KEEPING YOU RELEVANT, CONNECTED AND INFORMED

As the year draws to a close, we take the opportunity to reflect on the incredible journey we've undertaken as a business and as a member body of the Institute of Marketing Management South Africa and International Association. Your unwavering support and active participation have been the driving force behind our collective success.

In 2024, we witnessed the power of collaboration in action. Together, we've grown our membership, broadened our knowledge through our events, and launched impactful initiatives like the SMME Associateship and Innovation Hub. These achievements are a testament to the dedication, innovation, and inclusion that define this vibrant community.

As we look to the year ahead, we remain committed to our shared vision: to uplift the marketing and sales profession, foster meaningful connections, and drive positive change within our industry. We're excited to continue delivering value to our members through a range of exciting initiatives, including further expansion of our collaborative and engaging programmes with the African Marketing Confederation. We have further tremendous promise.

Thank you for being an integral part of the IMM Institute's journey. May this festive season bring you joy, peace, and moments of rest and relaxation, and may the new year bring you even greater achievements.

Don't miss our Calendar at the bottom of the newsletter and some of the important dates!

Annual IMM Institute Excellence Awards

Nominate bold brands and individuals who displayed thought leadership and unbeatenness in excellence in their industries throughout 2024!

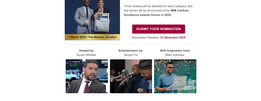
Through the Excellence Awards, the IMM Institute recognises valuable contributions to the industries of Marketing, Supply Chain and Business.

The Annual Excellence Awards are scheduled to be held in December, celebrating many IMM members who got the chance to shine.

Those finalists will be selected for each category, and the winner will be announced at the **IMM Institute Excellence Awards Dinner in 2025**.

SUBMIT YOUR NOMINATION

Nomination Deadline: **31 December 2024**



Award Categories Include:

Marketer of the Year:
Celebrating the individual marketer who has demonstrated excellence in their field.

Emerging Marketer of the Year:
Recognising the rising stars in marketing who has shown exceptional promise and potential.

Marketing Student of the Year:
Acknowledging the outstanding achievements of marketing students who are the future of our industry.

Corporate Marketing Team of the Year:
Celebrating the collaborative efforts of a high-performing marketing team within a corporation.

Marketing Lifetime Achievement:
Celebrating a seasoned professional's lifelong contribution to the field.

Supply Chain Professional of the Year:
Celebrating the individual supply chain professional who has demonstrated excellence in their field.

Supply Chain Student of the Year:
Acknowledging the outstanding achievements of supply chain students who are the future of our industry.

Corporate Supply Chain Team of the Year:
Celebrating the collaborative efforts of a high-performing supply chain team within a corporation.

Supply Chain Lifetime Achievement:
Celebrating a seasoned professional's lifelong contribution to the field.

Entrepreneur of the Year:
Celebrating a visionary entrepreneur for their outstanding contributions to the industry.

Let's celebrate and honour professional excellence together.

We look forward to your attendance and valuable contribution to what is sure to be an incredible event, offering a valuable **window to the African market.**

IMM Friday Flash Talks

Our FREE Flash Talks, held on the last Friday of each month, are hosted by Grace Whitlow with insights from marketing enthusiast Tarandi Pillay. These online podcasts have continued to prove hugely insightful.

If you missed our last two Flash Talks, you can watch the recordings now!

30 August 2024: Unleash the power of a marketing strategy tailored to the youth (Unlocked)

Andrea Kreuzhuber, Research & Insights Director at Youth Dynamix South Africa

Gain insights into crafting a dynamic strategy that resonates with the key market segment by leveraging their favourite content, and creating buzz.

Watch the recording here

27 September 2024: Why electrical infrastructure cluster together in Africa

Ryan Hardiman, Senior Partner at Hot Rock Media Africa

Discover how traditional marketing methods and the internet selfless economy drive business success and reduce costs. Learn why market research is key to breaking into the rail sector segment.

Watch the recording here

IMM Friday Breakfast

6 September 2024: Johannesburg

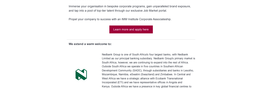
Our September IMM Friday Breakfast was a blast! Lively conversations sparked by Andrea Kreuzhuber's talk on **Aligning your Marketing Strategy for the Youth Pre-Pandemic** had everyone buzzing with ideas. From thought-provoking discussions to networking, everyone left inspired and ready to kickstart their marketing strategies!

