

YOUR WEEKLY UPDATE WITH IAB SOUTH AFRICA: 14 MAY 2021



BECOME AN IAB SOUTH AFRICA MEMBER IN MAY

Gain access to IAB SA member only assets and benefits

Join the IAB SA in May 2021 to gain access to IAB SA member benefits and assets, which include *The IAB SA / PwC Online Adspend Report*; *The IAB SA / Narrative Annual Digital Landscape Report*; and the *The IAB SA Consumer Research Report on Digital News behaviour*. And with the 13th Annual Bookmark Award entries still open until 17 May - kickstarting your IAB SA membership in May will enable valuable entry fee discounts too. Becoming a member in May 2021 will also give you access to the recently released *IAB SA Practical Guide to Data Protection for the Digital Advertising Industry in South Africa*; *IAB Global 2020 Ad Spend Report*, *IAB SA Insights Episode 25 recording* and more. Email Debbie@iabsa.net for more information.

**VIEW IAB SA MEMBER BENEFITS
AND FEES HERE**



IAB Y-COUNCIL x FUTURE MASTERS TOWNHALL

Join in on 15 June at 11am to discuss mentorship in the industry

The IAB South Africa's Youth Action Council is calling on all interested parties in the digital media and marketing space to attend its Future Masters town hall on 15 June via Zoom

and also for participation in their Mentor Month initiative throughout the month of June. For the first town hall of 2021, the focus will be mentorship in the industry, the importance of it and also what it really is. This event presents a wonderful opportunity for young people in the industry to come together, take centre stage and discuss issues and topics relevant to them.

[READ MORE ON BIZCOM HERE](#)

[REGISTER TODAY](#)

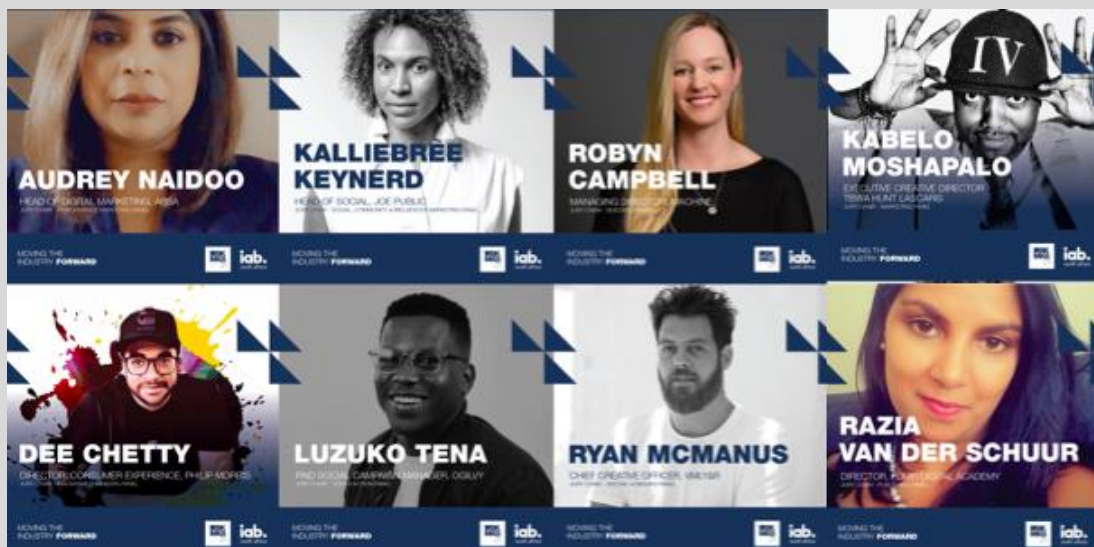


FUTURE MASTERS MENTOR MONTH

Sign up by 28 May 2021

Are you new to the Media & Marketing industry? Connect with a mentor and chat to top young marketers in the industry to start your career with an edge. The sessions are one-on-one and free throughout the month of June 2021. So, complete this form with as much detail as possible by 28 May 2021 to help us to put you in touch with the right person for you.

