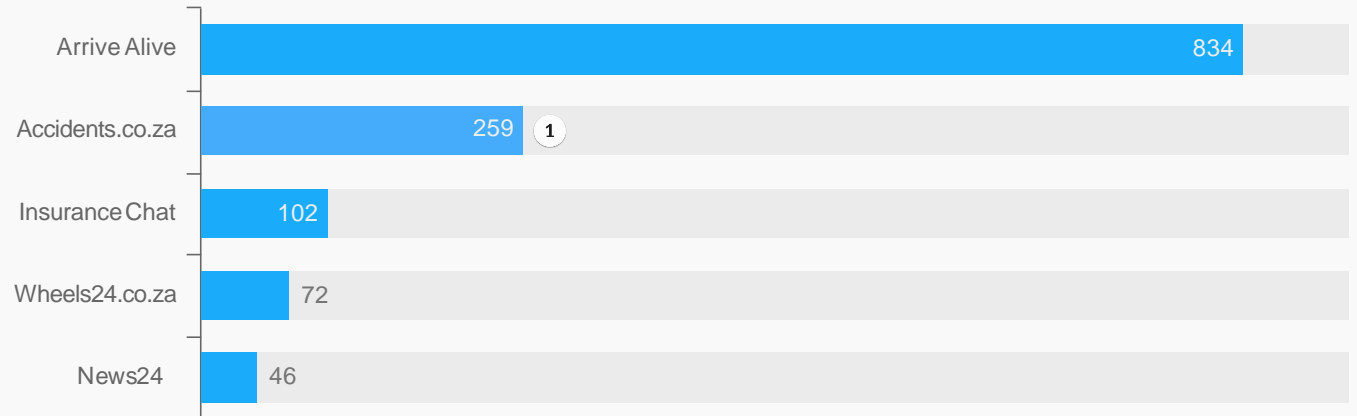


## Arrive Alive's exposure increased 2%

Media Exposure - Jan 1, 2018 - Dec 31, 2018



## TOP PUBLICATIONS



## Media Exposure – Highest Reaching Articles

### March:

- “Male Knocked down by minibus taxi in Durban CBD | IOL News
- “New rock – throwing modus operandi”

### May 2018:

- “KZN mother full of praise for Stanger hospital after giving birth to triplets

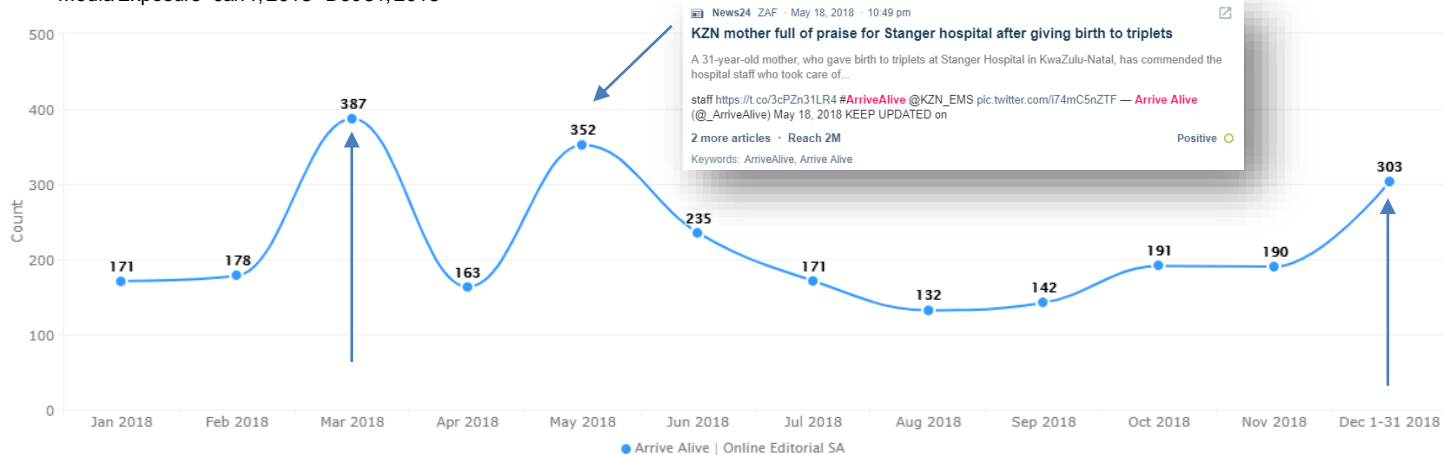
### December:

