

## IAB SmartBrief



### BRANDS DELVE INTO VIRTUAL OOH TO ENGAGE WITH CONSUMERS

#### Smartbrief: Mobile focus

Adtech firms are building stacks for targeted virtual billboard, mural, storefront and bus stop signage ads that can be bought to help brands reach the world's 3 billion gamers. Adverty's Alex Ginn says a dearth of data is still preventing a "seamless world between brands and people," while Samuel Huber, founder of Admix, which has attracted roughly 300 brands and follows IAB formats, imagines a "business model for 3D worlds" to open up even more ad opportunities. Read the full story: [The Drum](#) (free registration)

[READ MORE HERE](#)

#### Tractor Outdoor Future of OOH Webinar

Join IAB SA member Tractor Outdoor for an exclusive virtual webinar on the "Future of OOH" on 10 June 2021 where we will be focusing on the complexity, relevance, and capability of technology in DOOH in partnership with Hivestack, Broadsign, Voodoooh and Admobilizer. [Register here](#) today.

**tractor**

## IAB SMARTBRIEF: SNAPSHOTS

### TWITTER ON E-COMMERCE AMBITIONS

Twitter Chief Financial Officer Ned Segal says e-commerce poses "great opportunities" for the company to connect brands with customers who learn about products on the platform. Segal says Twitter plans to build out direct response advertising products and serve as a go-between with brands and consumers, not as a competitor.

[Full Story: CNBC](#)

### WHAT ENGAGEMENT DRIVES LINKEDIN

This infographic from Social Insider features key LinkedIn insights and content benchmarks from an analysis of 39,465 brand posts on the platform. Insights include that median likes are boosted by visual content and videos increase the likelihood of comments and engagement for large and medium-sized accounts.

[Full Story: MarketingProfs](#)

### ESTEE LAUDER - AUGMENTED REALITY

Estee Lauder is bolstering its augmented reality efforts with planned Snapchat activations for MAC, Too Faced, Bobbi Brown and Smashbox, and is also integrating try-on and checkout components to boost sales, said Estee Lauder's Salima Popatia. Consumers have used MAC's try-on tool 6.2 million times during the past year, with users having a higher conversion rate than other site visitors, Popatia says. Full Story: [Glossy](#)

### FACEBOOK, INSTAGRAM CHANGE "LIKE" CONTROLS:

Instagram and Facebook are beginning to give users worldwide the option to conceal like and view counts on posts they make and let them opt not to see those metrics on content from accounts they follow. Adam Mosseri, head of Instagram, said he didn't think the move will affect user engagement. [Full Story: The Wall Street Journal](#)



### WATCH NOW: THE DIGITAL CUSTOMER EXPERIENCE

#### IAB SA Insight Series Episode 23

In this episode we speak to the digital customer experience with your host Paula Hulley, IAB South Africa CEO - and our speakers: Haydn Townsend, MD Accenture Interactive and IAB Chair; Imraan Rajab, COO Mediacom and IAB Future of Measurement Committee; and Joey Khuvutlu, MD HelloComputer and IAB Education Council Lead to unpack the opportunity across the digital customer universe. This episode is relevant to agencies, publishers, and marketers in terms of unlocking insights across approach, software, measurement and all the relevant digital skills required to succeed.



## WORKSHOP

Digital Content Marketing  
Draft definition

### DEFINING DIGITAL CONTENT MARKETING

#### **IAB SA Digital Content Marketing Committee: Request for Input**

The IAB SA Digital Content Marketing Committee is working to recognise content marketing as a niche discipline and to recommend guidelines in South Africa that are relevant to agencies, brands and publishers. In its first project, the Committee has put together a set of definitions and has now received the industry's feedback. The feedback will be reviewed at an online workshop on 2 June from 12 noon - 1pm.

Please register [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](#)

## CTV & VIDEO ADVERTISING: GROWING WITH STANDARDS

### IAB Tech Lab Event: Special discount codes for IAB SA members

The growth of video streaming brings great opportunities for both advertisers and viewers! Yet, it is important to ensure brand safe and viewable ads on connected TV (CTV). Join IAB Tech Lab on Wednesday, June 9 at 12PM ET / 9AM PT for a virtual event on CTV and Video Advertising: Growing with Standards, where we will cover privacy, brand safety, ad fraud, delivery & sales, measurement, and interactivity in CTV advertising. Experts from ad tech companies and streaming video publishers will share how they are deploying standards to achieve scale, security, and consistency in video ad delivery. Register today to learn more and ask all your questions during the live Q&A!

Email [Paula@iabsa.net](mailto:Paula@iabsa.net) for IAB SA member discount codes [or read more here](#). Lastly, IAB Tech Lab are offering free passes to qualifying agencies and brands. Requests to do such can be [submitted here](#)

The logo for Marketing Mix Conferences, with 'Marketing' in red and 'Mix' in black, and 'CONFERENCES' in smaller black letters below.

### Marketing Mix:

#### Announcing 2021 Township Research

New, up-to-date research on the lower LSM sector provides valuable actionable insights to assist marketers in adapting their messaging to speak more effectively to this audience. [Register here](#) to join the webinar on 22 June and listen to these insights.

#### IAB members receive a 20% discount.

Please email [Debbie@iabsa.net](mailto:Debbie@iabsa.net) for more information.

## IAB GLOBAL VIEW ON MEASUREMENT

### IAB Global VP Measurement & Attribution: Angelina Eng

What are you waiting for? The time to rethink your measurement was yesterday. Change is coming. Fast. The way that the industry tracks and measures advertising online is going to change drastically. It has already started. If you are a marketer or a publisher, you should already be preparing for upcoming changes. Do not wait until new solutions are fully baked. In fact, the time to change your strategy and measurement approach was yesterday (at least three months ago). Now is the time to take control of your measurement strategy, before it's too late. This article includes key questions to ask your technology partners, as well as what you need to know about the upcoming changes.

[READ MORE HERE](#)



## 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](mailto:Paula@iabsa.net) for sponsorship opportunities.

[REGISTER FOR EPISODE 27 HERE](#)

## IAB SA NEW MEMBERS

The IAB SA would like to welcome the following new members on board and wish them every success in their business, as they journey with us in navigating the digital landscape in South Africa.



### Nedbank

Nedbank is listed on the JSE and is one of Africa's largest banking groups, with operations in Africa and offshore. We are a diversified financial services provider, offering a wide range of wholesale and retail banking

services, as well as insurance, asset management and wealth management.

**M&C Saatchi Connect**

Connect - an independent media agency within the M&C Saatchi Group - manages nearly R500m worth of media investment across a broad range of clients from Takealot to MWEB to Hollard to Continental to RCL Foods. We have a significant digital offering and can provide our clients with strategic digital media strategy and implementation which is consumer-focused and always transparent.



**Busi Ntuli Communications**

Busi Ntuli Communications boasts 18 years of experience in the communications sector. We are geared to execute large and small scale through-the-line communications campaigns that increase the relevance of clients' brands. This is achieved through highly effective and bespoke communication strategies and implementation tactics.

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**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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