



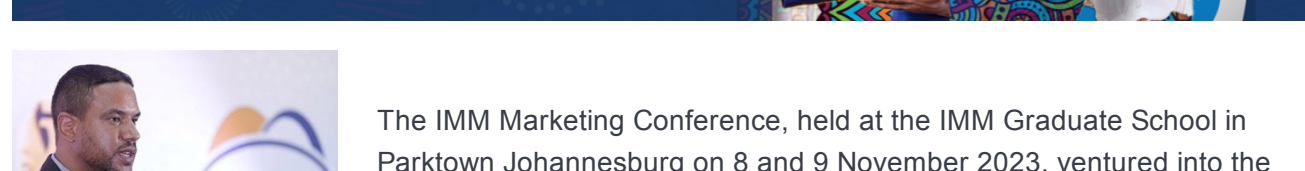
## Farewell to another year.

As the year comes to a close, we find ourselves reflecting on the moments that made 2023 truly special.

At the IMM Institute we are truly thankful to be serving you. Your support has been the cornerstone of our success, and we are honoured.

Wishing you and your loved ones a festive season filled with happiness, peace and an abundance of good cheer.

## 2023 IMM Marketing Conference "Global Thoughts Local Leaders"



The IMM Marketing Conference, held at the IMM Graduate School in Parktown Johannesburg on 8 and 9 November 2023, ventured into the realm of AI, exploring its potential in marketing. It also delved into the evolving landscape of influencer marketing, redefining its impact.

Delegates were given hands-on tips on how to navigate the intricacies of user-generated content - striking a balance between its vibrant energy and potential risks.



Attendees enjoyed an array of practical case studies, panel sessions, and insights from international and local industry giants, as they shared what it means to be a marketer in 2023.

A highlight of the conference was a Brand SA session looking at ways to position the South African brand. It commenced with the keynote presentation, *Creating a Compelling Brand Story for South Africa: Unleashing its Global Appeal*, followed by a review of global trends and innovations in destination marketing, and a panel discussion.



Following the success of this year's event, we look forward to the 2024 IMM Marketing Conference.

[View our conference gallery here](#)

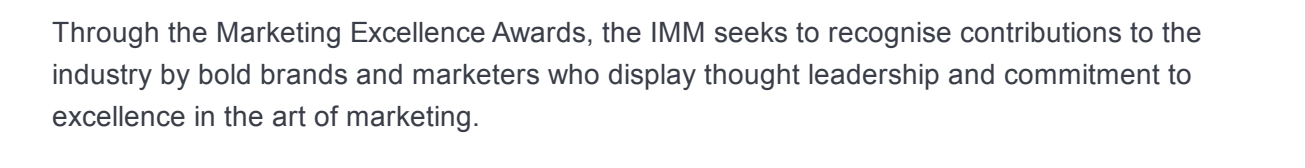
## Winners Announced at the 2023 IMM Marketing Excellence Awards



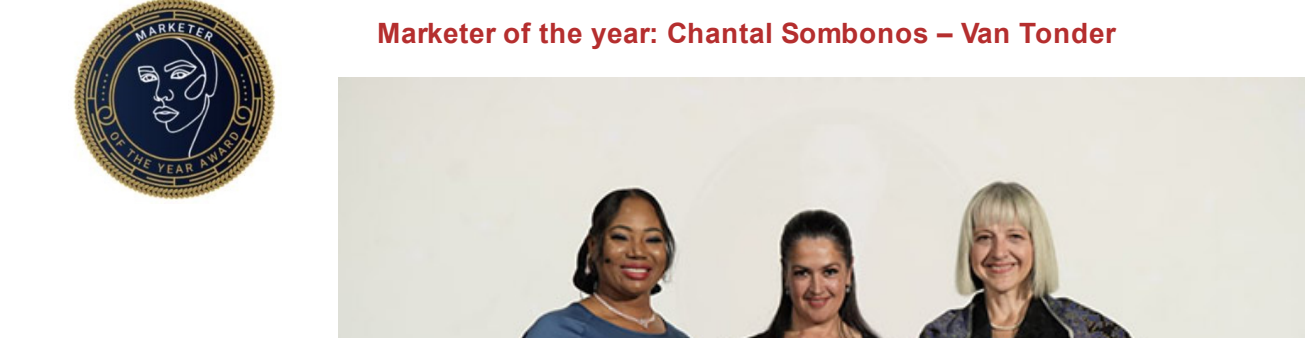
The IMM Institute recognised and honoured those individuals and teams who have made significant contributions to the marketing industry at this year's IMM Marketing Excellence Awards, held at The Venue in Melrose Arch on the evening of 8 November 2023, as part of the 2023 IMM Marketing Conference.

