

NOTEBOOK



Louise Marsland

This career is not a soft option

THE marketing communications and advertising industry in South Africa is worth R34.5bn in advertising spend annually (Source: The-MediaShop, 2013).

It is a significant driver of the economy. I'm not sure how many people are aware of the multitude of opportunities and careers available in the industry – mostly degree courses now, although diplomas are a standard entry point into a career in the industry, which is one of the best paid, especially if you specialise.

Advertising and marketing is certainly not the “soft” option for any professional career and we have tried on these pages to present as many career options as possible by profiling young and established talent. This is a highly professional, data-driven, strategic industry that breeds some of our best and most creative thinkers and innovation strategists. People who are used to solving problems.

There's a saying that goes something like this: “That 50% of business success is due to hard work, but the rest is down to marketing – how you package your business, your brands, or yourself.” I think it's so true, but marketing communications mustn't be discounted as being just the “glamorous” part of business. It is as essential a service as finance and savvy companies make sure the marketing director sits at the boardroom table too.

This is my last column and last Media & Marketing page for The New Age. Thank you for reading us over the past two years!

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MARKETING TIP

“South African brands that want to craft successful social media strategies should focus less on the channels that they use to interact with their customers and more on the human values that social media embodies.” – Mike Stopforth, CEO of Cerebra

NEWS SHORTS

- ▶ Allan Gray chose Ogilvy & Mather Cape Town as its new advertising agency.
- ▶ Webfluential has appointed Steven Murray as its new CEO.
- ▶ Engage Brandcraft has been appointed by Naartjie Kids SA as their digital brand strategist.
- ▶ LIVE+, part of Group Africa Marketing, has appointed Jeanette Moseneke as business director for digital, Amy Ford as innovation architect and Sedick Toffa as an account manager.

Leading by thought

Consumers want to know why they are buying brands or services, not just what they are buying or how it works

T rue thought leadership is about forging powerful connections between companies or brands and their target audience – and this is often lacking in middle management in South Africa and abroad. Ann Nurock, former CEO of advertising agency, Grey South Africa, and former president and CEO of Grey Canada, says.

After 25 years in the advertising industry working on some of the biggest global and local brands at Grey, Nurock is now the South African partner of Relationship Audits and Management, that consults to companies on measuring and increasing the value, trust and thought leadership of their business relationships.

In conducting research into the health of the business-to-business relationships in the marketing and professional services sector, Nurock found a need to “up-weight” the professional skills of middle management in South Africa, which was seen to be too transactional and “not delivering real value”.

“While this issue is not exclusive to these sectors or South Africa, we believe that the biggest opportunity and differentiator is for more thought leadership and the skills that are associated with it,” Nurock says.

Nurock has teamed up with the former MD of JWT, Judy van Dam, to deliver the relevant thought leadership and analytical skills needed.

“The biggest differentiator is thought leadership”



Ann Nurock



Judy van Dam

After a 25-year career in the advertising industry and six years as the Johannesburg MD of JWT, Van Dam now specialises in leadership development.

“Between us we have worked in almost every major category in the South African market,” Van Dam says.

“We understand clients and what they are looking for. And we also understand the demands on staff.”

Nurock and Van Dam call themselves TTLT – The Thought Leadership Team.

They have also partnered with Craig Badings, a thought leadership global authority and author of several books on the subject, drawing from his methodologies to design individually bespoke workshops in SA.

“We have evidence that companies or brands that are purpose-based and that articulate and activate a higher ideal,

are rewarded with substantially raised profits and high rates of growth,” Van Dam says.

“We believe that this gap between expectation and delivery is often simply a question of knowing how to think about a client's business, how to create the time and the short cuts to add value and become a trusted partner to clients.”

Nurock and Van Dam offer a half-day course or workshop to:

- Make your company a thought leader.
- How to apply these skills to your clients in order to make them thought leaders.
- A linear, simple method for all levels of account management to really understand their clients' business and deliver real value.

adds value to their lives. A good example is the Dove Real Beauty platform which has built strong affiliation with women and been a spectacularly well-performing campaign for Unilever.”

Van Dam says that today, consumers have a buying conscience.

“They want meaning and values beyond just products and services. They want to know why they are buying a company's brands or services, not just what they are buying or how it works. They want to know what the company stands for, beyond its brand promises.”

Nurock and Van Dam's methodology is to find “novel points of view” to link to a clients' area of expertise to ensure they are relevant to their customers.

They aim to change the way people think about a brand.

Nurock emphasises thought leadership is a disciplined process that teaches staff to understand and analyse their clients' business with an end goal in mind.

They say clients feel middle management in advertising agencies in particular are too “transactional”.

“They answer the brief perfectly, they present a campaign perfectly, but the minute the client tries to engage them in anything about their business, they don't have an opinion.”

“It really started bugging me. I adore the South African advertising industry and I still consider myself part of the industry even though I'm not running an agency any more,” Nurock concludes.

Indaba seeks marketing solutions for leaner times

T he Integrated Marketing Communication Conference (IMCC), which takes place in Cape Town from June 9 to June 10, will offer marketers solutions to recession-proof their brands and win over consumers in these tough economic times.

Keynote presentations will be by top industry speakers.

Contextually relevant for today's recession-hit economies is the speech topic by Jonty Fisher, the MD and strategy director at Bletchley Park, on Leading in Leaner Times.

“South African consumers have never been under more pressure and are making increasing trade-offs in brand purchases,” he explains.

“A lot of marketers are battling to adjust in a space where their trusted marketing programmes aren't working. So how do marketers win in this environment?”

