

**YOUR WEEKLY UPDATE WITH IAB SOUTH AFRICA:  
9 JULY 2021**

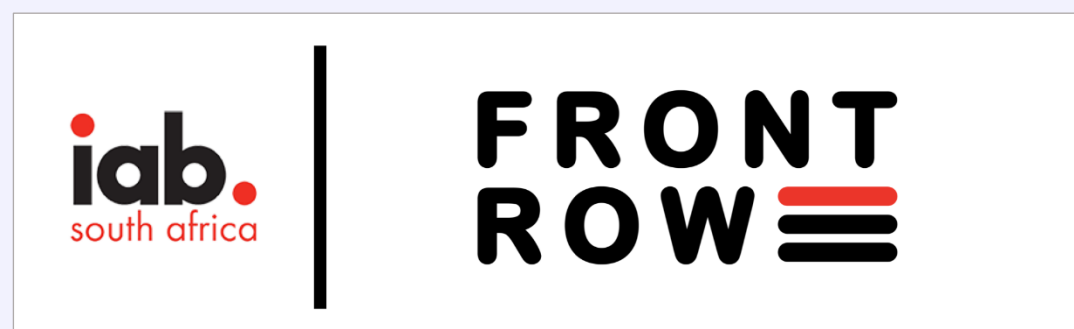


**THE GLOBAL DIVERSITY & INCLUSION SURVEY: JOIN IN TODAY**

**27 countries, including South Africa, participate in this critical global initiative**

Add your voice to the world's first global diversity and inclusion census in marketing. In collaboration with the World Federation of Advertisers (WFA) and other global partners, the IAB South Africa has teamed up with Marketing Association of South Africa (MASA), The Association for Advertising and Communication in South Africa (ACASA), The Marketing Research Foundation (MRF), Advertising Regulatory Board (ARB) and Kantar Africa & Middle East to deliver this particularly important census in our market. We have built a 15-20 minute survey to gather data about the diversity and inclusion in our industry – and we need your help. Join in and take the survey today.

**BOOK 20 MINUTES TO  
TAKE THE SURVEY TODAY**



**IAB SA FRONT ROW 2021**

**Wider access to career-building opportunities in the media & marketing industry**

In a bid to further support the challenges and opportunities related to transformation within the digital media & marketing industry, the Interactive Advertising Bureau of South Africa (IAB SA) launches its second year of the **Front Row** programme, an initiative designed to create much-needed access at various levels – whether it be access to relevant industry-leading events or access to some of South Africa's brilliant digital media & marketing minds. If you are a young, black media and marketing student currently studying towards a digital qualification, you are eligible to enter. Please [complete this form](#) and submit your entry by Sunday 18 July 2021. All successful entrants will be announced at the 13th Annual Bookmark Awards on Thursday 29 July 2021.

[ACCESS THE NOMINATION  
FORM HERE](#)

[BECOME AN IAB SA 2021  
FRONT ROW PARTNER TODAY](#)



#### **THE 13th ANNUAL BOOKMARK AWARDS VIRTUAL SHOWCASE: 29 JULY 2021**

**[Ticket sales are open today](#)**

It's a momentous period of transformation for the digital marketing industry, which has continuously evolved over the years. New technologies and integrated strategies are refined, devotedly, for effective brand building and marketing performance. The IAB Bookmark Awards will be celebrating 13 years of this digital excellence, giving recognition to pioneering agencies, brands and publishers, whose campaigns, platforms and impactful creative executions, set the benchmark for excellence in digital media and marketing. Powered by DStv Media Sales and brought to you by Accenture Interactive, 24.com, Google, Joe Public, Tractor Outdoor, ABSA, iProspect, Everlytic, Bizcommunity and Mediamark, the Bookmarks will promote noteworthy executions that are critical for moving the industry forward.

[BUY YOUR 2021  
BOOKMARKS TICKET  
TODAY](#)

[ACCESS THE 2021  
BOOKMARKS FINALISTS  
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. This episode is sponsored by Incubeta and brought to you by Gumtree, Everlytic and Bizcommunity. The live webinar is free and open to the full industry to attend, with the webinar recording available to IAB members on the member portal. See you there!