- “Jozi launches first ever drive-thru bar, or does it?”
- “Another teen plunges down Karkloof Falls, survives



# Arrive Alive's exposure peaked in March, May and December

Media Exposure- Jan 1, 2018 - Dec31, 2018



IOL ZAF · Mar 11, 2018 · 7:59 am

### Male knocked down by minibus taxi in Durban CBD | IOL News

A pedestrian has been admitted to hospital after being knocked down by a minibus taxi in Durban, paramedics said.

down by a minibus taxi in Durban. Picture: Netcare 911 (Arrive Alive website) Durban - A pedestrian has been admitted to hospital after

1 more article · Reach 1M Negative

Keywords: Arrive Alive

IOL KARINDA JAGMOHAN · ZAF · Mar 14, 2018 · 3:09 pm

### WATCH: New rock-throwing modus operandi | Sunday Tribune

As Durban city officials beef up security on bridges to curb rock-throwing attacks, another modus operandi by rock-throwers has surfaced.

from the bridge. Below was recorded on a dashcam." Arrive Alive spokesperson, Johan Jonck, said the video was sent anonymously, and while

2 more articles · Reach 1M Negative

Keywords: Arrive Alive, Johan Jonck

News24 Chante Schatz · ZAF · Dec 12, 2018 · 9:16 pm

### WATCH: Jozi launches first ever drive-thru bar, or does it?

Regular motorists along Johannesburg's busy William Nicol Drive were astonished to see a "drive-thru bar" had popped up on the road on...

and driving this festive season. Aware.org partnered with Arrive Alive and the Road Traffic Management Corporation to launch the campaign

2 more articles · Reach 2M Neutral

Keywords: Arrive Alive

News24 Tammy Petersen · ZAF · Dec 15, 2018 · 9:14 pm

### Another teen plunges down Karkloof Falls, survives

A teenager has been hospitalised after falling about nine metres off the Karkloof Falls in the KwaZulu-Natal Midlands.

. https://t.co/ZU45tFdPGz #ArriveAlive @Netcare911\_sa pic.twitter.com/6Zy3Go5vZ2 — Arrive Alive (@\_ArriveAlive) December 15, 2018 Once