The gala dinner, hosted by Govan Whittles and Tarisai Moffat, was a spectacular event, with duo act 'Simply For' captivating the crowd and a caricature artist capturing the characters of each of the winners in a work of art.

Through the Marketing Excellence Awards, the IMM seeks to recognise contributions to the industry by bold brands and marketers who display thought leadership and commitment to excellence in the art of marketing.



### Marketer of the year: Chantal Sombonos – Van Tonder

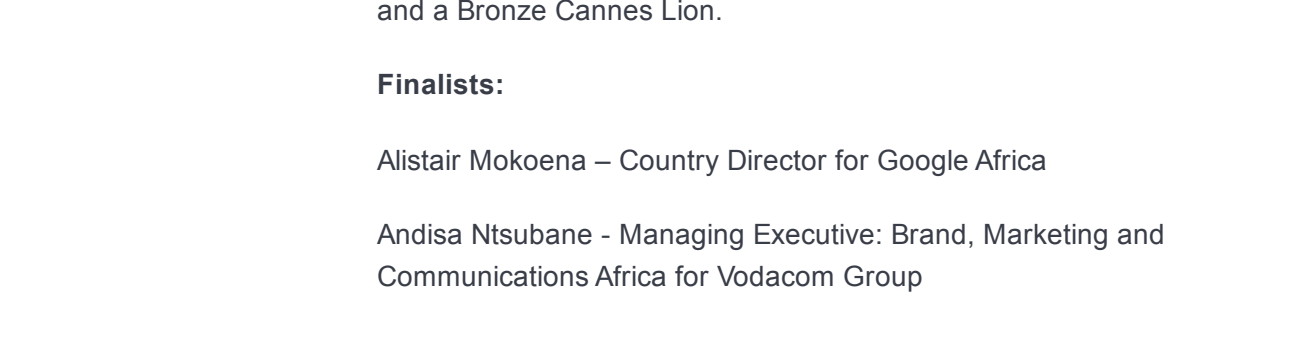


Sponsored by the IMM Graduate School, this award celebrates the individual marketer who has demonstrated excellence in their field.

Chantal is the CEO of Chicken Licken, under whose tenure the brand has garnered numerous accolades, including 133 Loeries and seven consecutive 'Brand of the Year' awards, alongside eight D&D Pencils and a Bronze Cannes Lion.

**Finalists:**  
 Alistair Mokoena – Country Director for Google Africa  
 Andisa Ntsubane - Managing Executive: Brand, Marketing and Communications Africa for Vodacom Group  
 Firoze Borat – Chief Marketing Officer at Discovery

### Emerging Marketer of the Year: Pat Mahlangu

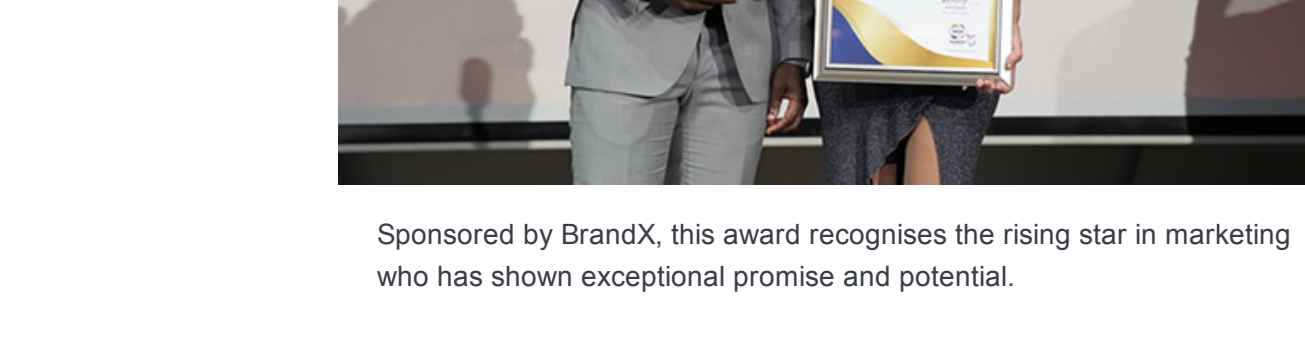


Sponsored by BrandX, this award recognises the rising star in marketing who has shown exceptional promise and potential.

Pat is a marketing media entrepreneur with over 12 years of experience. In 2020, he launched Lerato Agency, serving both local and international brands. His commitment to inspiring young people led to the creation of the Top 16 Youth-Owned Brands Awards, celebrating youth excellence in brand building. Also in 2023 he was recognised as one of the Top 200 Young South Africans by *Mail and Guardian* and became a Play Your Part Ambassador for Brand South Africa.

**Finalists:**  
 Charles Poulter – Account Director for SWM Communications  
 Tanya James – Business Owner at The MarketHear

### Marketing Student of the Year: Dhashika Ramgolam



Sponsored by UXI Private Education, this award acknowledges the outstanding achievements of marketing students who are the future of our industry.

