

Celebrating African creativity with new research currency - 3 May 2016

BY LEIGH ANDREWS



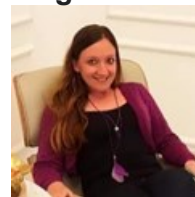
Mike Broom asks [where marketing research is going](#), particularly when you factor in the weak economy, budget cuts and greater complexity and the complexity of modern life in general. Broom says the bottom line of marketing research is still to gain better understanding of consumers.

In this light, Terry Murphy says the [new OOH measurement currency](#) should bring even more growth to the outdoor advertising industry, particularly based on how the introduction of similar currencies has impacted other countries.

We also put on our fun hats to go further [Behind the Loeries](#) 2016 with Suhana Gordhan, creative director at FCB Africa and newly nominated Loeries committee and board member. Known for her work on the '[Last Dictator Standing](#)' Mugabe Nando's ad, Gordhan is proud of African creativity and has a strong commitment to growing creativity in this country and on this continent

Fittingly, May sees the launch of our [#AfricaMonth](#) feature. You can look forward to exclusive interviews and thought leadership throughout the month on all things Africa, such as our articles on the [Van Schaik bookstore](#) expanding further into the continent and the importance of '[local format](#)' TV content. Don't forget to join the conversation by using the hashtag #AfricaMonth when you tweet us!

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 13 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

For more, visit: <https://www.bizcommunity.com>