

Retail industry and FMCG advertising and media trends panel discussion

Issued by [Ornico](#)

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Over the past year, the FMCG sector has seen unprecedented change that has affected the retail industry. This has led to transformation in media consumption, advertising and even shopping habits.

PANEL DISCUSSION:

RETAIL INDUSTRY AND FMCG ADVERTISING AND MEDIA TRENDS



ONLINE EVENT
28 April 2021 | 10:00



MONGEZI MTATI
Marketing Manager,
Ornico



MBULELO PAHLANA
Media & Digital Manager,
Reckitt Africa



REFILOE MASHABA
Senior Strategist,
Avatar Agency

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Brand intelligence® firm Ornico tracked and analysed FMCG advertising and media trends to discuss with some of the market leaders in retail and FMCG. We address questions around how retail has changed in the past year and how this will transform how brands communicate.

Speakers include:

- Mongezi Mtati, marketing manager at Ornico
- Mbulelo Pahlana, media and digital manager at Reckitt
- Refiloe Mashaba, senior strategist at Avatar Agency

Date: 28 April 2021

Time: 10am

Venue: Online

Tickets: Register below to get your tickets or click [here](#).

We look forward to your engagement and questions.

- " **Ornico celebrates win at the Global AMEC Awards 2023** 29 Nov 2023
- " **Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report** 28 Nov 2023
- " **Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report** 16 Nov 2023
- " **Calling all communicators: Participate in the 2nd Annual SA PR Measurement Landscape Report Survey** 12 Oct 2023
- " **TikTok shakes up SA social media 'Big Five'** 3 Jul 2023

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