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# 2020

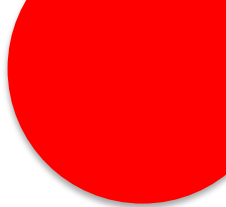
To our invaluable members,

Thank you for your partnership to empower the media and marketing industry to thrive in a digital economy. 2020 proved both challenging and disruptive, both professionally and personally - carving new paths, new ways of working in some cases – brave and necessary new opportunities for all of us to work better together. And as digital traversed and exponentially expanded these opportunities - with a decade's worth of innovation happening in just a few short months and an increasing reliance on digital media, both for the industry and consumers, we continue to build on our valuable efforts in 2020 for a stronger 2021 and deliver smart, actionable and motivating insights to help you make better digital decisions and drive business growth through 2021 and beyond.

The results achieved in 2020 were possible through the work, time and money invested by you our members, including the 100+ industry leaders and future-leaders, who volunteer their time to make their expertise accessible through the projects achieved in our committees and councils; and their insights and articles shared online; at events and on our audio platforms. The impact and resulting education on the importance of digital marketing within interactive advertising communities and the wider business community is what fuels us at the IAB SA.

Thank you to our council and committee leaders and members who make this possible: **Robyn Campbell, Ashish Williams, Luzuko Tena, Claudelle Naidoo, Avani Singh, Daniel Courtenay, Yaron Assabi, Clare Trafankowska, Jessica Van der Westhuyzen, Veli Ngubane, Imraan Rajab, Stephane Rogovsky, Matt Arnold, Joey Khuvutlu, Julian Jordaan, Ryan Smit, Chris Louw, Riaan Wolmarans; Brendan Zietsman, Portia Sylvester, Nicky Pillay, Anneen Dedekind, Kim Gartland, Verushen Reddy, Rene Fowler, Ariel Sumeruk, Johan Walters, Charmaine Kruger, Amith Singh, TinaShe Makwande, Michael Walker, Melinda Naicker, Nina Amri, Zodwa Kumalo-Valentine, Gavin Kennedy, Megan Perks, Emma Odendaal, Bronwen Bowley, Zodwa Gunuza, Thabo Ramushu, Christine Wienekus, Michal Turner, Christine Wienekus, Paballo Rampa, Nicole Capper, Gillian Attwood, Danilo Acquisto, Brian Muguto, Siya Metane, Pierre Cassuto, Shaun Chettiar, Greg Mason, Richard Cheary, Lauren Denton, Susie White, Craig Nicholson, Juanita van Rensburg, Kristin Louw, Busi Mabuza, Roxanne Marthinussen, Jerusha Raath, Niahm NicLiam, Camilla Clerke, Nkanyezi Masango, Lebo Masilela, Lindy Rudman, Ricky Hendricks, Audrey Naidoo, Bruno Bernard, Mark Botha, Michal Allen, Francois Retief, Nicholas Hamman, Chantalle Herbst, Alex Krause, Natalie Pool, Anelde Greeff, Helena Gavera, Gareth Lloyd, Karin Du Chenne, Byron John, Francois Van Dyk, Greg Mason, Martin Urry, Pete Langschmidt, Will Fismer, Kristin Louw, Alan Hammond, Chris Borain, Daniel Courtney, Susie White, Adrian Ephraim, Charlene Beukes, Marc Hershowitz, Marianne Erasmus, Julia Harris, Andrew Allison, Storm Sinnema, Mongezi Mtati, Nicole Adolph, Lesego Thomas, Nosipho Maseko, Tshegofatso Phetlhe, Ruddy Gatere, Amy Hurle-Hill, Gregory Booyesen, Melissa Kariuki, Terrique Alie, Maxinne Mboweni, May Lalloo, Patrick Mahlangu, Kerri Prissman, Candice Goodman, Steven Fine, Lisa Schneider, Meg Hollis, Motshidisi Mokoena.**