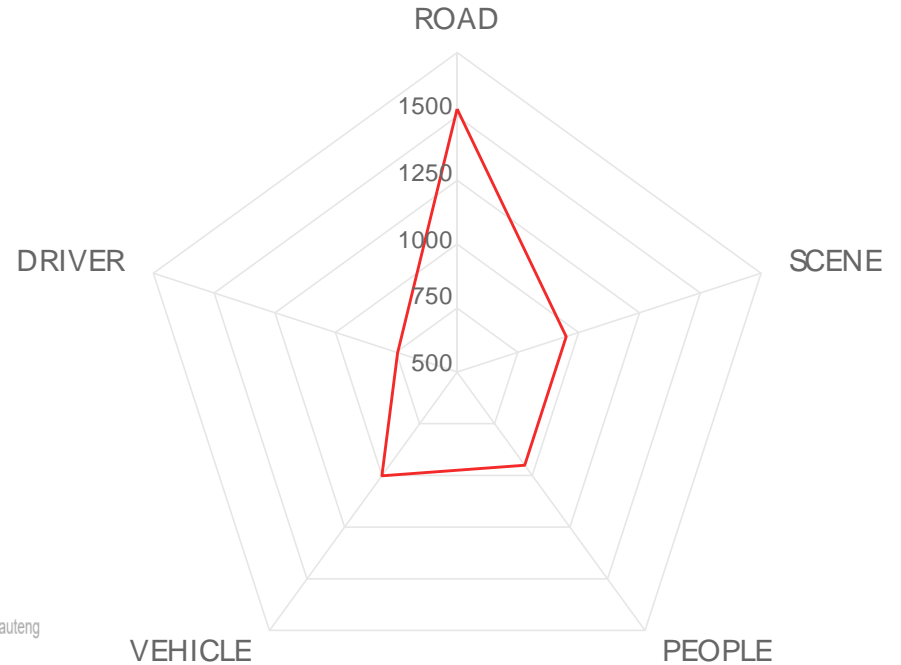
1 more article · Reach 2M Negative

Keywords: ArriveAlive, Arrive Alive

# KEY MESSAGES

## "Road" was Arrive Alive's most mentioned key message

Key Messages - Jan 1, 2018 - Dec 31, 2018



# TOP PUBLICATIONS

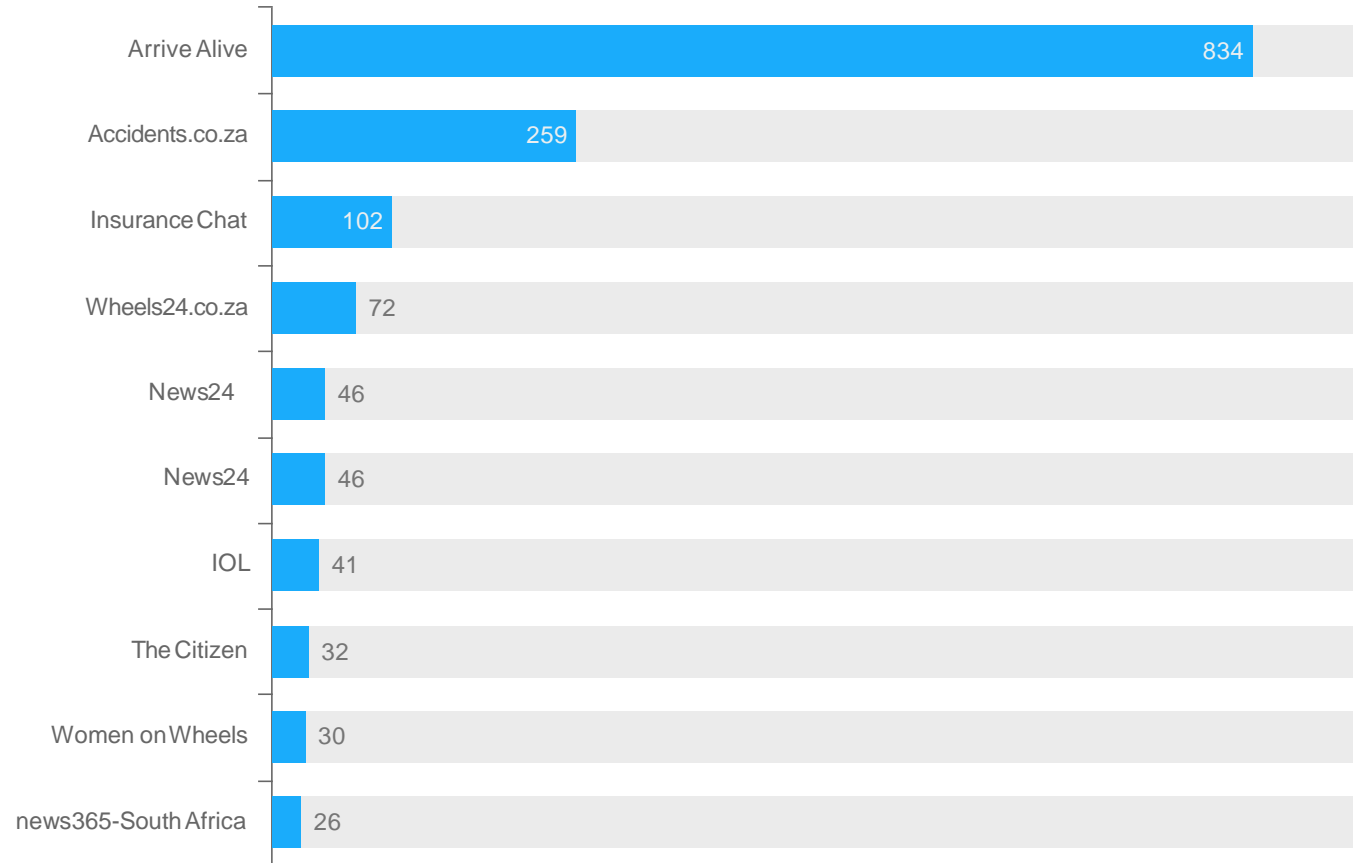
## HIGHLIGHTS FROM THE YEAR

- "Arrive Alive", "Accidents.co.za", and "InsuranceChat" accounted for 68% of the volume share among the 25 highest publications



