

Kids marketing workshop from Nickelodeon

'The School of Nick: Responsible Marketing to Kids' - a free workshop for advertisers, marketers, and media agencies - will be held in Johannesburg at St Stithians College, Sandton, on Thursday, 15 April 2010, 9am-12 noon by Nickelodeon Africa (DStv Channel 305). Its aim is to demystify kids' advertising regulations and to help industry leaders navigate and capture value in the increasingly complex world of kids' advertising.



With its 'Kids First' philosophy, the channel believes that it is possible for brands to achieve their marketing goals and have fun, while speaking to kids in a responsible and ethical way. It has compiled a strong line-up of expert speakers to help industry leaders understand the special considerations that shape kids' advertising and share practical advice on how to create effective campaigns for kids.

Speakers

- Dr Craig Nossel, head of vitality wellness at Discovery will open the workshop and speak on current wellness trends impacting South African children;
- The legal and regulatory session will begin with Alishia Chotu, legal counsel at MTV Networks Africa and Leon Grobler, dispute resolution manager at the Advertising Standards Authority, explaining how to avoid common pitfalls in kids' advertising. They will provide a practical interpretation of the Consumer Protection Act and its implications for advertisers;
- Nick Tselentis, economic & legal affairs manager at the Consumer Goods Council of South Africa, will then lay out practical 'rules of the road' to help advertisers be more responsible in communicating to kids;
- The workshop will close with an interactive session focusing on best practice in kids' advertising, led by Tasania Parsadh, Nickelodeon marketing manager and the MTV Networks creative team.

Space is limited and available on a first-come, first-served basis.

For more information on the workshop, contact or call Tasania Parsadh on +27 (0) 11 428 2943.

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