Dhashika is a digital marketing manager with 15 years' experience; she is an academic achiever who consistently excels, currently pursuing her honours degree while managing a full-time role as a digital marketing manager.

**Finalists:**  
 Justin Beswick – An Honours student at Vega School  
 Nico v d Westhuizen – 1st Year student at the IMM Graduate School

### Corporate Marketing Team of the Year: Tiger Brands' Albany Brand Team

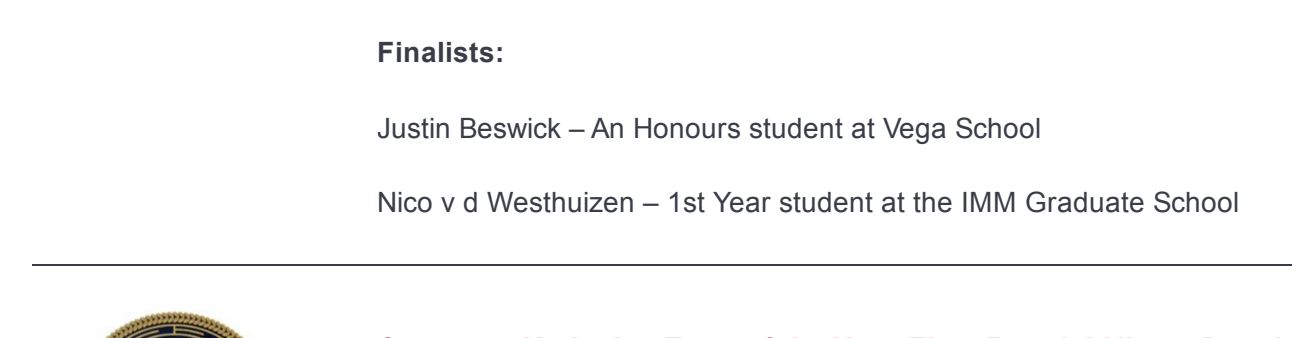


Sponsored by BrandSA, this award honours the collaborative efforts of a high-performing marketing team within a corporation.

The Albany Brand Team is the driving force behind one of Tiger Brands' most cherished brands. Albany is a brand woven into the fabric of South African culture. The Albany Brand Team is passionate about preserving this legacy while meeting the evolving needs and preferences of South African consumers.

**Finalists:**  
 Deloitte Africa Consulting  
 Tiger Brands - Albany

### Lifetime Achievement Award: Brand Pretorius



Sponsored by SAB (ABINBEV), this award celebrates a seasoned professional's lifelong contribution to the field.

Toyota South Africa's Brand Pretorius has been selected as the recipient of the Lifetime Achievement Award for his outstanding and unparalleled contributions to the field of marketing. With a career that spans decades, he played a pivotal role in making Toyota a market leader in both sales and customer satisfaction. His impressive track record continued as he took the helm at McCarthy Motor Holdings, skillfully rescuing the company from financial distress and saving thousands of jobs. His journey has been characterised by unwavering integrity and a commitment to literacy through initiatives like the Rally to Read.

## IMM FRIDAY FLASH TALK 2024

With Anchor Govan Whittles and Marketing Enthusiast Tarisai Moffat

Please save the dates of our IMM Friday Flash Talk podcasts for the coming year. Each month the Flash Talks host thought leaders, visionaries and movers-and-shakers on marketing matters in Southern Africa:

- 23 February
- 28 March (Thursday)
- 26 April
- 31 May
- 28 June
- 26 July
- 30 August
- 27 September
- 25 October

The Flash Talks are followed up with a Breakfast on the first Friday of each month, providing a platform for Corporate and Individual Associates of the IMM to network, and to share their thoughts and insights around the previous Friday's Flash Talk.

## IMM Job Market.

CONNECTING INDUSTRY WITH TOP MARKETING TALENT

This online initiative aims to match Individual Associates of the Institute and students of the IMM Graduate School with employers (Corporate Associates) who have vacancies in their organisations.

As the IMM Graduate School offers qualifications in marketing, supply chain and business, the IMM Job Market is directed towards vacant positions, internships and graduate programmes offered by organisations in these fields.

[Find out more](#)    [Register as an employer](#)    [Register as a Candidate](#)

## Have you read our latest articles?

- Diversity and Inclusion in Marketing: Why It Matters. [Read more...](#)
- Marketing to Gen Z: Understanding the Next Consumer Generation. [Read more...](#)
- Marketing in the Age of Privacy: Navigating GDPR and Data Regulations. [Read more...](#)
- Set Yourself Up for Success in 2024 with a Short Course from the IMM Institute. [Read more...](#)

## Thank you to our Corporate Associates:



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