

ASOM, DMA and IMM to join in the formation of new marketing organisation

A new national marketing organisation will be created following a decision to unite The Association of Marketers (ASOM), The Direct Marketing Association (DMA) and The Institute of Marketing Management (IMM).

The overall objective of the new organisation, whose name is yet to be finalised, is to create a powerful voice for the marketing industry in South Africa.

The decision has been formalised following the signing of a Minute of Intent by each of the three organisations. The Minute was signed at a media briefing in Johannesburg today by their representatives: Mr Moss Mashishi, Chairperson of ASOM, Mr Michael Judin, Chairperson of the DMA, and Mr Jabu Mabuza, President of the IMM

The process leading to complete integration of the three bodies is expected to be completed by the end of 2002. Mid-year should see operational integration achieved. It is anticipated that, in due course, all three organisations will be housed in one location.

This process will involve all three organisations in an ongoing manner. It will be facilitated by Mr Howard Gabriels of ASOM, Mr Davy Ivins of the DMA and Mr James McLuckie of the IMM. The complete unification will be achieved as the three organisations involved work together to meet the end objectives.

The following issues have been identified to ensure a smooth transition. These include:

- A due diligence study will be conducted in respect of each organisation.
- A Human Resource Consultant will be appointed to ensure a completely fair and transparent process in the evaluation and integration of existing members of staff. The question of any redundant staff is expected to be dealt with through natural attrition.
- An independent legal advisor will be appointed to address the integration of the organisations' respective constitutions and other legal matters.

According to the Minute signed, the key objectives of the new organisation will be:

- To actively participate in a defined role in marketing education and training in the new South African education model;
- To create a powerful voice for the marketing industry in South Africa and to prevent fragmentation of the representative organisations in the industry;
- To benefit from the synergies of the various activities of the founding organisations, which include lobbying to influence

policy and legislation that affect the marketing industry; education in marketing; events and international relations;

- The promotion of learning and training and the development of specialist skills;
- The promotion of innovation and research to address the challenges in the industry;
- To increase the scope of services offered to membership.

The powerful brands that have been developed within the various organisations, and have contributed to the outstanding reputation that each has built, will continue to exist in their own right. Thus brands that have become household names in the industry – such as Assegai, Raptors, Loeries, the IMM Graduate School of Marketing – will continue apace and are expected to go from strength to strength in the new organisation, as in the fullness of time they develop even further.

Expanding on the objectives, Mr Mabuza - who chaired the media conference - said that unification would provide the stakeholders of all the organisations with a one-stop professional marketing service.

For example, the strong international ties of the IMM will now be available to all involved in the organisations. In addition, the unique Awards of ASOM, such as the Loeries and Raptors, will now fall under the new organisation, while the sterling work of the DMA, exemplified by its current initiative in addressing the hike in postal tariffs, will be available. All this is indicative of the outstanding synergies that will be applied by the new organisation, Mabuza said.

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