4 October 2024: Cape Town

October's IMM Friday Breakfast was hosted at Woodstock Exchange, with the beginning the CBD Rotary in true short crowds.

It was motivating to see how our network of professionals is growing in Johannesburg and in Cape Town. The conversations was refreshing, informative and the energy high.

Some walked off with their favourite freebie in the form of a pot plant after a very intense afternoon of balancing and tasks!



SMME Associateship and Innovation Hub Launch

1 November 2024: Pretoria

Our November IMM Friday Breakfast took the form of the exciting launch of the SMME Associateship and Innovation Hub.

We're excited to form strategic partnerships to support emerging small businesses with essential resources, expert guidance, and collaborative spaces to help them thrive in a competitive market. Our goal is to empower these businesses to overcome challenges, scale sustainably, and emphasising how small businesses can stand out by leveraging product, strategy, messages, and planning into a cohesive marketing strategy. Alongside valuable insights from Lance Surtees, Head of Innovation at the Gibraltar Group, we're excited to launch this initiative to support SMMEs.

Ready to take your business to the next level? Our SMME Associateship provides the resources, expert guidance, and collaborative spaces to help your business thrive.

Learn more here

Welcome new Corporate Associates

Amidst your organisation's corporate corporate programs, your organisational needs expansion, and he has a point of bar talent through our exclusive Job Market portal.

Propel your company to success with our IMM Institute Corporate Associateship.

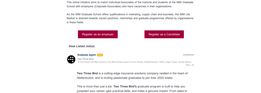
Learn more and apply here

We extend a warm welcome to:

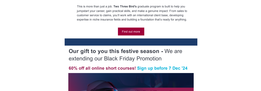
Nedbank Group is one of South Africa's four largest banks, with Nedbank Limited as an principal banking subsidiary. Nedbank Group's primary market is South Africa, but it has a presence in other countries in Africa. Nedbank Group South Africa we operate in five countries in Southern African Development Community (SADC) region, namely Botswana, Eswatini, Lesotho, Mozambique, Namibia, Zimbabwe Greenbank and Zimbabwe. In terms of Next Africa we have a strategic alliance with Ecobank Transnational Incorporated (ETI) and have a presence in Ghana, Kenya, Nigeria and Rwanda. Nedbank Africa we have a presence in a new global financial centre for its clients in Mauritius, Nedbank Private Wealth Mauritius, and in the UK, with an all-world clients, in Guernsey, Isle of Man, Jersey and London, and we have a representative office in Dubai.

As a leader in tourism incubation, Two Three Bird has been pioneering the global tourism landscape with its Tourism Incubator and Tourism Accelerator programmes. Operations extend across the UK, South Africa, Australia, and the Middle East, supporting over 1,000 businesses and creating 10,000 jobs. Through our dedication to innovation, we've consistently secured £10 million annually, a promise to secure thousands. Our commitment to Project 500, with its database of 500 tourism businesses, underscores our role in driving economic growth and diversity. By facilitating effective recovery in partnership with our organisations, we're not just fostering resilience; we're shaping the future and supporting of heritage, and for accelerating new ship management through our Tourism Accelerator programme. Two Three Bird is dedicated to empowering sustainable innovation and empowering a prime of all sizes.

Nature + Heading to done – see. Leaders but to the unfortunate starting of a Nature Conservation Corporation (NCC) is a leading conservation NGO in Africa, with a dedicated a sustainable presence of more than 50 years in the country. Our mission is to conserve and restore Africa's natural heritage for the benefit of businesses and institutions with preventative clothing and gifts. Nature also supports the conservation and skills to its impacts, and how to business clients have impacted and



As a leader in the healthcare market, Clinic Group is committed to leveraging access to affordable private healthcare for all South Africans through its new Clinic Plus membership programme, launched in October 2024. Clinic Group was set up in 1982. Clinic is the fast-growing, family-owned healthcare network and the largest retail pharmacy chain, with an expanding network of over 200 clinics. Clinic Plus is a membership programme that offers a range of benefits to its clients, including a wide range pharmaceutical advantages, and among the healthcare capacity for the group's healthcare strategy.