**REGISTER FOR EPISODE 28  
TODAY**



### A PRACTICAL GUIDE TO DIGITAL TRANSFORMATION

**IAB SA Member Incubeta: Practical Guide**

Most board agendas have digital transformation as one of the key recurring talking points and marketing leaders are increasingly being critiqued on their own transformation progress. Google partner, Incubeta, draws on their experience working with global brands and shares practical advice on how best to approach digital transformation, using the Digital Maturity Transformation (DMT) programme.

**READ MORE HERE**

## IAB GLOBAL WEBINAR

### How to Measure the Business Impact of Omnichannel, Consumer Journeys

Buyers interested in taking control of the consumer experience with real-time intelligence will benefit the most from this webinar hosted by AcuityAds. This session will feature case studies that highlight measurement capabilities impacting business outcomes for marketers who plan and execute omnichannel media programs. Learn more. This webinar is available for bands and agencies only.

[REGISTER HERE](#)

### With great data comes great responsibility

Looking to grow their businesses, online marketers covet data - and so do hackers, writes Grace Lau. Lau covers seven scenarios in which marketers can be attacked, noting that while it may "feel natural to preserve as much information as possible," the better policy is to reduce the amount that's held. Full Story: Business 2 Community

[READ MORE  
HERE](#)

### Combine empathy with data for emotional engagement

Brands shouldn't let empathy take a backseat to data-driven marketing, but blend the two to connect emotionally with audiences, Do Supply's Hanna Marcus writes. "[E]mpathy can co-star alongside data to create multifaceted marketing strategies with more diversity and depth," Full Story: SmartBrief/Marketing

[READ MORE  
HERE](#)



## IAB SA MONTHLY ONLINE AUDIENCE MEASUREMENT REPORT

### JUNE 2021

The IAB SA June Audience Measurement report data, as measured by Narratiive, stayed relatively flat month on month, with a 2% increase in unique browsers but a 2% decline in page views. In contrast, however, there was a significant year on year growth with a 21% growth in page views and an 8% growth in unique browsers for

June 2021 versus June 2020. Looking at internet user behaviour in June 2020, we saw significant news fatigue at the end of the 1st wave of COVID-19 resulting in a relatively low base of internet usage in June 2020. That said, the year on year growth experienced is a testament to the internet and local news sites now having become part of our daily habits and new routines. This report also includes the Top 10 IAB SA and Narratiive listed Websites and Apps in South Africa.

[READ MORE  
HERE](#)

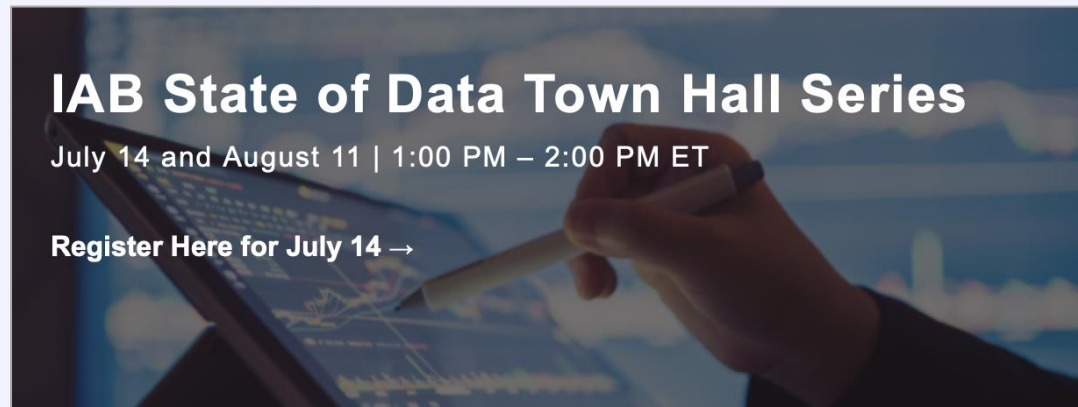


#### **IMPROVING CUSTOMER RETENTION**

##### **IAB SA Member Everlytic: Toolkit on How to Market Beyond the Sale**

In 2021, marketing is getting involved in after-sales support – and it makes business sense. Here's how you can improve customer retention by doing this beyond the sale.

