

Advertising spend research among leading FMCG and retail brands in South Africa

Issued by [Ornico](#)

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Brand Intelligence® firm, Ornico tracked and analysed FMCG advertising in February 2021 to identify media habits and trends. This will form part of a broader annual trends discussion about the FMCG industry in a virtual event that takes place on 28 April 2021. Research shows that the most popular day of the week for new executions is Sunday across the top FMCG brands.

February 2021 findings reveal that of the 98 brands that were tracked and analysed, 31% of new executions were in the beauty care category. Top advertising spenders include brands such as Handy Andy, Shield, Sunlight Washing Powder, Omo and many other market leaders.

In [the virtual event](#), Ornico will lead a discussion around some of the top trends and changes in retail and FMCG with brand leaders. Marketing and brand specialists from the FMCG and retail industries will join this conversation to share some of their thinking and changes as a result of changes in media consumption.

To attend the panel discussion online, please click here: <https://qkt.io/fmcg>

Take a look at the infographic with initial findings:

FMCG ADVERTISING - FEBRUARY 2021



KEY INSIGHTS

Various FMCG brands and categories tracked | Television adspend and flightings data for February 2021 | Top spenders included Handy Andy Cream, Shield Deo For Women, Nivea Perfect & Radiant, Sunlight Washing Powder and Omo Auto Liquid | Most spots were flighted for Nivea Q10 Anti-Wrinkle | 26 Newcomers (new executions) tracked for TV and Outdoor

NEWCOMERS BY CATEGORY



TOP 10 CHANNELS BY SPOTS AND ADSPEND

R290 222 119
total advertising spend

SUNDAY
most popular day

14:00 - 17:00
most popular time of day

38 558
total flightings/spots



98 brands tracked **31%** of new executions in beauty care category **81** TV channels were advertised on **2147** 28 February saw the most spots



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METHODOLOGY – 26 Newcomer FMCG commercials were tracked and analysed by Ornico – with new commercials from all tracked mediums during February 2021. Adspend – only Television spend for the period (Telmar)

[click to enlarge](#)

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