

# How to fully leverage sponsorship - A Unilever brand in the spotlight

Issued by [Amasa](#)

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The modern brand marketing environment is cluttered with so many activities from various consumer touchpoints and messaging platforms. How does a brand break through this clutter without breaking the bank?



Join Amasa Joburg as we host a panel of professionals and industry audiences from brand, marketing, advertising, media, PR and other communication practices to unpack a Unilever brand case study:

**Gareth Marshall** - Senior Brand Manager at Unilever South Africa

**Andrew Ross** - Chaos Theory (sports sponsorship agency)

**OG Molefe** - Supersport

How does South Africa's number-one brand in its category navigate a fragmented market and successfully reconnect with South African consumers? By using insights aligned with the unique South African consumer and with their favourite sport as a vehicle to enhance and evolve the global brand positioning. By combining South Africa's inherent love of sport with a literal once-in-a-lifetime opportunity the brand team was convinced they could connect with their target market through sport, and their consumers' passions.

*"It's crucial that as caretakers of international brands we be very conscious that our brand positioning remains truly South African and that it sticks with and resonates with local consumers."* - **Gareth Marshall - Senior Brand Manager South Africa.**

By creating a unique sponsorship property, the brand was able to connect meaningfully with its target market, in a cluttered marketplace, on a small percentage of international budgets.

*"I truly believe that as brand managers we must have the courage of our convictions, to really get behind a campaign and back it all the way no matter what."* - **Gareth Marshall - Senior Brand Manager South Africa.**

The learnings from the above case study may surprise you. Join us as we discuss its implications and mingle over

cocktails.

**Date:** Wednesday, 5 June 2019

**Time:** 16h30 to 18h00 (18h05 onwards = networking)

**Venue:** Ster-Kinekor Head Office - Primovie Park 185 Katherine Street

**RSVP:** To Andrew Maluleka on [andrewatamasa@gmail.com](mailto:andrewatamasa@gmail.com).

" E-commerce landscape in SA - Insights and trends for marketers? 1 Dec 2021

" Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner? 9 Nov 2021

" Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021 18 May 2021

" Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm 28 Aug 2020

" Amasa Ignite Webinar Forum - Purpose-driven conscious marketing 28 Jul 2020

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