

Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?

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9 Nov 2021

After a depressed economy and subsequent drop in advertising spend in 2020, the recent advertising spend report by Nielsen's WizzAd paints a brighter picture.

The poster for the Amasa forum event features a blue geometric pattern background. At the top, the 'AMASA' logo is displayed with the tagline 'insights. inspire. inspire.' Below this, a green banner contains the text 'ADVERTISING SPEND IS UP - HAS THE INDUSTRY TURNED THE CORNER?'. The center of the poster shows four speaker portraits in a row, each with a 'SPEAKER' label above them. From left to right, the speakers are Jacques Olivier (MD, OTS Media), Delia van Staden (Head of Analytics & Insights, Wavemaker), Wayne Bischoff (Chief Executive Officer, Mediamark), and Shaun Chettiar (Head of VoD & Digital, DSTV). Below the speakers, the event date '10.NOVEMBER.2021' and time '16H00' are listed. The venue 'STER KINEKOR HEAD' and address '185 KATHERINE STREET, SANDTON' are provided. At the bottom, it states 'LIMITED SEATS AVAILABLE REGISTER ONLINE ALSO LIVE ON AMASA FACEBOOK PAGE'.

According to WizzAd, the month of August marked the 11th consecutive month of increased advertising spend compared to the previous year. Year-to-date advertising spend for August 2021 is up 35% compared to 2020.

On the economic front, the latest Statistics South Africa GDP figures revealed a fourth consecutive quarter of economic growth for the South African economy, expanding by 1.2% in the second quarter of 2021. This followed a revised 1.0% rise in the first quarter of the year.

What is driving the increased advertising spend and which media platforms or key advertising categories are behind this trend? Does this trend mean the industry has finally managed to navigate through the pandemic challenges and out of the hoods?

Join AMASA Ignite Forum as we host some of the industry representatives to unpack some of the facts behind this topic.

An afternoon of thought leadership, inspiration and networking awaits you at this powerful insightful event with the following panellists:

- Delia van Staden, head of Analytics & Insights @ Wavemaker Global
- Wayne Bischoff, CEO @ Mediamark
- Shaun Chettiar, head of VoD & Digital @ DSTV
- Jacques Olivier, MD @ OTS Media (OOH Specialists)

Free entry: However, numbers are limited due to Covid-19 regulations. RSVP is essential.

Forum Details:

Date: Wednesday 10th November 2021

Time: 4pm for 4.30pm to 5.45pm, followed by a networking session.

Venue: Ster Kinekor Head Office, 185 Katherine Street, Sandton

RSVP to Andrew Maluleka andrewatamasa@gmail.com

- " **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021
- " **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021
- " **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020
- " **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

Amasa



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