

ACA and MASA's joint initiative to future-proof the industry

Industry bodies, the Association for Communication and Advertising (ACA) and the Marketing Association of South Africa (MASA) recently joined forces and invited passionate minds from across the broader marketing and advertising environment to brainstorm solutions to common issues facing the creative and marketing industries alike.



The discussion was initiated by Mathe Okaba, CEO ACA, and took place on Tuesday, 19 May 2020 and saw an elite panel discussing ways of future-proofing the industry.



New joint initiative launched by the ACA and MASA to future-proof the industry

Association for Communication and Advertising 14 May 2020



As in all industry sectors, Covid-19 is providing, often inconvenient opportunities for resetting. In this regard, the online event sees divergent stakeholders from within the marketing communications industry coming together in solidarity to present a united front. Of general interest, speakers are justifying to clients/brands, as to why they should maintain marketing budgets. Relationships are to be maintained as to not risk cutting off those very beneficiaries that the industry has worked so long and hard to empower.

The event featured:

- Sechaba Motsieloa, founder Kansy Group
- Boniswa Pezisa, group CEO Net#work BBDO SA
- Brenda Koornneef, MASA board member
- Gareth Leck, CEO Joe Public
- Thabang Skwambane, MD of FCB Joburg
- Khensani Nobanda, deputy chairperson, Nedbank Foundation

There is a general consensus that this kind of coming together by the advertising, marketing and communications industry, helps both a South African economic comeback and the survival of the creative industry. The panel hopes that this will not

be the last meeting of its kind.

Watch the YouTube video of the event below:

The image shows a YouTube video player interface. At the top, the video title is "ACA AND MASA JOINT INITIATIVE TO FUTURE PROOF OUR INDUSTRY". Below the title, there is a play button icon and the text "association for communication and advertising". In the bottom left corner, there is a logo for "#ACACaresCOVID19" featuring three stylized figures holding hands. In the bottom right corner, there is a calendar icon and the text "Tuesday 19th May 2020" and "10h00 - 12h00".

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INITIATIVE TO FUTURE PROOF OUR INDUSTRY

association for communication and advertising

#ACACaresCOVID19

Tuesday 19th May 2020
10h00 - 12h00

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