

# New product launch, team expansion for Effective Measure

As Effective Measure plans its expansion plans into the strategic growth markets of Zimbabwe, Kenya, Nigeria and Morocco, it has appointed Stephanie Walters as business development director - South Africa, based in Johannesburg.

Walters joins the company from Junk Mail, where she worked with key blue chip clients as national sales manager for Junk Mail Digital. She has also held senior roles at CEO Holdings and Webmail International.



Stephanie Walters

Reporting to freshly appointed, Dubai based, regional brand sales director - MEA, Matthew Robarts and established country MD, Alan Morrissey, Walters' core remit will be to service the brands segment. Morrissey will continue to specialize in the needs of media buyers, agencies and publishers.

## New 'Brand' suite

Building on the strong relationship with South Africa's premier digital industry body, the Digital Media and Marketing Association (DMMA), the company has launched its solution for brands to the South African market.

Its 'Brand' suite of measurement products works to assist brands in understanding the demographics of their users, clearly ascertain rankings in the SA market and benchmark performance in their sector vs competitors. Additionally the Brand offering measures advertising campaign effectiveness and facilitates customised surveys to gain deeper consumer insights.

Leading global brands are using the specialised solution including South Africa's Woolworths, African Bank, Nedbank, Renault, African Internet Accelerator & RCS.

## Connectivity

The company was appointed the de facto digital measurement standard in South Africa by the DMMA in April 2011. The DMMA has recently included brands as holding official representation status in the digital space, adding a brand portfolio to its current member base. Anchor members of this new portfolio include Woolworths, Nedbank, African Bank, OLX and Renault.

The company's regional managing director - MEA, Brendon Ogilvy said, "The digital media sector in South Africa is in prime position to reap rewards from the economic growth that the country is poised to experience over the next five years.

Connectivity is booming, largely via mobile devices and the opportunities for brands to engage with their target audiences with great immediacy and impact are substantial. The company looks forward to assisting the South African digital market to keep agile and innovative in response to consumers' shifting digital expectations and behaviours."