## Arrive Alive mentioned Arrive Alive the most

Top Publications by Volume - Jan 1, 2018 - Dec 31, 2018



# TOP INFLUENCERS

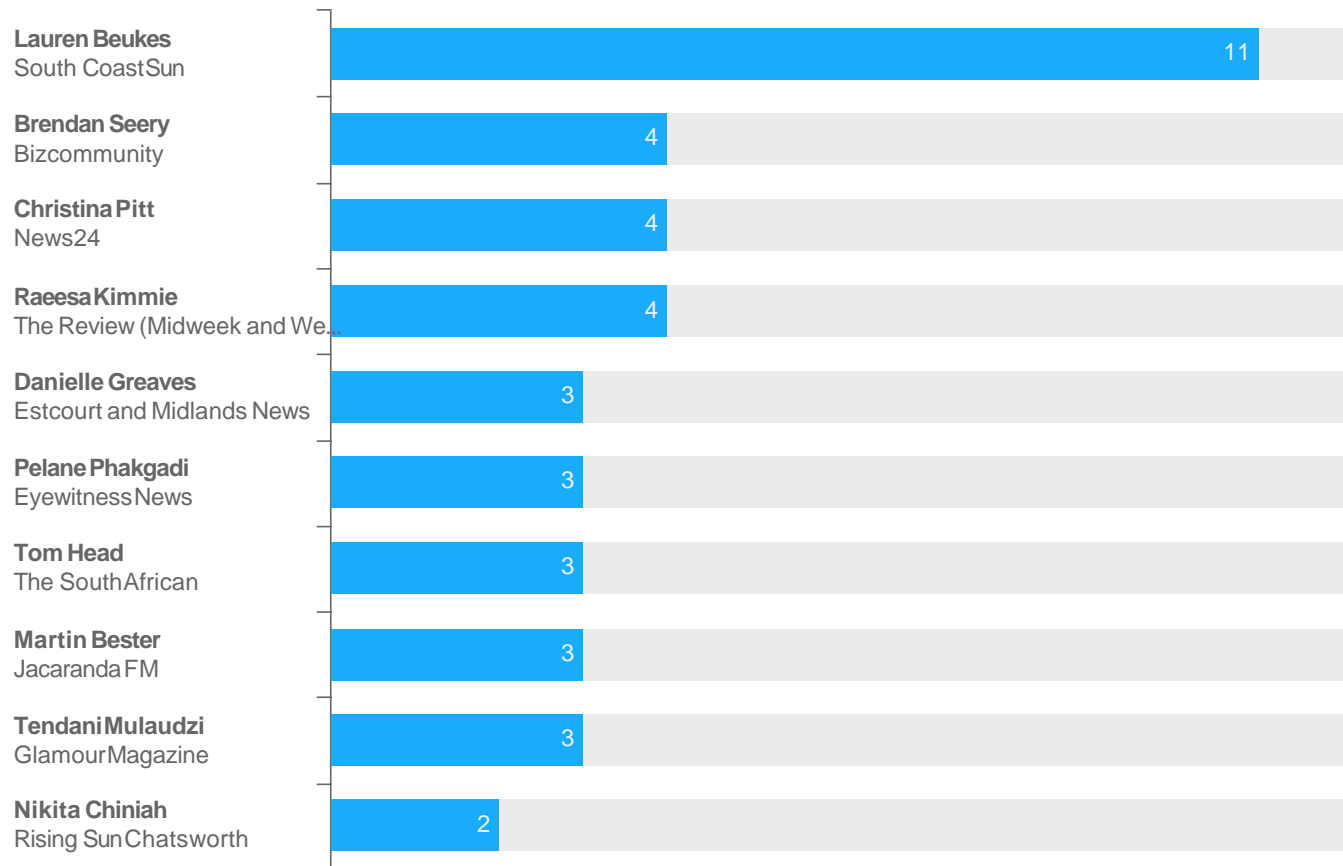
## HIGHLIGHTS FROM THE YEAR

- News24, Estcourt and Midlands News, and East Coast Radio had the most representation among the top 25 Influencers
- The 3 most popular beats among the Influencers are Festivals & Events, Local government, and Crime