**And to our Executive board: IAB SA Chair, Haydn Townsend – Managing Director of Accenture Interactive; IAB SA Vice-Chair, Claire Cobbledick – GM and Director Gumtree South Africa; IAB SA Treasurer, Chris**



**Borain – AME; Alistair Mokoena – CEO Google South Africa; Dr Oupa Monamodi – WPP Chair of Transformation; Marc du Plessis – Group Executive Digital Investments CTP Limited; Avani Singh – Director and Co-Founder ALT Advisory; Fahmeeda Cassim-Surtee – CEO DSTV Media Sales; and Charlene Beukes – GM 24.com.**

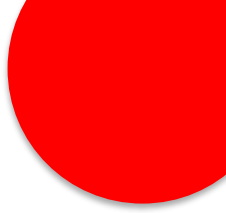
A year in review:

2020 saw an 8% growth in new membership subscriptions with 150 member companies across agencies, publishers, brands, specialists, platforms and education companies and 126 volunteers across 15 Council and Committee working groups with over 2 400 hours of Council and Committee meetings and 6 000 hours of Council and Committee project work also producing 15 research reports and insight papers and 5 regulation projects, including reverts and submissions on POPIA and The Film and Publications Board update; 35 Podcasts and Webinars hosted by the IAB SA with 3 250 registrations and 1850 attendees of the IAB #InsightsinAction webinar series; over 535 people watching the webinar recordings on IAB SA Youtube Channel; over 1 250 registrations, 750 attendees and 40 IAB member speakers in the IAB #InsightsinAction series and over 1 000 industry members attending the 12th Annual 2020 Bookmark Awards, with the awards including 750 entries, 100 judges, 2400 hours of judging. All with the aim to empower you to make digital marketing decisions with smart, actionable and motivating insights.

The progressions and shifts achieved in 2020 required laser focus on our strategic remit and ability. Like most, it was necessary to re-invent our business to drive significantly greater reach, attendance, participation and frequency to support our industry across the changing times. We are immensely grateful for the very healthy peer-to-peer council and committee activities, with a relentless thought leadership agenda, including collaboration with IAB global to leverage their “pulse studies” to understand trends in the impact of Covid on ad spend, and understanding the value of news to brands. 2020 also demanded a key focus on regulation regarding POPIA and the Film & Publication board amends as examples. Swift, strict and conservative management of operational and staff costs enabled us to re-balance financially from the beginning of the year to show a modest loss for 2020 and with no impact to projects outlined in our 2020 planning.

As the world shifted gear, both global and local IAB Forums, Councils and Committees immediately moved to online video conference platforms with little to no disruption to our project work or delivery - including the IAB SA Trusted Brand Round Table sessions lead by IAB SA Brand Council Lead Jessica Van Der Westhuyzen, Head of Digital and Performance at OneDayOnly, increasing frequency to weekly at the height of the crisis. And by reducing operational spend, we kept our project budget in tact to deliver both the IAB SA / PwC Online Adspend report in April 2020 and the IAB SA POPIA Training Manual in Q4 2020. We increased our newsletters from monthly to weekly to ensure necessary information was more frequent to support the industry over this time, as well as offering IAB SA members increased marketing support with both free and paid opportunities to partner and create awareness of products, services and skills, including the launch of the IAB South Africa extension of IAB Good Works to amplify the Good work for Good that our members were doing to assist South Africa during lock down and beyond.

A highlight demonstrating the strength and agility of our partnerships kicked off on Friday the 13<sup>th</sup> of March, with 5 days until the 12<sup>th</sup> Annual IAB SA Bookmark Awards event in Johannesburg, where we moved the awards online and free to the industry and for all to attend, while launching the #FrontRow Initiative, which aims to increase inclusivity by providing qualified young black creatives with free access to IAB events and workshops, as well as some of the country’s leading marketing and digital media minds. A huge thank you to the Bookmarks Committee, led by Matt Arnold, Chief Connections Officer at VMLY&R, our Jury President Andrea Quaye, our partners and DSTV Media Sales as our sponsor for making it this possible.



