

South African Telecommunications Ad Spend Report

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The past two years following the rise of the pandemic have wreaked havoc in the lives and businesses of South Africans. As was said by President Cyril Ramaphosa in the 22 March nation address, "The pandemic has changed the way we work, travel, worship and socialise." With this change came a sudden increase in the need for connectivity as working and schooling from home became the new normal. One could assume this gave telecommunication companies an upper hand nonetheless they were also widely affected.



Ornico, one of Africa's leading media monitoring agencies, has compiled a free to download [ad spend report](#). This report provides an independent and unbiased view of advertising activity in the Telecommunications category – for the period 2020 and 2021.

The research looks at two main areas:

1. the analysis of new executions (Newcomers) of telecommunication adverts launched during the period,
2. a toplineMediaTrac view on advertising, spend on radio and television.

Telecoms Advertising Spend Analysis report – 2020/21

How is this changing the atmosphere we're seeing in 2022?

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Data was sourced from Ornico's extensive advertisement database and covered all new executions tracked across the

period and categorised according to Ornico's unique taxonomy.

This research does not purport to include every single new telecommunications advertisement launched which appeared during the period but does provide a robust view of the extensive available data. [Download the Telecommunication Ad Spend Report](#) today.

Ornico is a Brand Intelligence® company, helping marketers make sense of the endless sea of data for both advertising and media monitoring purposes across all industries. Ornico's ability to track, measure and analyse data, helps Africa's top companies with better and more informed decision-making. Our SA clients such as Standard Bank, Tiger Brands, Ninety One as well as our international ones such as P&G and Reckitt Benckiser have been receiving years of in-depth insights including trend analysis, brand reputation and crisis management, competition analysis and others.

Ornico's Brand Intelligence® is an all-in-one solution that combines data monitoring and insights for all aspects of a brand. Whether that is creative/brand management and advertising or PR/external communication strategies, Ornico's provides creative and media coverage of 60 countries across all mediums including print, broadcast, online and social media. Our 37 years of expertise, our people and our investment into state-of-the-art technology, help businesses make the right decisions.

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" **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

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