



Overview: Politically Awah's Honest Sasol Corporate Video featuring Siv Ngesi

The Sasol video, released on November 8, 2024, reached over 12,000 views by March 2025, driven largely by YouTube’s algorithm and external sharing. It resonated strongly with young urban South Africans, predominantly men aged 25–34 in Cape Town and Johannesburg, who engaged deeply with its themes.

Viewer comments highlighted frustration with Sasol’s environmental record, financial underperformance, and reliance on fossil fuels, often expressed through sarcasm and scepticism.

The video’s timing amplified its impact, because it coincided with shareholder pushback, activist pressure, and media scrutiny of Sasol’s environmental practices and governance at its AGM.

Analytics confirm not only strong initial traction but also sustained engagement, showing the video played a key role in shaping critical public discourse around Sasol during this period.

Platform	Views	Comments	Notes
Youtube	12 356	50	
Facebook	20 500		One of highest performers on FB
Instagram	38 279		Main video - 20k Short - 15.4k Divest short - 2 879
Linked In	3 988	6	
X	4 700	6	

Insights related to the video published on November 8, 2024:

Demographics and Geographic Focus

The majority of viewers were male (82.3%), aged 25-34, located in urban centres like Cape Town and Johannesburg. This demographic aligns with Sasol’s target audience - urban South Africans who are stakeholders or affected by Sasol’s operations. The engagement from cities near Sasol’s facilities (e.g., Secunda) suggests local interest in the company’s environmental and social impact.

Commentary Themes

Viewer comments centred on concerns about Sasol’s environmental impact, poor air quality, and reliance on fossil fuels, alongside frustration over financial losses and governance issues. Many used humour and sarcasm to express scepticism, highlighting broader distrust of the company’s practices

and public messaging. These comments suggest that the video resonated strongly with viewers who are critical of Sasol's operations or interested in energy policy debates.

The video's impact was amplified by growing scrutiny of Sasol's environmental record, shareholder criticism of its vague climate plan, and ongoing activism around its reliance on fossil fuels and governance failures. Public sentiment echoed these concerns, with viewers voicing frustration over air quality, shareholder losses, and corporate accountability. Extensive media coverage further fueled interest, positioning the video as a catalyst in broader debates about Sasol's sustainability and transparency.

Conclusion

The video released on November 8, 2024 was strategically timed to coincide with growing public scrutiny of Sasol's environmental practices and governance challenges. It resonated strongly with viewers critical of the company's operations, aligning with broader stakeholder concerns expressed during Sasol's AGM and through media coverage. The combination of YouTube analytics data and external events underscores the video's role in shaping public discourse around Sasol during this period.

Youtube Analytics:

The video experienced an initial peak of 4791 views shortly after its release around the 9th of November 2024. The total number of views reached over 12,000 in the period November 8th, 2024 to March 29th, 2025.

The Sasol video gained strong initial traction through YouTube's algorithm, with browse features driving 3,813 views on the first day. Suggested videos also played a role, contributing nearly 400 views on launch, while direct or unknown traffic added another 729. External platforms amplified reach further, bringing in over 1,000 views during the period and more than 250 on day one, showing that the video was actively shared beyond YouTube. Search accounted for a smaller portion of traffic, but it grew steadily over time.

Between November 2024 and March 2025, browse features and external sources delivered the most impressions, with 117,918 and 80,072 respectively. Importantly, external sources generated the highest click-through rate at 7.7%, indicating that audiences who discovered the video outside YouTube were especially engaged. Together, this mix of algorithm-driven visibility and external sharing ensured both wide exposure and meaningful audience interaction.

Viewer Demographics:

The video's audience was predominantly male (82.3%), with women making up 17.7%. Most viewers were aged 25–34, followed by 35–44 and 18–24, with the 25–34 group accounting for 27.7% of total views. Despite the gender imbalance, both men and women showed similar engagement, averaging around 4 minutes and 40 seconds of watch time.

The city with the highest number of viewers was Cape Town, South Africa, followed by Johannesburg, Pretoria, and then Durban and Randburg. This aligns with Politically Aweth's target audience being mostly urban and English-speaking South Africans

The average view duration for the video was 4 minutes and 37 seconds (out of 10'40).

In summary, the YouTube analytics highlight the initial success of the video being promoted by YouTube, coupled with a sustained interest and sharing of the content on external platforms. The audience was predominantly male, concentrated in the 25-34 and 35-44 age groups, and primarily located in major urban centres in South Africa. The average watch time indicates that viewers were engaging with a significant portion of the video's content.

Youtube Comments

The image shows two screenshots of YouTube comments from the South African (ZA) region. The top screenshot displays four comments, and the bottom screenshot displays five comments, including a pinned one.