From there we moved all our events online, including 9 episodes of the IAB Insight Series – showcasing insights from the IAB SA / PwC Online Adspend Report, the IAB SA Annual Digital Landscape Survey the IAB Tech Lab Ad Experiences and Measurement Virtual Forum and more – thank you to Everlytic, Getsmarter – a 2U Inc. brand, and Bizcommunity for their event partnership and congratulations to IAB SA Youth Council member and Art Director at M&C Saatchi – Tshegofatso Phetlhe for taking over the role as host of the Insights series events.

We also launched the IAB SA / Kantar #InsightsinAction webinar series, including 14 weekly episodes to get a pulse on how the pandemic has impacted advertising spend, marketing strategies and business operations across our industry and to better understand the innovations, best practices and alternative measures coming into view to help us all minimise the risk to our businesses. We also recorded and uploaded all our events to our IAB portals and channels for future use and to give wider access to these insights to help you make better digital marketing decisions.

Under the leadership of Clare Trafankowska, MD at iProspect and IAB SA Measurement Council lead – along with the IAB SA Education Council, the IAB SA Agency Council and special project leadership from Megan Hollis, V&A Waterfront Digital Marketing Manager – Project IAB SA Open Source will be launched in November. IAB Open Source aims to create value and access to support businesses grow and optimise their digital marketing footprint with materials, tool kits and learning opportunities provided online by IAB and its member companies.

This, alongside the annual IAB SA Digital Skills Gap Survey, in partnership with the Red & Yellow School Creative School of Business, will form integral assets to empower the digital media and marketing industry to bridge gaps in our interactive marketing abilities. Thank you to Joey Khuvutlu, MD of HelloComputer and IAB SA Education Council lead and Steven Fine, Red & Yellow Business Relationship Manager for making the survey and 2021 report possible.

2020 was also emboldened and made much richer through progressive focus on diversity and inclusion, both in the foundation of our IAB SA Youth Action Council, conceptualised and led by Luzuko Tena, Paid Social Executive at GetSmarter, a 2U Inc. brand and the #FrontRow initiative conceptualised and led by Veli Ngubane, CCO of Avatar and IAB SA Transformation council lead, as well as by increased awareness and delivery on our own transformation objectives through diversity and inclusion at our Bookmark awards, with over 50% of the Jury Chairs and Jury panels being female industry leaders and with an increase in racial diversity on our IAB SA Executive board and our councils and committees by 20%, again with 50% female representation across these platforms. Other key partnerships and projects included: endorsement of the SheSays CT Industry Gender Survey; the IAB SA / Kantar #InsightsinAction series episodes highlighting and progressing our understanding on important challenges in our industry including: *Changing the Advertising Narrative for Good* with Unilever and The Unstereotype Alliance; *What Women Want* with Kantar and The Foschini Group; *Energy, Empathy and Endurance – managing your stress in the industry* with Kantar; *How Gen Z is Shaping the new Continent* with Kantar and IAB Youth Council. In Women's Month, we were also proud to host the Google #IamRemarkable workshop with Clare Trafankowska and IAB female leaders across Front Row, Youth Action Council, the MANCO. And participating in key industry transformation and inclusion programmes and initiatives, including but not limited to the South African MAC Charter council nominations, #ACAcare Video interview Series, #Let'sTalkDigital Podcast series, [SheSays Cape Town Allyship panel and webinar](#), Future Females event series, thought leadership articles and more.



