

97: MTN Business App Awards and measureability of ad campaigns

On the last [Biz Takeouts Marketing and Media Radio show](#), host Warren Harding chatted to Andrew Hall ([@AndrewHa1l](#)), Managing Director of Hero Strategic Marketing ([@herotweet](#)). We spoke about measurability of advertising campaigns, the importance of tracking campaigns and what clients should be looking for.

We then shifted our attention to the upcoming MTN Business ([@MTNza](#)) - App of the Year awards. We talked to Kevin Jacobson, MTN Business Enterprise Marketing GM and awards judge Toby Shapshak ([@shapshak](#)) to find out more.

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

In studio on Thursday 10 July we hosted MD of Hero Strategic Marketing Andrew Hall.



Hero and yourself have an article out, saying that ad campaigns without measurement are redundant. That is quite a bold statement, what is it all about?

Andrew Hall: It is a bold statement, as measurement is thrown around the industry fairly casually especially with the cash crunch and previous recession. Measurement is so important and campaigns that are not being measured are being questioned by clients who are looking for advertising investment and ROI. The article delves beyond just the measuring of campaigns, but also what is being measured. We use the term measurement without meaning, so if I talk about measurement, what exactly are you measuring?

Check out the agency, Hero, right here: www.hero.co.za.

Get all the other information from Andrew and Hall and advertising measurement by listening to this week's podcast.

Via telephone we hosted, Kevin Jacobson, MTN Business Enterprise Marketing GM and awards judge, Toby Shapshak to chat about the MTN Business, App of the Year Awards.

■ To start out, what does the MTN Business App of the Year awards mean to you?

Toby Shapshak: Let me put it like this. It's a very clever idea as we live in a society where it used to be the way to write a program was for a desktop computer. Now of course it is all for a cellphone. The awards are used to celebrate and reward app developers in South Africa as it is done around the world. I think it's a really good idea to give people the recognition they deserve. If you look back at the first year, there was only really one app that stood out and won in several categories. It was FNB's and was just so vastly superior.

Last year, the second year, there was already a sure of efficiency and a surge of innovation and the awards are great at rewarding this and giving recognition where deserved. The winner last year was an app called SnapScan, it had a very small footprint, it hadn't really done much in the world yet and it was such a great app and the awards have given them the kind of reach allowing them to scale.

Check out the MTN Business App of the Year Awards here: www.appoftheyear.co.za.

You have a few days left to enter the MTN Business App of the Year Awards on the site.

Get all the other information from Andrew Hall, Toby and Kevin Jacobson by listening this this weeks podcast.

The news roundup covered:

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- [The copywriting mistakes most clients make](#)
- [Content marketing in South Africa: Don't let your business miss an opportunity](#)
- [Why translation is only step one for success in international markets](#)
- [Featured Job: Head of eCommerce Web Technical Team](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (83.4MB) or [listen](#) to the podcast (45:37min).

Episode 97: MTN Business App Awards and measurability of ad campaigns.

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