

# Pamro confirms conference speakers

The Pan African Media Research Organisation (Pamro) has confirmed the speakers for the 18th All Africa Media Research Conference, taking place on 27-30 August 2017 at the Vineyard Hotel in Cape Town.



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The diverse range of topics span local and international spheres of interest and pose dynamic, challenging and inspiring ideas for the continued growth and excellence of our industries.

## Speakers

- **Nanzala Mwaura**, director connect, Ipsos. With 54 diverse countries, Africa offers massive opportunity to marketers from a range of industries. However, it will only yield dividends if it has a strong, sizable middleclass with disposable income to purchase goods and services. A middleclass is evidence of an economy that has transformed from reliance on subsistence agriculture to workers in the urban-wage market. The fundamental questions are, “Is there a middleclass in Africa, how big is it, and how can marketers reach this group?”
- **Samantha Loggenberg**, research director, Qualitative Intelligence. Based on qualitative research into the under-25 market in South Africa, Loggenberg explores changes in media behaviour and the impact of access to digital technology as well as the changing relationship with TV. Additionally, with the rise of VOD, we need to understand the evolution of content. This changing media environment has complex and even counter-intuitive implications for media suppliers.
- **Kui Kariuki**, audience research manager, Kenya. The eve of digital migration spiked excitement around the changes we expected in television viewership in Kenya. However, has it happened? Clients and agencies are abuzz with the notion of “going digital,” but how informed are they about the implications of moving advertising dollars from traditional ATL media to an evolving digital space? Kariu explores the influence of content, using research findings as a case study.
- **Leana Less**, VP global connections and media at the Coca-Cola company. Data is becoming the oil of consumer marketing, yet despite the fact that enterprises can store 80% of data, only 0.5% is actively analysed. Data comes with significant challenges, but is increasingly important. Early indicators show that the advertising industry investment globally is starting to leverage this. Less explores the benefits of agile marketing if done correctly.

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