

MA(SA) to recap proposed marketing research currency

The Marketing Association of South Africa (MA(SA)), The Advertising Media Forum (AMF) and the Association for Communication and Advertising (ACA), invites all Cape Town marketers and agencies to an event that will be looking into the proposed marketing research currency, replacing the All Media and Products Survey (AMPS).

Marketers and agencies alike have had growing concerns due to the withdrawal from SAARF of the media owners associations. Their concerns include the brand, product and intermedia usage research void and the lack of funding for such a research.

The event takes place on 15 March 2017 at the Cape Town Waterfront Breakwater Lodge and will recap on the scope, content and outputs of the proposed industry research initiative.

To register for the event, visit saarf@saarf.co.za.

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