

# Marketing Achievement Awards partnering with Kantar to explore how to build brands for the future

Issued by [Marketing Achievement Awards](#)

28 Feb 2022

The Marketing Achievement Awards, in association with Kantar, will be hosting a four-part series set to share actionable insights into how to create and develop lasting brand value, while building a strong brand that can travel into the future.



Marketing experts will investigate the mechanics of brand growth and how to sustain it; the levers that help brands not only survive but thrive; how to create impact in a connected world; and why empathy, provocation and activation (EMPACT) creates a competitive advantage in sparking the corporate imagination.

The first event, titled 'Growing your brand strength starts with clear positioning' will be presented by Stina van Rooyen, head of Brand and Adhil Patel, account director at Kantar's Insights Division on Tuesday, 1 March at 11am. Kantar BrandZ global data shows that a brand's relationship with consumers is linked to growth potential. But is there a magic formula for brand growth and how do you build successful brand relationships in both the short and long term? The Marketing Association of South Africa (MASA) has confirmed that Chartered Marketers who attend this first event will receive 3 CPD points, CMSA-Level (Chartered Marketer SA), under 'Marketing'.

The second event will take place on Tuesday, 15 March at 11am and will put the spotlight on sustainability with the topic, 'Sustainable transformation in 2022: how to build and communicate your brand purpose to achieve buy-in avoid backlash from your consumers'. Presented by Kantar's Sustainability director Astrid Ricketts and consultant William Stubbings, the presentation will pinpoint the common principles to help marketers build and communicate their brand purpose successfully.

The third event, 'Creating Impact in a connected world – a media and creative duet' will take place on Thursday, 7 April at 11am. Presented by Natalie Botha, head of Media & Creative and Karen Moodley, account manager at Kantar's Insights Division, the presentation will unpack the opportunities and challenges forecasted for 2022.

The fourth – and final – event will take place on Thursday, 12 May at 11am and will use Kantar's Insights 2030 to introduce EMPACT (empathy, provocation and activation) as the framework for insights departments to re-energise the corporate imagination. Presented by Bontle Modiselle, associate director of Strategic Consulting at Kantar, the event will reveal how marketers can use these insights to create a competitive advantage for their brand.

Register now to future-proof your brand.

Please see the links below for more information:

[Brand](#)

[Sustainability](#)

[Media & creative](#)

[Insights 2030](#)

*The Marketing Achievement Awards, endorsed by the Marketing Association of South Africa, and presented by the SABC, celebrate excellence in the science and art of strategic marketing. The awards inspire marketers to prove marketing's value to the bottom line.*

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For further information contact:

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° **Marketing Achievement Awards partnering with Kantar to explore how to build brands for the future** 28 Feb 2022

° **Marketing Achievement Awards - last call to register to enter** 9 Feb 2022

° **Entry deadline extended for MAA's flagship leadership award, Marketing Organisation of the Year** 25 Jan 2022

° **Nominations now open for 2021/2 Marketing Achievement Awards' Rising Star and Marketer of the Year** 2 Dec 2021

° **All the Marketing Achievement Awards 2021 winners** 1 Apr 2021



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