Here are some of the key projects and initiatives delivered in 2020 and underway for 2021:

<a href="#">IAB South Africa /PwC Online Adspend report 2017, 2018, 2019</a>	April 2020
<a href="#">IAB South Africa Annual Digital Landscape Report</a>	April 2020
<a href="#">IAB South Africa 12<sup>th</sup> Annual Bookmark Awards</a>	March 2020
<a href="#">IAB SA endorses the Red &amp; Yellow Digital Agency Showcase</a>	April 2020
<a href="#">IAB South Africa endorses the IMC conference</a>	Ongoing: 29 July 2021
<a href="#">IAB South Africa Good Works Programme</a>	Ongoing
<a href="#">IAB on Why Advertising in the news is good for brands</a>	
IAB South Africa POPIA Training Manual	End November 2020
IAB South Africa POPIA partner workshops	Ongoing
IAB South Africa member marketing support programme	Ongoing
<a href="#">IAB South Africa / Narratiive monthly reports</a>	Monthly
<a href="#">IAB South Africa Digital Influencer Marketing definitions</a>	End November 2020
<a href="#">IAB South Africa Digital Skills Gap Survey</a>	Report end Jan 2021
IAB South Africa Open Source	MVP 1 December 2020
<a href="#">IAB South Africa inaugural Youth Action Council</a> - launch	
<a href="#">IAB South Africa Y-Council Townhall</a>	20 November 2020
<a href="#">IAB South Africa #FrontRow platform</a>	
<a href="#">IAB SA Knowledge Centre</a>	
<a href="#">IAB South Africa Insights Series Episodes 13 – 22</a>	Monthly
<a href="#">IAB South Africa #InsightsinAction with Kantar Episodes 1 – 14</a>	
IAB South Africa Benchmarking Digital Excellence Podcast Series	
<a href="#">IAB South Africa and Let's Talk Digital: Partnering with Publishers to Unlock Value</a>	
<a href="#">IAB South Africa #ACACares: Pivoting to Digital – audiences, privacy and access</a>	
<a href="#">IAB South Africa Future of Measurement Committee – launch</a>	August 2020
IAB South Africa Digital Marketing Measurement survey	1 December 2020
IAB South Africa measurement currency partner tender	Q2 2021
IAB Tech Lab: Project Rearc working group (digital ID)	
<a href="#">IAB South Africa Digital Content Marketing Committee launch</a>	
<a href="#">IAB South Africa Ad Experiences and Measurement with IAB Tech Lab Virtual Forum</a>	
<a href="#">IAB South Africa endorses the SheSays CT Industry Gender Diversity Survey for Marketing and Advertising</a>	
<a href="#">IAB South Africa Thought Leadership Network</a>	
IAB South Africa Trusted Brand Round Tables	Ongoing
IAB SA MAC Charter Council nominations	Q4 2020
IAB South Africa 13 <sup>th</sup> Annual Bookmark Awards	29 July 2021
IAB South Africa revert and workshop on the Film & Publications Board update	
IAB South Africa Work that Works Pitch Tool Kit	Q1 2021
IAB South Africa Publisher Revenue Optimisation White Paper	Q1 2021
IAB South Africa Transparency and Consent Framework	Q2 2021
IAB South Africa integration with Project Fusion in partnership with the PRC	Q2 2021
IAB South Africa Digital Audio Toolkit	Q1 2021

IAB South Africa quarterly consumer research reports  
IAB South Africa Online learning certification

2021 >  
Q2 2021

**Thank you for joining forces with Team IAB South Africa to enable the industry to make better digital decisions in media and marketing and to thrive.** For more information please visit our website: [www.iabsa.net](http://www.iabsa.net), [subscribe to our newsletter](#) and [share your thoughts with us](#) – your ideas and work invested in the industry drives us all forwards.

**With much gratitude and energy for 2021,**



**#PositiveForwardMomentum**  
**Paula Hulley**  
**IAB South Africa CEO**

*About the IAB SA:*

*The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 150 leading media companies, brands, and the technology firms responsible for enabling excellence in digital marketing focusing on identifying and targeting audiences, delivering and optimising campaigns to these audiences and the innovation and selling of such activities. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers. and the wider business community on the importance of digital marketing.*