[READ MORE HERE](#)



#### **IAB GLOBAL: INTERNATIONAL OPEN INDUSTRY WEBINAR**

##### **State of Data Town Hall: Measurement: July 14, 2021 | 1:00 PM - 2:00 PM ET**

Our 2nd IAB State of Data Town Hall: Measurement on Wednesday, July 14, will address how to measure and attribute campaign performance without cookies and identifiers, and how to stitch together siloed data into a unified dataset. Industry experts will discuss data ownership, insights, processes, and best practices to create quality data and proper attribution across platforms. Join us and ask all your questions via Q&A.

[REGISTER HERE](#)



## CONSUMER PACKAGED GOODS LIKE NEVER BEFORE

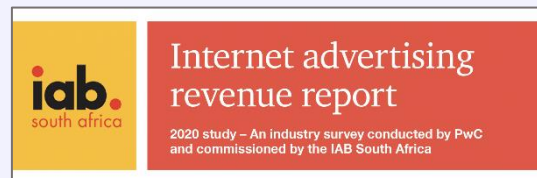
### IAB SA Member iProspect: Research update

In an in-depth report put together by iProspect - a dentsu company - and its sister companies, we find insights into the African FMCG landscape given by 19 experts from across multiple disciplines who share their wisdom, including insights on DTC (Direct to Customer), Mobile Money and Social Commerce. Please access the full report below.

[READ MORE  
HERE](#)

## KEY IAB MEMBER ASSETS

Available on the IAB SA member portal





Have you accessed the latest IAB SA member assets on the IAB SA member portal? These assets include The IAB SA Digital Skills Gap Report, powered by Red & Yellow; The IAB SA / PwC Internet Advertising Revenue Report; the IAB SA Digital Landscape Survey, powered by Narratiive, the IAB SA Practical Guide to data Protection for the Digital Advertising Industry in South Africa, IAB Insight Series webinar recordings and more. If you are unsure if your company is an IAB SA member, you can view our member directory here or email [Debbie@iabsa.net](mailto:Debbie@iabsa.net). If you need your member login details, please email [Debbie@iabsa.co.za](mailto:Debbie@iabsa.co.za).

### IAB SA 2021 INSIGHT SERIES

In partnership with Everlytic, Bizcommunity and Gumtree.

IAB SA recommends the 3 upcoming IAB Insight Series Webinars, as we share more smart, actionable and motivating insights to make better digital decisions, and therefore better business decisions. The 2021 IAB Insight Series webinars are free to attend and open to the full industry. The webinar recordings will be available on the IAB member portal. Book your virtual seat today.



**REGISTER FOR EPISODE 29**

**REGISTER FOR EPISODE 30**

**REGISTER FOR EPISODE 31**

# Marketing. The Movie™

INTERNATIONAL SPEAKER  
**Jon Youshaei**  
Product Marketing Manager:  
Instagram, Forbes 30 under 30.

INTERNATIONAL SPEAKER  
**Terryanne Chebet**  
CEO: Keyera Botanicals & Founder  
Africa's Leading Ladies.

MASTER OF CEREMONIES  
**Tumi Morake**  
Comedian  
and Actor.

INTERNATIONAL SPEAKER  
**Marcel Marcondes**  
US CMO: AB InBev. A Forbes  
World's Most Influential CMO 2020.

INTERNATIONAL SPEAKER  
**Susan Credle**  
Global Chief Creative Officer:  
FCB.

THE NEDBANK IMC 2021 CONFERENCE BLOCKBUSTER. 29 JULY 2021.

## **BUY YOUR TICKET TO THE NEDBANK IMC CONFERENCE TODAY**

### **IAB South Africa members receive a 15% ticket discount**

The Nedbank IMC Conference has become South Africa's leading source of marketing thought leadership. Following on from the critically acclaimed 2020 virtual conference, the Nedbank IMC is pulling out all the stops again on Thursday 29 July 2021 to present you with the marketing Blockbuster of the year! With another stellar cast of speakers who will be taking you through all the plots and twists of marketing today, it is entertainment at its most valuable. One day. One stream. 18 top local and international speakers. To qualify for your IAB 15% discount enter the code iab2021 when booking your ticket for the Nedbank IMC 2021.

**Marketing. The Movie. 29 July.**

**BOOK YOUR  
TICKET 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.

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)

[Privacy Policy](#) | [Terms & Conditions](#)

Copyright © IAB 2014