

-- Collaboration in Pursuit of Marketing Communication Effectiveness --

Effie South Africa is expanding the effectiveness focus in marketing, led by leading C-Suite voices within the marketing and advertising profession.

This focus takes the form of facilitating industry debate via an engaging platform of moderated dialogues. The dialogues aim to share impactful insights on themes related to marketing and performance and seek to provide industry leading and honest debate around **‘various creative and business collaborative functions in relation to the pursuit of marketing effectiveness.’**

Real marketing effectiveness requires collaboration across business units and the dialogues leading up to the 2023 Effie Awards sees a facilitated series featuring a curated selection of leading voices from **South Africa’s most effective advertising agencies brands.**

The panel discussions will explore the importance of various business functions, and how their effective support for, collaboration with and involvement in the marketing function are able to unlock measured and sustainable brand and business growth.

The panel dialogues will be a Q&A format discussion, with each moderated by a member of the Effie South Africa committee.

Dialogue 1: **CREATIVITY PANEL**
25th May 2023

Topic: Creative & Effective Marketing

Ahead of the upcoming Effies Awards, this senior panel of advertising leaders will be unpacking and discussing the topic of “Creative & Effective Marketing”. Uncovering and sharing their different views and approaches to ensure marketing delivers on both these metrics of creativity and effectiveness.

- *Xolisa Dyseshana - Chief Creative Officer - Joe Public United*
- *Nomsa Mazibuko - GM Brand and Communication – MTN*
- *Vaughan Croeser - VP Marketing – AbInBev*
- *Camilla Clerke - Executive Creative Director – Ogilvy*
- *Moderator – Pete Case, CEO & Creative Chairman of Ogilvy South Africa*

Creativity has always been at the heart of business, but it still struggles to solidify its position at the top of the management agenda. By definition the ability to create something novel and appropriate, creativity is essential to the entrepreneurship that gets new businesses started and that sustains the best companies after they have attained scale.

The panel will explore the interplay between creativity and marketing effectiveness. Panelists will be engaged to assist in unpacking the importance of creativity in relation to marketing effectiveness through building strong connections and driving consumer engagement. How does the focus on pursuing short-term consumer action goals deliver effectiveness vs. long-term creativity/emotional story telling.

The creative function is a key driver of delivering against business objectives, and therefore it should be positioned squarely in the cross-hairs of the C-Suite's top priorities.