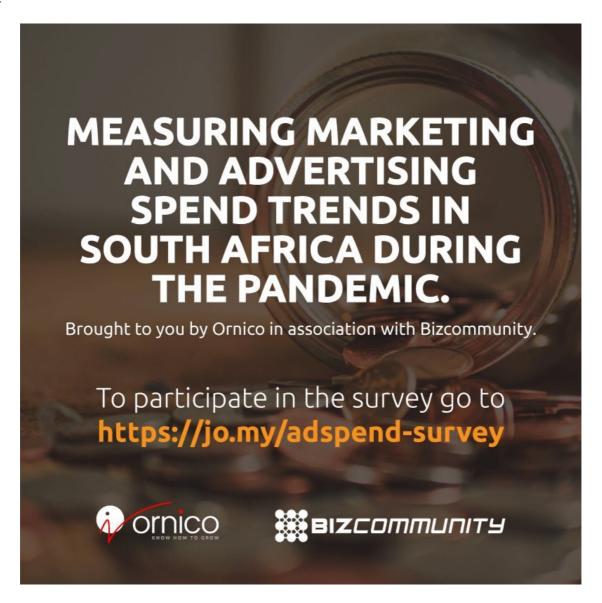


## Measuring marketing and advertising spend trends in South Africa during the pandemic

Issued by <u>Omico</u> 8 Sep 2020

A survey by Brand Intelligence® firm Ornico in association with Africa's premier B2B news site Bizcommunity sets out to measure the impact on marketing and advertising budgets and spend. Heads of marketing and advertising teams across brands and agencies are invited to participate in this survey, where they will be among the first to receive the insights and participate in the launch webinar. This also includes people who are in the media, marketing and communications industries.



Business was hugely disrupted in the height of the Covid-19 pandemic where marketing and advertising initiatives came to a grinding halt in some industries. In order to provide insights on the impact in spend, Ornico in association with Bizcommunity are conducting research to make sense of changes and growth.

Survey participants will be among the first to get invited to join the launch webinar, part of which will be a discussion on the findings.

To participate, please <u>click here</u> and spare five to 10 minutes to complete the survey:

## TAKE THE SURVEY >

- "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

## Ornico



Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

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