

The IAB SA Digital Influencer Marketing Committee is announced

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The IAB SA is proud to announce the selected committee members for the much anticipated IAB SA Digital Influencer Committee, under the leadership of IAB SA member and R-Squared Digital CEO and Founder, Stephane Rogovsky.

The IAB SA Digital Influencer Marketing Committee lead and selected committee members provide an organising structure to enable the discussions and development of guidelines, best practice and benchmarking for Digital Influencer Marketing in South Africa.

The IAB SA is thrilled to announce the following industry experts to the committee:

Stephane Rogovsky, CEO and Founder R-Squared Digital: Committee Lead
Leigh Kinross, MD Associated Media Publishing: Publisher Seat
Gillian Atwood, Director GillStrawberry: Sponsorship Seat
Siya Mitane, MD SlikourOnLife: Agent Seat
Nicole Capper, Owner MANGO-OMC: PR Seat
Pippa Misplon, BUD Ogilvy SA: PR Seat
Paballo Rampa, Vodacom Content Marketing: Brand Seat
Michal Turner, One Day Only: Brand Seat
Naledi Mashego, MD and Founder Black Cherry Marketing: Marketing Seat
Brian Muguto, Business Director Mediacom Media: Agency Seat
Danilo Acquisto, Founder and CEO Special Effects Media: Specialist Seat
Amanda Sevasti Alves, Publicis Machine: Agency Seat
Terry Murphy, Marketing Mix Conferences: Independent Seat
Anna-Belle Mulder, Platform 5 Digital: Performance Agency Seat
Christine Wienekus, Hellocomputer JHB Head of Social & Content: Agency Seat
Pierre Cassuto, Humanz: Technical Platform Seat

The overall aim of the IAB SA Influencer Committee is to empower the media and marketing industry to make better digital decisions regarding best practice and standard definitions for influencers in the digital space. We aim to achieve this through smart, actionable and motivating insights regarding influencers in digital marketing with the following objectives:

1. To define Influencer digital marketing.
2. To develop best practice for influencer-marketing in the digital space.
3. To build out benchmarking related to performance/ROI in this space.
4. To develop guidelines for influencer digital marketing campaigns.
5. To identify the risks and key areas of focus specific to digital influencer marketing.

Stephane will also be working closely with Zoe Soon, IAB Global VP Mobile centre of Excellence (also over-seeing this area of expertise) to co-develop and collaborate on projects where relevant and meaningful.

“With an average 82% growth per year, Influencer Marketing is one of the fastest growing segments of digital marketing, and it is expected to grow even faster in 2020. Investments in this field across all industries and brands now play a key role in the implementation of most marketing strategies. It is a young industry that currently lacks standards, definitions, best practices and benchmarks. Through the strategic decision of setting up this Digital Influencer Council, the IAB is

*globally leading the process of improving standards in the industry, and I'm deeply honoured to be nominated to fill the seat of Council Lead. I look forward to driving this initiative with these industry leaders who have now been nominated to the Council."*Stephane Rogovsky, IAB SA Digital Influencer Marketing lead and CEO of R-Squared Digital.

We kick off with the **IAB Insight Series Event: Digital Influencer Marketing** at Kantar in Cape Town on 28 November 2019, where IAB SA Digital Influencer Committee lead, Stephane Rogovsky, is also the key note speaker.

The process to nominate industry leaders, across the various stakeholder sets, relevant to this marketing speciality, commenced in early September 2019 with an invite to the IAB SA member and subscriber base alongside social media notifications. To join the IAB SA communication list to hear more about other industry committees, events and reports, please subscribe here: www.iabsa.net/newsletter_subscribe and to attend the 12th Episode of the IAB SA Insight Series, book your ticket here: iab.howler.co.za/insights28nov and IAB SA members attend free. If you are an IAB SA member and keen to attend on the 28th November 2019 please register by emailing Paula@IABSA.net

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IAB South Africa



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