[READ MORE AND SIGN UP HERE](#)



THE STATE OF DIGITAL Q&A WITH #BOOKMARKS2021 JURY CHAIRS

#Bookmarks2021 is moving the industry forward, how does digital move business forward? In the run up to the 13th annual Bookmarks Awards "Moving the Industry Forward", our eight jury chairs have shared their insights into the state of digital today.

Nominated by their peers, they are some of the industry's brightest minds whose expertise plays a pivotal role in advancing South Africa's digital marketing industry. The task that lies before them is no small feat: together, under the guidance of the inimitable Andrea Quaye, Senior Director, Global Category Lead: Coffee, Coca-Cola, they will select the best South African digital marketing across a range of categories; winning work will then become the benchmark for excellence in digital. This year's categories include: Platforms, Communities, Channels, Emerging Digital Technologies, Publishing, Campaign, Craft and Special Honours.

[READ MORE ON BIZCOM HERE](#)

2021 BOOKMARK AWARDS:

Entries close Monday 17 May 2021

The 2021 Bookmark Awards, powered by DSTV Media Sales and brought to you by 24.com, Everlytic, Bizcommunity, Joe Public, ABSA and iProspect, has always celebrated innovation, creativity and effectiveness and is the unrivalled benchmark of local digital advertising excellence. **A reminder that entries are still open until midnight on Monday 17 May 2021.**

ENTER THE BOOKMARKS TODAY



Remember, IAB SA members receive an additional discount on all entries and pay R0,00 for the Special Honours Category. This means, as an IAB SA member you can enter the 2021 Bookmark Special Honours categories for FREE to show case one (or more!) of your team who have excelled in one of the following categories:

- Best Digital Student
- Best Digital Youngster
- Best Marketer
- Best CTO
- Best Online Journalist
- Best Individual Contribution to Digital Marketing

And for your company:

- Best Contribution to Transformation in the Digital Industry
- Pixel for Purpose
- Best Direct Brand or Online Business

iab.
south africa

INSIGHT EVENT SERIES

20 MAY '21
11AM - 12PM
WEBINAR

**DIGITAL PAID MEDIA
SEARCH, DISPLAY,
SOCIAL**

jellyfish DSTV Media Sales NARRATIIVE Gumtree BIZCOMMUNITY everlytic

IAB SA INSIGHT SERIES: DIGITAL PAID MEDIA

This Thursday 20 May 2021: 11am - 12:30

Episode 26 addresses the opportunity to achieve your business objectives through paid

digital media. We kick off with your #IABinsights host Tshegofatso Phetlhe: Creative Director | VMLY&R and IAB SA Y-Council member and our key note speaker, Marius Swanepoel: Media Strategy Director | Jellyfish who speaks to Platform Thinking in the New Normal. Claudelle Naidoo: MD | Mediacom & Elenor Jansen: Director | PwC SA talk us through top line insights from the IAB SA / PwC Online Adspend Report and Khanyisa Melwa | Narratiive South Africa talks us through top line insights from the IAB SA / Narratiive Digital Landscape Report; with Mark Prior: Digital & VOD Ad Delivery and Strategy | DStv Media Sales ending the speaker set with insights on Buying Smarter: Smart TV, Smart Audiences, Smart Buying. Thank you to our sponsor Jellyfish and to our event partners DSTV Media Sales, Gumtree, Narratiive, Everlytic and Bizcommunity.

[REGISTER FOR EPISODE 26 HERE](#)



DIGITAL TRANSFORMATION: ARE YOU READY?

[IAB SA member article](#)

In marketing, true digital transformation is an ongoing narrative involving a mindset shift in attitudes and capabilities. On a daily basis, we might encounter algorithm updates, data privacy legislation and new tools and technology, as well as fierce competition and changing customer expectations. At Jellyfish, we believe true readiness must manifest on four key fronts; data, people, technology and creativity. Read more about how you can get ready for digital transformation.

