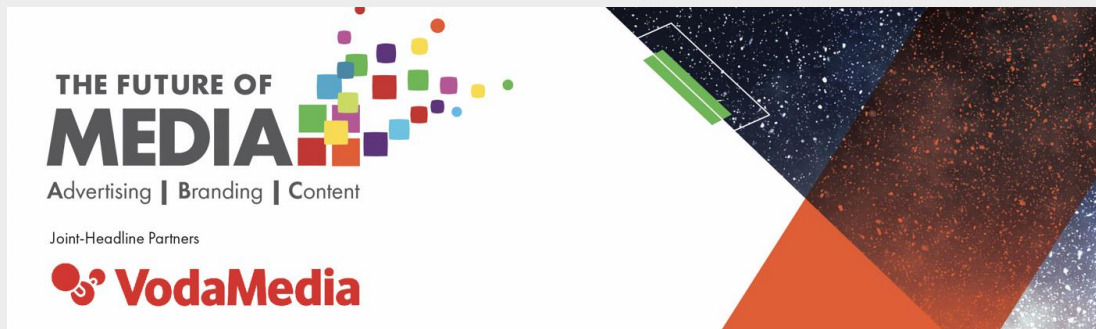


**YOUR WEEKLY UPDATE WITH IAB SOUTH AFRICA:  
4 JUNE 2021**



**SHAPING A PREDICTABLE FUTURE FOR THE SA MEDIA INDUSTRY**

As the world is embracing a new way of digital, many businesses are adjusting to a huge shift in the market to stand out among the online crowd. Listen in to the webinar recording to hear more from Executive Head at VodaMedia and IAB SA Executive Board Member Zunaid Parker; Head of Partnerships SSA at Google, Benjamin Fahmueller and IAB SA CEO Paula Hulley, who shares top-line insights on the IAB SA Digital Landscape Report, powered by Narrative; the IAB SA Online Advertising Report and how the increase in both digital adspend and digital consumer behaviour might shape a more predictable future for the SA Media Industry.

**WATCH THE WEBINAR  
RECORDING HERE**



## IAB SA DIGITAL LANDSCAPE REPORT powered by Narratiive

**IAB SA member access on the member portal today**

The IAB South Africa is pleased to present the second installation of the South African Annual Digital Landscape report. This survey is aimed at providing a realistic overview of the development of the digital landscape of the past 12 months and within the context of 2020 macro and micro-economic factors, including how many South Africans are online, how they are accessing the internet and their choices on digital content across video, audio, streaming and more. This report is brought to you by Narratiive and in partnership with the PRC and BMIT.

**ACCESS THE IAB SA MEMBER  
PORTAL HERE**

# IAB SmartBrief



### **LINKEDIN ON DIGITAL SKILLS DEMAND**

LinkedIn reports roughly 381,000 marketing job openings were posted on the platform during 2020, and there's been a 63% increase in the past six months, driven by arts, retail, education and corporate services segments. Half of the top marketing jobs deal with "digital" or "media," with notable growth among positions such as media and social media coordinators, search engine marketing managers and marketing analysts.

[Full Story: The Drum](#)

**LUXURY BRANDS AND GAMING:** Gucci, Marc Jacobs and Valentino are among the growing group of high-end brands using gaming platforms and metaverses such as Animal Crossing and Roblox to engage with fans, offering everything from customizable avatars to themed rooms with shoppable merchandise. BETC Etoile Rouge's Fabien Le Roux says the key to success is being authentic and enhancing a community's shared experiences. [Full Story: The Drum](#)

**SEPHORA' SOCIAL SHOPPING** Sephora is expanding its social shopping initiatives beyond its app, website and Instagram to include Facebook's new live shopping series, following similar initiatives in China that proved successful for the company. Social commerce is "one of those things that we know is coming, and we want to be a pioneer there and be ready for that consumer," said Sephora's Carolyn Bojanowski.