- The top 3 Influencers accounted for 29% of the volume among the 25 highest Influencers



## Lauren Beukes was the top influencer

Top Editorial Influencers by Volume - Jan 1, 2018 - Dec 31, 2018



# SOCIAL MEDIA EXPOSURE

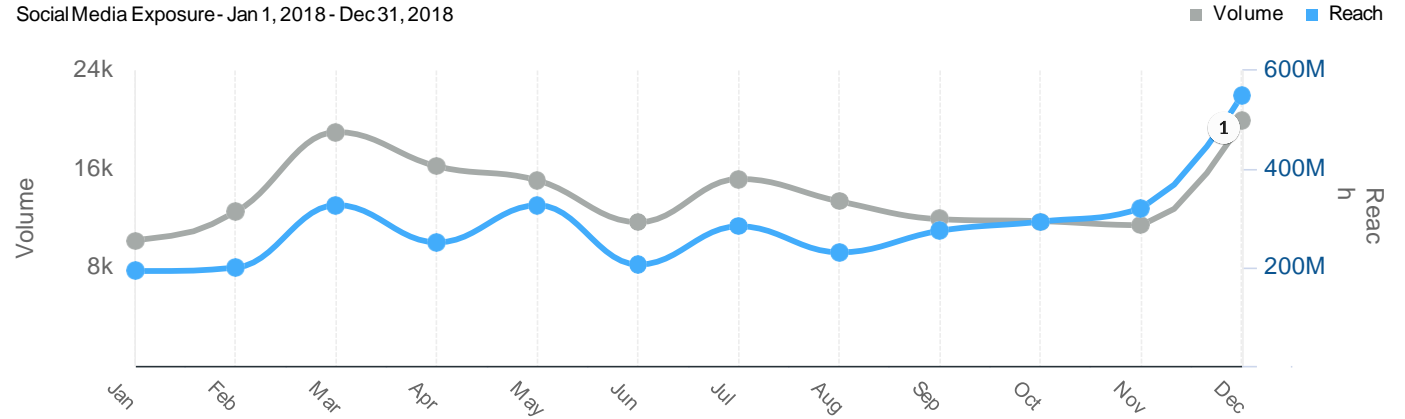
## HIGHLIGHTS FROM THE YEAR

- **1** Social volume peaked in December at 20k
- Twitter accounted for 85% of social volume, followed by Facebook with 10% share

