

How to fully leverage sponsorship - A Unilever brand in the spotlight

Issued by [Amasa](#)

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The modern brand marketing environment is cluttered with so many activities from various consumer touchpoints and messaging platforms. How does a brand break through this clutter without breaking the bank?



Join Amasa Joburg as we host a panel of professionals and industry audiences from brand, marketing, advertising, media, PR and other communication practices to unpack a Unilever brand case study:

Gareth Marshall - Senior Brand Manager at Unilever South Africa

Andrew Ross - Chaos Theory (sports sponsorship agency)

OG Molefe - Supersport

How does South Africa's number-one brand in its category navigate a fragmented market and successfully reconnect with South African consumers? By using insights aligned with the unique South African consumer and with their favourite sport as a vehicle to enhance and evolve the global brand positioning. By combining South Africa's inherent love of sport with a literal once-in-a-lifetime opportunity the brand team was convinced they could connect with their target market through sport, and their consumers' passions.

"It's crucial that as caretakers of international brands we be very conscious that our brand positioning remains truly South African and that it sticks with and resonates with local consumers." - **Gareth Marshall - Senior Brand Manager South Africa.**

By creating a unique sponsorship property, the brand was able to connect meaningfully with its target market, in a cluttered marketplace, on a small percentage of international budgets.

"I truly believe that as brand managers we must have the courage of our convictions, to really get behind a campaign and back it all the way no matter what." - **Gareth Marshall - Senior Brand Manager South Africa.**

The learnings from the above case study may surprise you. Join us as we discuss its implications and mingle over

cocktails.

Date: Wednesday, 5 June 2019

Time: 16h30 to 18h00 (18h05 onwards = networking)

Venue: Ster-Kinekor Head Office - Primovie Park 185 Katherine Street

RSVP: To Andrew Maluleka on andrewatamasa@gmail.com.

" E-commerce landscape in SA - Insights and trends for marketers? 1 Dec 2021

" Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner? 9 Nov 2021

" Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021 18 May 2021

" Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm 28 Aug 2020

" Amasa Ignite Webinar Forum - Purpose-driven conscious marketing 28 Jul 2020

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