

'Reset and reinforce brand purpose', says Nedbank IMC white paper

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Rule 1: Everything has changed, change with your customers

Rule 2: Stop calling everybody millennials

These are just the first in a succinct list of rules and highlights outlined in a white paper from the conference, which took place in July with 1,200 delegates. Prepared by Caitlin Ferreira, Senior Lecturer in Marketing and Head of Section at the Red & Yellow Creative School of Business and Adjunct Lecturer in Marketing at the University of Cape Town, the paper outlines five main themes extracted from the 18 local and international speakers.

The overall theme of the conference was 'Marketing works. More than ever. Work it'. "I summarised five key themes from the conference in the white paper. These themes focus on the importance of understanding your customers, the rise of the conscious consumer, the inevitability of change particularly in 2020, the power of creativity and a look at the future of the marketing industry. The white paper offers marketers insight into where they should be focusing their energy to weather the storm of these unprecedented times. Amidst all the uncertainty that 2020 has brought with it, it's also brought many opportunities for marketers. It's given us the opportunity to reset, to reinforce our brand purpose, to re-examine our priorities and to be more human" says Caitlin.

Tim Legg, CEO of Ole!Connect, who partnered with the Nedbank IMC in producing the paper, confirmed that one of his key observations from the conference was that brands need to be more agile and creative than ever before. "Increased personalisation of marketing and understanding individual consumer behaviour is necessary for more targeted and relevant communication" he added.

Says Dale Hefer, IMC CEO:

“ This is an easy, must-read for anyone in marketing. ”

[Download](#) and the white paper now.

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