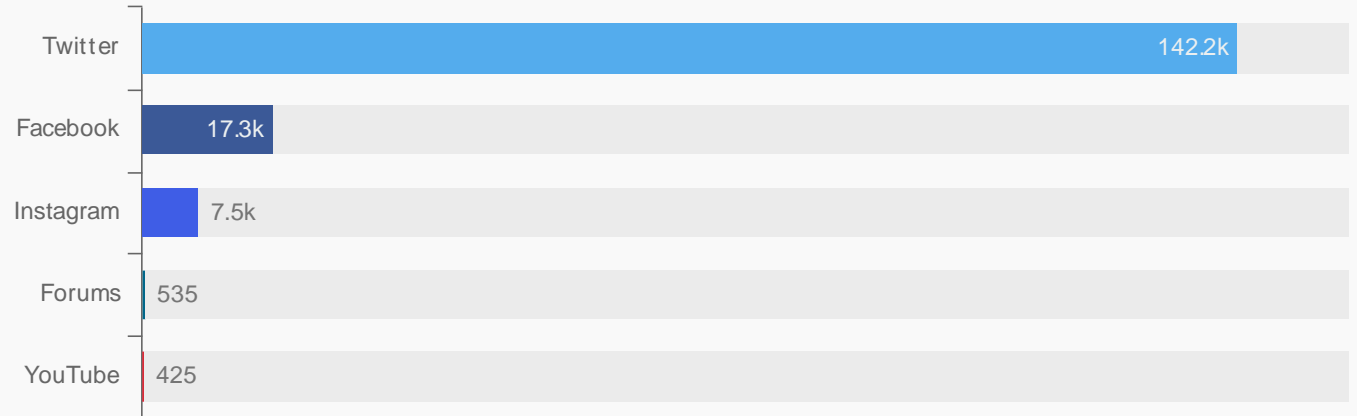


## Arrive Alive's social exposure increased 413%

Social Media Exposure - Jan 1, 2018 - Dec 31, 2018



## SOCIAL SOURCES





## Social Echo – Top Performing Articles

Jan 1, 2018 - Dec 31, 2018

The Citizen

📅 ZA | Nov 10, 2018 • 4:22 PM

### Road connecting Maputo and KwaZulu-Natal officially opened

The KZN department of transport says the road will boost trade and tourism between South Africa and Mozambique.

Mozambique,” the department said in a brief statement posted on the **Arrive Alive** website. For more news your way, download The Citizen’s

Social Echo  54  10.5k

Maroela Media

📅 ZA | Dec 18, 2018 • 4:33 PM

### Video: Busdrywer geskors oor video

Die busmaatskappy Intercapet het ’n bestuurder geskors nadat ’n video wyd op sosiale media gedeel is van waar hy op ’n spoorstroep by twee...

die polisie in Durban teen hom ingedien sal word, het die veldtog **Arrive Alive** op sy webwerf gesê. Die maatskappy se woordvoerder was nie

Social Echo  16  4.29k

Jan 1, 2018 - Dec 31, 2018

News24 • Jenna Etheridge

📅 ZA | Nov 20, 2018 • 11:41 AM

### Firefighters keep flames away from 90 000 litres of brandy at Paarl KWV distillery

Firefighters are battling a blaze at the KWV distillery in southern Paarl but have managed to contain the flames and keep them away from...

at KWV in Paarl #KWV #Fire pic.twitter.com/c9v0EYsvHK — **Arrive Alive** (@\_ArriveAlive)  
November 20, 2018 Just moments ago, a fire broke out

Social Echo  345  3.56k

Maroela Media

📅 ZA | Nov 11, 2018 • 6:42 AM

### Nuwe pad tussen Mosambiek en KZN geopen

Filipe Nyusi, Mosambiek se president, het Saterdag die amptelike opening van die nuwe pad tussen sy land se hoofstad, Maputo, en die...

net 90 minute. "Dis 'n reuseprestasie," sê die departement op **Arrive Alive** se webwerf. "Dit sal baie beteken vir die bevordering van handel

