

Audience measurement on the continent - 4 Sep 2017

BY LOUISE MARSLAND

The highlight of the past week was the Pan African Market Research Organisation (PAMRO) annual conference, this time held in Cape Town, South Africa. #PAMRO2017 unpacked key research issues in Africa, highlighting measurement success stories and case studies, such as: the reason the [African Lions study](#) into Africa's middle class sets a benchmark; the challenges in [changing media consumption habits](#); the importance of [data in consumer marketing](#); rethinking [audience measurement in Africa](#); and more.

My monthly trend report on [Employer Branding](#) also published last week. We examined key [employer branding trends for 2017](#); the importance of [company culture](#); how to [attract the right talent](#); and more.

In other news on the continent, all eyes are on Kenya as the recent presidential elections were declared void: the Kenyan Supreme Court determined that the recently concluded presidential election "was not conducted in accordance with the Constitution and ... is invalid". Let's hope for a peaceful outcome as the next round of voting has to get underway within 60 days. AlJazeera terms it a "[victory for democracy](#)".

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Have a great week!

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