

IAB SA Digital Influencer Marketing Committee approach and process to develop a common set of definitions and terms for the segment

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The Interactive Advertising Bureau South Africa (IAB SA) Digital Influencer Marketing Committee, formed in October 2019, has been working towards generating clearly defined and commonly agreed guidelines, standards, best practice, definitions and benchmarks, in collaboration with IAB Global, to assist IAB SA members to make empowered digital decisions in this growing segment of the industry.

The committee's mandate is also to 'uphold the best interests of the consumers', as although the guidelines will be serving stakeholders; consumers are the end audience. This is part of an exercise on a larger scale and quarterly updates on the work of the committee are released. Discussions include the addition of influencers in a second phase of the process to ensure that the work of the committee is aligned with influencer's realities.

Industry is invited to review the draft proposal of definitions available [here](#) and to share their feedback by Friday, 30 October 2020 at 4pm. All feedback is to be itemised within the downloaded document and emailed to Hello@iabsa.net. The IAB SA will review the feedback in the first week of November. The findings will be presented in an open workshop on Tuesday, 10 November from 10am to 12pm via Zoom Video Conference. Post which a timeline will be shared for the definitions' toolkit from the committee.

Says Stephane Rogovsky, CEO and Founder R-Squared Digital and the Committee Lead: *"The Committee appreciates all of the input to date from industry. South Africa is one of the first to tackle influencer marketing conversations through a process such as this and we are honoured to be working with IAB Global on this project."*

For more information on IAB SA, visit <https://www.iabsa.net/>

About the Interactive Advertising Bureau South Africa

The IAB South Africa is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital industry within South Africa. The IAB SA currently represents more than 200 members including online publishers, brands and educational institutions, as well as creative, media and digital agencies. Their aim is to provide members with a platform where they can engage and interact with each other and address digital issues of common interest, thereby stimulating learning and growth within the South African digital space.

The IAB SA represents the South African digital industry to all sectors, including the marketing community, the media, the South African government and the public.

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IAB South Africa



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