Social Echo  4  2.96k

# Social Media Exposure

## Top Performing Posts

Jan 1, 2018 - Dec 31, 2018



**f** Volkswagen May 17, 2018 · 6:52 pm



. 100 Years Of Mandela. Awareness: Crime Rate Substance abuse **Arrive Alive**  
HivAids Hooliganism We request sponsorship. Contact no:

Reach 33M  
Keywords: Arrive Alive

Negative



**f** Total Dec 19, 2018 · 5:30 pm



#WednesdayWisdom This holiday season, it's important to remember that if you drink,  
DO NOT drive, so you can **arrive alive!** #TOTAL

Reach 9M  
Keywords: arrive alive

Positive



**f** News24.com Mar 14, 2018 · 9:30 pm



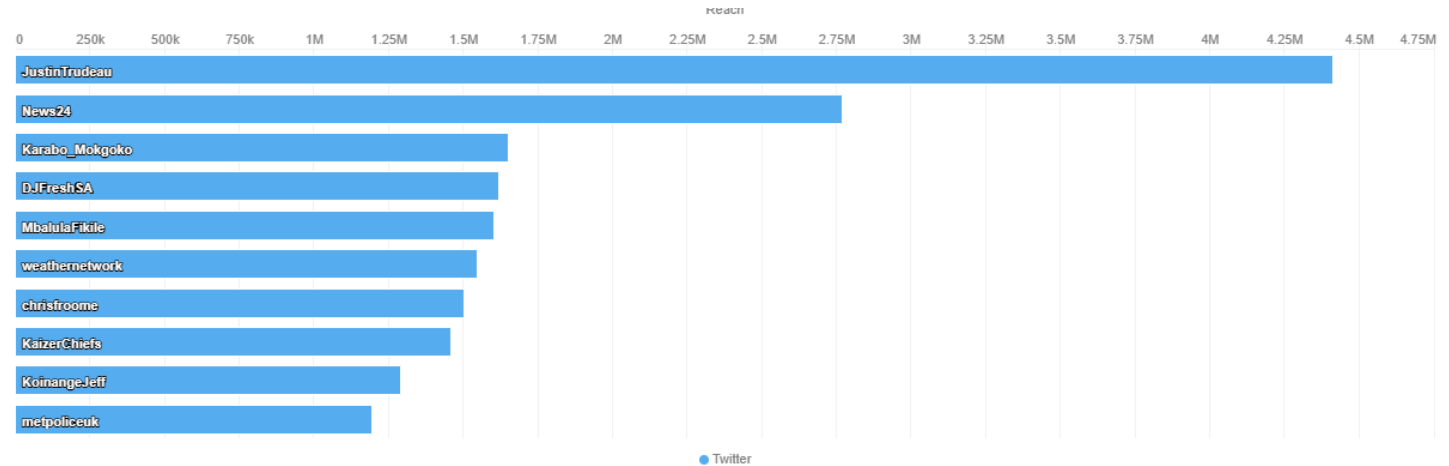
A video posted by **Arrive Alive** shows what could be a new road crime tactic - criminals  
reportedly set fire to a portion of the road, forcing

Reach 6M  
Keywords: Arrive Alive

Negative

## Top Posters by Reach

Jan 1, 2018 - Dec 31, 2018



### 1) [@JustinTrudeau](#)

Justin Trudeau @JustinTrudeau  
Dec 18, 2018 • 11:10 PM

can demand a breath sample from drivers they have lawfully stopped. Please prevent the preventable and **#ArriveAlive**.  
[t.co/4MAFTkWRfN](https://t.co/4MAFTkWRfN)

ArriveAlive

4.41M Reach Neutral

### 2) [@News24](#)

News24 @News24  
ZA | Sep 19, 2018 • 1:00 PM

legalised in SA, it's still 'illegal to smoke weed and drive on our roads' - **Arrive Alive** | @Wheels24 [t.co/MAaX3QWsAS](https://t.co/MAaX3QWsAS)  
[t.co](https://t.co/MAaX3QWsAS)

Arrive Alive

2.77M Reach 193 Engagement Negative



Thank you

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