Fisher says the gist of his speech is to help marketers better understand their customer decisions and brand experience, using that to inform and build ideal customer brand experiences and subsequent marketing programmes.

Fisher says marketers in general are finding that the old tools they relied on are not “moving the needle in these tougher economic times”.

He believes marketers are fearful of what to do next.

“Often this results in marketers following a schizophrenic ‘let's try anything’ approach or, dangerously, to reactively try to change the very fundamentals of what their brand is in an

attempt to triangulate what their customer wants.

“But the answer is often simpler: focus on your marketing programme bookends – understanding your company's purpose and value in your customer's life and getting closer to your customer's motivations, feelings and behaviours.”

Designed to give delegates first-hand, case study exposure to the latest IMC trends, the central theme of the event will focus on using different combinations of communication disciplines such as advertising, direct marketing and public relations to deliver the right message to the desired audience.

John Brown SA MD Lani Carstens, will address one of the hottest topics in the media and marketing space right now – content marketing.

“Marketers are starting to think more like publishers and should understand where the equity in their brand is for content and explore their authority to publish,” she says.

She says she will unpack how brands should be adopting a new sensibility as to how they market themselves and look at how a deeper connection with customers through authentic storytelling can lead to commercial success.

VWV Group CEO Koo Govender will speak on experiential marketing – how to captivate new customers and retain existing customers through memorable experiential marketing experiences in the fragmented consumer landscape.

IMCC will also be held in Johannesburg and Durban later this year.

“Marketers are battling to adjust in a space where trusted marketing programmes aren't working. How do marketers win in this environment?”

QUOTE OF THE WEEK

Thought leadership provides companies with a means to substantially raise their profiles and profits. Today's consumers are looking for meaning and values, which go beyond the product or services.

Ann Nurock

Director, The Thought Leadership Team

ANA Kukoc is the brand strategy director of Saints Branding, based in Johannesburg and Cape Town.

10 QUESTIONS

1. What is at the top of your to do list?

To implement a campaign for a multibillion-rand new urban lifestyle development, Savanna City, that will transform South Africa's urban neighbourhoods, and choosing furniture for our new offices in Cape Town.

2. What is your business focus right now?

I want to reinvent everything, from the way we assess brands, to the way we convey them. Media channels and mediums are growing exponentially and there are so many interfaces to represent the brand. The danger is that with so many permutations of the brand out there, that you lose the essence of the brand. We need to get brand integrity back.

3. Most important attribute needed to do your job?

To be able to think creatively and strategically at the same time. It is a very useful attribute to assess the reality of a situation, to be creative, as well as come up with tools for solutions.

4. The biggest trend to note in your industry?

The death of traditional retail and first-hand consumer experience of the brand. We are creating more and

more tools to isolate the consumer from tangibly experiencing the brand. The brand is talking to consumers across multiple touch points, even in virtual worlds, and the danger is that the brand essence will be lost. It is not about how “loud” a brand speaks, but what it says.

5. How will you make an impact in your industry?

Doing right by the brands we work with. Making sure they talk to their consumers with an authentic voice and by constantly challenging the norm and doing a lot of “un-branding” techniques.

6. How do you inspire others?

By example. I am authentic in my relationships. And I feed people, play them good music. Talk sometimes, that works.

7. What inspires you?

Truth.



8. What are you reading for work?

How Not to Lose Your Soul as a Graphic Designer by Adrian Shaughnessy.

9. Your life philosophy?

I think, therefore I am.

10. At the top of my bucket list is...

A live Keith Jarrett concert.

CAMPAIGN FOCUS

First SAA campaign in years takes flight

SAA, which hasn't engaged in an advertising campaign for several years, commissioned a new television commercial from Havas Worldwide Johannesburg aimed at recapturing the hearts and minds of its market and positioning it as a world class airline.

SAA is South Africa's national flag carrier and also the country's largest airline and Havas was chosen to execute the new marketing campaign, aimed at underpinning the new positioning of the airline across television, radio, print and digital platforms.

The agency fulfilled SAA's objec-

tives through the use of several images, videos and situations that showcase Africa and the rest of the world.

“The campaign speaks to the hearts of all Africans, South Africans and those abroad to create emotional connections between the world, Africa and the airline,” explained Eoin Welsh, Havas Worldwide Johannesburg chief creative officer.

“We were aware that SAA had not run a TV campaign in many years and understood that this campaign had to emotionally connect with the audience and develop a sense of pride in the national carrier.

“We based the creative execution

on the concept of connections – showing how travellers on SAA connected with each other through their love of Africa and South Africa,” added Kerry Clayton, Havas Worldwide Johannesburg business unit director.

“We achieved this through the use of emotional dialogue, beautiful scenery and imagery that we knew would resonate with target audiences.

“The outcome was a TV campaign that tugs at the heartstrings of the audience and highlights the achievements of the national carrier, providing a perspective of an airline that South Africans and Africans can be proud of,” she said.

“The campaign was aimed at encouraging the world to explore Africa in all her glory – and Africans to explore the world and all it has to offer,” Welsh said.

“It instils a sense of not only African, but also continental pride, and encourages the world to come explore and invest in our continent.”

The full team that worked on the campaign was: Eoin Welsh, chief creative officer; Laura May Vale, creative director; Lisa Bayliss, art director; Brad Stapleton, copywriter; Kerry Clayton, business unit director; Lyn Wilson, chief strategy officer; Claudia Raff, account manager and Michelle Kemp, TV producer.



AFRICAN IMAGES: Scenes from SAA's latest television campaign.