



The Interactive Advertising Bureau South Africa serves to empower the media & marketing industry to thrive in a digital economy by sharing smart, actionable and motivating insights to make better digital decisions (and therefore better business decisions). We do this through our connected culture and access to experts and expertise. The IAB SA endeavours to further open up access to this expertise through their web, social and email platforms, as well as programmes like the IAB SA Insight Series and now – the IAB SA Podcast.

“With over 43% of South Africa’s online audience listening to Podcasts, this is an excellent channel to create and share access to expertise and having set up our IAB SA Digital Audio Committee last month under the leadership of Daniel Courtenay, Managing Director of Adjoin. This is also a live case study of our learning in action”, says Paula Hulley IAB CEO.

The first series, titled **Benchmarking Digital Excellence: Work that Wins in Digital**, is sponsored by Mark1, created and produced in collaboration with Nick Hamman from 5FM and Johann Schwella, MTN SA Creative Director at TBWA\Hunt/Lascaris, out of the IAB SA Agency Council Project WORKS THAT WORKS lead by Robyn Campbell, HelloFCB Managing Director.

This aligns with one of the IAB SA’s strategic pillars **to set the benchmark for digital excellence** across performance in a number of categories, technical areas and deployment of digital media. The IAB SA develops these benchmarks through their councils and committee projects, The IAB Tech Lab, IAB SA Ad Spend Report, IAB SA CONNECT Benchmarking project, as well as through the IAB SA award programme - The Bookmark Awards, and award programme partnership with The Loeries.

In the first episode, Johann and Nick interview IAB SA Bookmarks Committee Lead and IAB SA Bookmarks 2019 Innovation Engineer judge, Ernst van der Merwe (Ogilvy SA), as well as IAB SA Bookmarks 2019 Performance Marketing Chair, Clare Trafankowska (Head of Digital of Carat, Red Star & Dentsu), on their experience and insights as judges at the 2019 Bookmark Awards. **Listen to [Episode 1](#) here.**

Hulley comments: “We are very excited to kick off the series with with our very own Bookmark Awards, as the benchmark for digital excellence. The case studies entered into The Bookmark Awards, particularly the finalists and winning work, showcase how digital delivers on business objectives and serves as a model for best practice in digital excellence”.

The podcast is sponsored by Mark1. When looking for media partners for the podcast it was remarkable how quickly MARK1 was prepared to come on board to support this initiative. Mark1’s commercial director, Joe Steyn-Bagley notes: “This initiative made perfect sense to put our name behind because we are always looking at how we can do better as a business and contribute to our industry in general, focusing on delivering true results for clients and creating meaningful campaigns that make a significant impact”. Johann Schwella also commented that “It’s not surprising that Mark1 was interested in this project, they’ve been on the cutting edge of media developments for years”.

In the second episode, recorded at the 2019 Loeries, Nick and Johann interview 2019 Loeries Digital Judge, HelloFCB’s Camilla Clerke, and Bookmarks 2019 Judge/Loeries 2019 Judge, TBWA’s Kabelo Moshapalo, on trends at the 2019 Loeries. **Listen to [Episode 2](#) here.**

Click [here](#) for more information on the IAB SA Podcast.

About the IAB SA

The Interactive Advertising Bureau South Africa is an independent, voluntary non-profit association, which 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. And hereby enable you make better digital decisions with smart, motivating and actionable insights developed in collaboration with our global network. We do this across 47 countries through our councils, committees and partners. IAB South Africa has over 150 member companies, and over 75 industry leaders and experts, who volunteer across our 10 councils to deliver on our key objectives and projects. Visit our website to find out more: <https://www.iabsa.net/about-us/> or email Hello@iabsa.net for more information or to attend.