Hot Rocket Africa is a diverse group of companies, combining strategic marketing, business services, and dynamic social spaces to drive growth and collaboration across Africa.

- **Hot Rocket:** As our heritage and investment arm, Hot Rocket drives the group's strategic vision, fostering partnerships, scaling support and resources to grow businesses and expansion.
- **Hot Rocket Africa:** The B2B agency, focused on delivering bespoke marketing solutions for clients across the continent. With a team of 50+ and a track record of delivering results for global consumer development, Hot Rocket Africa is your partner for navigating the African market.
- **Hotel The Rocket:** Dedicated to empowering small and medium enterprises (SMEs) by providing them with the resources they need to grow. Our creative workspace is home to businesses and start-ups that are passionate about making a difference.
- **Hotel The Rocket Lansing in 2025/6:** Our social hub and collaborative space, designed to reimagine conversations and business networking. Hotel The Rocket Lansing will be a vibrant space for entrepreneurs, bringing cultural events for connection and innovation.

Hot Rocket Africa is a diverse group of companies, combining strategic investment, inclusive business services, and dynamic social spaces to drive growth and collaboration across Africa.

Together, the Hot Rocket Africa Group combines creativity, strategy, and investment to fuel businesses across industries, supporting companies at every stage of growth.

For more information, visit www.hotrocket.co.za

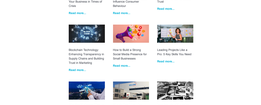
LinkedIn: @hotrocketafrica

Welcome new Professional Associates

Join a transformative journey with an IMM Institute Associateship! Whether you're an experienced professional, an aspiring leader, or a student, we offer tailored customised benefits to support both your personal and professional development.

Learn more and apply here

A warm welcome to our new Associates for this quarter:



Pamela Kunene
CEO
Love Communications

Kayden Naidu
Marketing Manager
Natural Energy

Edith Wrottnal
Category Marketing Manager
Clicks Retail Division
Nestlé

Dinet Rheinglas
Head: Marketing, Communication and Product Development
Fidelity Services Group (Pty) Ltd

Sharon Mahlare
Head: Digital Media
BPO Group

Johannes Sousa
Head: Marketing and Sales
Transnet Port Terminals

Are you ready to advance your career?

Explore the latest openings from leading organisations in the IMM Job Market.

This is your chance to join a dynamic team dedicated to the Institute's mission of the IMM Institute School with employers & people Associates who have experience in their organisations.

At the IMM Graduate School offers qualifications in marketing, supply chain, and sales. The IMM Job Board is stocked towards, earned positions, internships and graduate programmes offered by organisations in these fields.

Register as an employer | Register as a Candidate

View Latest Job(s):

Fintech Expert NEW
Fintech Expert
Cape Town
Fintech Expert wanted to find ideas and pursue ideas, research, POC, capital raise, lead, advise

Two Three Bird is a cutting-edge insurance solutions company located in the heart of Greenwood. Due to growing operational demands in our Q4 2025 intake.

Find a more than just job. **Two Three Bird's** graduate program is built from a top organisation dedicated to your growth. Our graduate program is designed to provide you with a solid foundation in sales, with an intermediate short-term, developing practical experience in client management, and a dedicated Career Path ready for anything.

Find out more

Get Advised & Remain Relevant with Marketing in the age of AI!

Have you read our latest articles?

How Supply Chain Professionals Can Respond to Rise in Crime

Read more...

The Psychology of Colour: How Marketers Can Influence Consumer Behaviour

Read more...

Why Authenticity is Important in the Evolving Marketing Landscape

Read more...

Blockchain Technology: Enhancing Transparency and Security in Supply Chain Tracking

Read more...

How to Build a Strong Social Media Presence for Your Business

Read more...

Leading Projects Like a Pro: Why Daily Tea Matters!

Read more...

Why the Marketers Slow to Adopt New Technology?

Read more...

Africa's Top 3 Logistics Hubs Driving Continental Growth

Read more...

How Nostalgia Marketing Boosts Brand Loyalty

Read more...

Thank you to all our Corporate Associates for their ongoing support and partnership

For more info on all initiatives, visit www.immsouthafrica.co.za
or email membership@imm.co.za

The IMM is proud to be hosting
Junior Achievers Marketing
Competition (JAMC)