Top Screenshot Comments:

- @lesedidhlamini4893** 4 months ago: "why don't you cry me a river bro" (1 like)
- @kirstenventer6805** 1 month ago: "This video made me regret buying shares in Sasol .. I'm literally disgusted" (1 like)
- @Trouble-p3t** 4 months ago: "Sasol is a sunset industry. The current CEO and chairperson are not the right people to turn the company around. Unbundle Sasol, bring new partners in. Look at new opportunities, such as electric vehicles." (1 like)
- @rice_junior** 4 months ago: "My new favourite channel 🤪" (1 like)

Bottom Screenshot Comments:

- Pinned by Politically Aweh**: "Correction: We mistakenly labelled the former Sasol CEO David Constable as Fleetwood Grobler (who was Sasol CEO from November 2019 to March 2024). We always strive for 100% accuracy and thank our fans for providing us with this valuable feedback." (6 likes)
- @stikeMedia** 4 months ago: "With Sasol's AGM next week this is gonna have some PR company interns working overtime this weekend 😂" (29 likes)
- @marcusmoonstein242** 4 months ago: "We looked at Hitler and asked 'Vhat kan we learn from zis?' Comedy gold right there." (10 likes)
- @mangiemorgan2106** 4 months ago: "We need energy sovereignty guys. Energy per capita in South Africa is 95.511 million Btu/person. Netherlands is 186.89 million Btu. Per capita carbon is not accurate because methane measurement is severely understated. We have a concentration of carbon emitters in sasol and eskom. But its clear we use half the resources of the west. We don't have oil so coal to petrol is the only solution. Sasol is the largest company by revenue in South Africa, so of cause your pension is..." (7 likes)
- @mundusuys8739** 4 months ago: "I agree and I also think for a fair comparison between SASOL's CTL process and conventional oil, the entire chain from exploration, extraction, shipping, refining etc. should be taken into account. By this measure, SASOL's footprint is exaggerated relative to conventional oil. It's simply not as dirty as 'they' would have us believe." (1 like)

YouTube^{ZA}

Search



@kayplays6425


4 months ago

I think the worst thing about Sasol is that they do all of this while still losing money for their shareholders. Like honestly, who is benefitting from them?

8

Reply

1 reply



@ravenblack7052

4 months ago

BlackRock and Vanguard amongst the shareholders? 😞

Who's surprised?

Confession: Sadly, I couldn't keep from giggling throughout. I tried, I really tried to keep my professional face on, but failed miserably.


Show less

10

Reply

YouTube^{ZA}

Search




@dashbodycam7548

4 months ago

"showing our commitment to developing the local funeral industry." - Sasol 🇿🇦

16

Reply




@fredlenz4743

4 months ago

The ANC will back Sasol until the last piece of coal is mined.

4

Reply




@billylcla

4 months ago

I'm an Sasol investor and have lost a ton of money, but I must say, you did a great job with this video!

1

Reply




@eugenempatheni

4 months ago

"Donated these chemicals" 😂😂😂

8

Reply



@teekayzee123

4 months ago


As a Resident of Secunda 10km from SASOL I approve this message 🙏

Air quality over the past 4 years has gone down more times than my hun has gone down on me

8

Reply

1 reply



@braamvandyk7351

4 months ago

So, never?

1

Reply

Pinned by @PoliticallyAweh

Instagram:

Politically Awah

Here at Sasol,

politicallyawah and 2 others

Original audio

jamjam_the_comedian

Why don't you cry me a river bro @callum_hitchcock

19w 1 like Reply

View replies (1)

wooda_magoo

In where? 🍌🍌🍌

19w 3 likes Reply

nolo4u

Yo, and I come from Secunda ... 🍌! Still alive ... should I get a check up ?

19w 4 likes Reply

Hide replies

son_of_fundi

@nolo4u 🍌🍌 eish, i did primary there..im stressed 🍌

19w 1 like Reply

itsmphozar

🍌🍌🍌🍌🍌🍌🍌 I love this delivery 🍌🍌

19w 3 likes Reply

View replies (1)

_itsrubyamon

The smile 🍌🍌

19w Reply

Liked by wwfsouthafrica and 336 others

November 14, 2024

Add a comment...

Post

Daylin Paul

Politically Awah

our pollution killed at least 34 people,

politicallyawah and 2 others

Original audio

_itsrubyamon

The smile 🍌🍌

19w Reply

yasmin_rehder998

Nailed it 🍌🍌

19w 1 like Reply

chefericroberts

Love this 🍌🍌

19w 1 like Reply

moniquehellenberg

🍌🍌🍌

19w 1 like Reply

jessleighstan

🍌🍌🍌🍌

19w 2 likes Reply

cazinct

Haha! At first I was like 'huh'?! 🍌

19w 2 likes Reply

shirnamemillan

🍌🍌🍌🍌🍌🍌

19w 1 like Reply

Liked by wwfsouthafrica and 336 others

November 14, 2024

Add a comment...

Post