

South Africa's telecommunications advertising and media research in 2019 and 2020

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Brand intelligence® firm Ornico conducted advertising spend and media intelligence research in the telecommunication industry for 2019 and part of 2020. The numbers show that advertising spend was affected during lockdown and with the rise of the Covid-19 pandemic.



In a subsequent [webinar hosted by Ornico](#), with a panel of industry thought leaders, the latest research findings were presented, which show a notable decline in advertising spend. Data shows that, although all cellphone brands and mobile networks reduced spend in 2020, Cell C had the least number of new commercials in 2020 compared to 2019.

The report includes 4,073 newcomer commercials (new executions) that were tracked and analysed by Ornico, from January 2019 to October 2020. It also provides a comparison of spend and newcomers by month for the period. This analysis shows that the dip in advertising spend occurred in April 2020 which partly demonstrates the effects of lockdown.

The list of top brands, looking only at newcomers, show both mobile network operators and cellphone brands. Vodacom, MTN and Cell C took the lead, followed by Telkom and Rain among mobile network operators with the most new executions.

Samsung Mobile and Huawei are the leading cellphone brands among the top 10 telecommunications brands with the most newcomers.

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Telecom adspend and social media

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