[READ MORE ON JELLYFISH.COM](#)



IAB INSIGHT SERIES 2021 - YOUR FIRST 3 EPISODES

[Coffee & Catch up on the IAB SA Member Portal](#)

Did you miss the first 3 Episodes of the 2021 IAB Insight Series? IAB members can access the webinar video recordings on the IAB SA member portal. Catch up on Episode 23: The

Digital Customer Experience; Episode 24: The Use of Data in Digital Marketing and Episode 25: Unlocking the Digital Publisher Experience.

[ACCESS THE IAB SA MEMBER PORTAL HERE](#)



IAB INSIGHT SERIES 2021 - YOUR NEXT 3 EPISODES

#IABinsights 2021 live episodes are available to the full industry

Are you keen to hear more about Good Work - Works; Integrating Offline and Online Marketing and Digital Audio Marketing? Register now to book your virtual seat to attend one or all three of the upcoming webinars. While the 2021 IAB Insights webinar recordings are available for IAB SA members only, the live webinars are open to the full industry to attend. The 2021 IAB Insight Series is also approved for 2 CPD points at CMSA level under Marketing, by the Marketing Association of South Africa. Thank you to our IAB Insights partners for one of more of these episodes: Gumtree, Incubeta, Everlytic and Bizcommunity.

[REGISTER FOR EPISODE 27](#)

[REGISTER FOR EPISODE 28](#)

[REGISTER FOR EPISODE 29](#)



LEVERAGING DATA TO COMPETE IN THE TRUST & ATTENTION ECONOMY

IAB SA member news

Leveraging your data is not a tech problem, it's about your internal coordination, team, and resources. Learn how to compete in the trust and attention economy with a budget-friendly data and automation strategy.

[READ MORE ON EVERLYTIC.CO.ZA](#)



A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa 2021



What can the iab do for you?

Prepared by the IAB South Africa



IAB SA Practical Guide to Data Protection for the Digital Advertising Industry

Access for IAB SA members on the IAB SA member portal from today

The IAB South Africa is pleased to launch *A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa*. This resource is intended to assist our members, to ensure legal compliance with relevant data protection frameworks, to safeguard the rights of data subjects, and to enable organisations to continue to process information in a reasonable and responsible manner. IAB members can download the full guide in the IAB Member Assets portal. Email Paula@iabsa.net to access your member code.

ACCESS THE IAB SA MEMBER PORTAL HERE



WEB RANGERS SA 2021 WITH MEDIA MONITORING AFRICA

MMA, Facebook, Google SA, Film and Publication Board (FPB), MTN, DTSA and Diana Schwarz Attorneys are inviting all SA learners between the ages of 12-17 years to be part of the 2020 Web Rangers Programme. Web Rangers is an international digital literacy programme designed to empower young people to become digital citizens who know how to use the internet responsibly and encourage their peers to do the same!

If you work with children or know a young person who is passionate about using the internet for good, and would like to join hundreds of Web Rangers across the world who have learnt to use the internet and social media to make their country a better place.

REGISTER HERE



INSIGHT EVENT SERIES

23 JUNE '21
11AM - 12PM
WEBINAR

PIXEL FOR PURPOSE IAB GOOD WORKS

IAB INSIGHT SERIES: IAB GOOD WORKS

Episode 27: 23 June 2021 11am – 12 noon

Good Work is worth sharing and we would like to share the good work our IAB Members are doing. In Episode 27, we amplify projects with purpose, conscious leadership and authentic brands who solve big (and small) challenges in our communities and beyond. This episode aligns with our IAB SA Bookmarks Pixel for Purpose, as well as IAB Good Works platform. Please email Paula@iabsa.net for sponsorship opportunities.

[REGISTER FOR EPISODE 27 HERE](#)

About the IAB South Africa:

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

For more information on IAB SA member benefits, [click here](#).

To subscribe to our IAB SA newsletters and mailers click [here](#).

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