[Full Story: Quartz](#)

**THE VALUE OF CLUBHOUSE:** Clubhouse doesn't yet offer any brand measurement tools, but media and marketing executives say valuable insights can be gleaned by tracking the number of people joining a room, participation levels, the quality and length of conversations and resulting media coverage. M Booth's Matt Hantz predicts Clubhouse will "work closer and closer with brands on measurement as part of their plan to monetize." [Full Story: Campaign US](#)



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. Our speaker line-up includes 2020 Bookmarks Pixel for Purpose Winner Ogilvy; Think Wifi and MASA & WFA - Global Study On Sustainability & Marketing contributors Mondelez South Africa. Please email [Paula@iabsa.net](mailto:Paula@iabsa.net) for sponsorship opportunities.

**REGISTER FOR EPISODE  
27 HERE**



### SHARE YOUR PERSPECTIVE - KANTAR'S MEDIA REACTIONS STUDY

**IAB SA Member: Research > complete by 11 June 2021**

These are challenging times for brands in many categories as they seek to maximise returns on reduced media budgets, and for media companies looking to engage audiences and maintain advertising revenues. Media Reactions launched in 2020 as a new study with insights to help advertisers, agencies and media brands navigate through these difficulties. It explores consumer perceptions of a selection of content-led editorial and social channels and brands, as well as marketers' preferences. Please join thousands of marketing leaders from brands, creative and media agencies, and media companies in sharing your perspective by participating in this year's study. The survey takes approximately 10 minutes to complete and all responses will be kept anonymous and confidential. As a thank you for completing the survey in its entirety, Kantar will provide you with free, exclusive early access to data and insights from the marketers' study.

**COMPLETE THE  
SURVEY HERE**



## IAB Y-COUNCIL x FUTURE MASTERS TOWNHALL

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

Have you registered yet to attend the IAB Y-COUNCIL x FUTURE MASTERS townhall on 15 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](#)



## DEFINING DIGITAL CONTENT MARKETING

**IAB SA Digital Content Marketing Committee: Workshop video recording**

Post an open industry call for feedback on the definition, the IAB SA Digital Content Marketing definitions working group, chaired by Emma Odendaal - Digital Director at John Brown Media. hosted an open industry workshop to review the feedback received in the online segment of our process, and to open up the discussion for further input in the workshop. Post the workshop, and having agreed there is no further feedback in terms of the definition portion of the project, the committee is finalising the definition to be uploaded to the IAB SA member portal by mid-June.

[WATCH THE WORKSHOP RECORDING HERE](#)

## **PRESS COUNCIL SOUTH AFRICA GUIDANCE NOTE FOR JOURNALISTS AND EDITORS on GENDER EQUALITY**

In order to implement policies within the publishing sector that ensure balance in news coverage on gender and foster gender equality in the workplace, the Press Council of South Africa has issued the set of guidelines available below.

**READ THE GUIDELINES ON  
PRESSCOUNCIL.ORG.ZA**



### **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](#)



INSIGHT EVENT SERIES

22 JULY '21  
11AM - 12PM  
WEBINAR

## INTEGRATING OFFLINE & ONLINE DIGITAL MARKETING

### IAB INSIGHT SERIES: INTEGRATING OFFLINE AND ONLINE DIGITAL MARKETING

**22 July 2021: 11am – 12 noon**

Our 28th episode looks at the power of integrating offline and online digital and key measurement factors in play. We highlight working case studies and the learnings that come from innovating in this growing space. As consumers traverse the ever increasing omnichannel and omni-retail experience, we learn how digital media and marketing steps up to meet their needs, wants and dreams. This episode is sponsored by Incubeta and brought to you by Gumtree, Everlytic and Bizcommunity.

**REGISTER FOR  
EPISODE 28 TODAY**

#### 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 to make better digital decisions with smart, motivating and actionable insights.

For more information on the IAB SA [click here](#).

To subscribe to our IAB SA monthly newsletter [click here](#).

To find out more about IAB SA Membership Fees and Benefits email [Debbie@iabsa.net](mailto:Debbie@iabsa.net)

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