

#ACACaresCovid19: Where business and creative strategy meet

Bizcommunity and the ACA (Association for Communications and Advertising) have officially launched their 12-part video interview series aimed at unpacking the economics and contribution of advertising to business in a post-Covid economy.

In the second episode, a conversation between industry leaders Sithembile Ntombela, head of marketing at Brand South Africa and Selae Thobakgale, chief strategic officer at The Odd Number Group and co-founder of The Strategy Network, hosted by Rutendo Nyamuda, on the topic of where business and the creative strategy meet in the time of Covid-19.

[Read full article](#)

This industry-wide initiative for conversations around sustainable solutions to common issues facing SA's marketers and marketeers, to future-proof the industry, is made possible by the Association for Communication and Advertising.

Join the ACA at

www.acasa.co.za | www.bizcommunity.com/ACACaresCovid19.

This interview is also available on [YouTube](#), and at [BizTakeouts](#), via downloadable [PWApp](#), [Apple Podcasts](#), [Spotify](#) and [IONO.FM](#).

For more, visit: <https://www.bizcommunity.com>