

## JOINT MEDIA RELEASE

### South African Marketing Industry Alliance launches WFA Global Diversity, Equity & Inclusion (DEI) Census

**Johannesburg, 21 June 2021:** [The World Federation of Advertisers \(WFA\)](#) is launching the world's first-ever global Diversity, Equity and Inclusion (DEI) census of the marketing and advertising industry, designed to provide hard data on the people who are working in the profession.

In South Africa, an alliance comprising [MASA](#), the local WFA affiliate and sister industry bodies the [ACA](#), [ARB](#), [IAB](#), [MRF](#) and [Kantar South Africa](#) will spearhead this project to ensure wide reach across the corporate, agency, SMME and freelance marketing landscape.

**Brian Yuyi, MASA CEO** says: "As the South Africa affiliate of the WFA, MASA is enormously proud to be associated with this important DEI Census whose need cannot be overstated especially given South Africa's global uniqueness on the broader matter of transformation of which Diversity, Equity and Inclusion are key elements. We are even prouder to have assembled a stellar cast of industry bodies and top research agency Kantar to join us on this journey with the aim of reaching each and every person involved in the broader marketing industry in South Africa."

#### Global and Local data on workforce composition will inform the way forward

The survey will assess where the global advertising and marketing industry is in relation to diversity, equity and inclusion (DEI) by investigating workforce composition across the industry as well as people's perception of diversity, equity and inclusion in the workplace, including their sense of belonging and their perception of progress. The response will inform the research results which will in turn make for informed discussions across the industry.

Globally, WFA has partnered with Kantar, trade publication [Campaign](#) and global agencies association [EACA](#) and [VoxComm](#). This is also in strong collaboration with national advertiser and agency associations in 27 markets in order to promote the research survey and encourage as many local marketers as possible to participate. The goal, globally, is to generate the largest and most representative sample possible.

The initiative builds on work already carried out in the UK as part of the [All In Initiative](#) - as well as the many efforts led in the US by ANA and 4As and in other markets - with the aim of establishing a tangible baseline for the global industry.

WFA and its [Diversity and Inclusion Taskforce](#) believe that the strains and pressures of the pandemic have made it harder for many organisations to prioritise their diversity and inclusion efforts, while research has found that many women, in particular, have considered leaving the profession.

While national associations and their agency counterparts will be driving the research survey at local level with the support of local press and trade publications, corporate members of WFA and agencies involved in the [WFA Diversity and Inclusion Task Force](#) will be driving the initiative top-down via their own employees, clients, partners and marketing supply chains. Supporting organisations include Brand Advance, Diageo, Ferrero, Grupo Bimbo, GSK, Havas, Mars, Mondelez, m/SIX and Reckitt.

The South Africa alliance joins other national advertiser associations and their agency association counterparts who have confirmed participation in the census across a wide variety of countries and territories. The initiative will help inform an action plan for improvement led by WFA's taskforce.

## **The Census**

The census questionnaire will be live from 21 June to 02 July, 2021. The results will be compiled and analysed by Kantar and the key findings will be published by Campaign's global network of editions later in the year and presented at leading industry events in October 2021. The results will also be used as the basis for an action plan devised and led by WFA's Diversity and Inclusion Task Force. The WFA intends to team up with all stakeholders as well as Kantar and Campaign again in 18 months' time to measure progress.

For Ivan Moroke, Kantar South Africa CEO, it is humbling to play such an important role in understanding people to inspire growth for the industry overall. "It's a business imperative, as diversity drives innovation and creativity, enabling us to better serve the needs of our clients, while inclusion creates a culture of belonging, where everyone is empowered to succeed. The census will ensure all voices are heard, coming together to shed light on the true state of Diversity, Equity and Inclusion across the board in South Africa's marketing industry – long painted as untransformed. This will pinpoint the exact challenges and opportunities to take action so we're not only more representative of our country's unique reality but also more inclusive and encouraging, painting a brighter path for the future."

## **Presentation of Findings**

The findings will be presented at leading global industry events in October this year and put into the public domain so that global groups, regional groups and, critically, local coalitions can ensure their DEI efforts are as focused as possible on perceived shortcomings. A follow up survey will be completed in 18 months' time to measure progress, with the ultimate goal of generating the largest and most representative sample possible.

Dr. Phumzile Mlambo-Ngcuka, UN Under-Secretary-General, Executive Director of UN Women and Chair of the Unstereotype Alliance says: "Progress in diversity and inclusion across the advertising industry has been inching forward where it should be racing ahead. The recent State of the Industry report launched by the Unstereotype Alliance shows that mechanisms to measure and hold organizations to account are critical to the improvement that is so urgently required. This census is an important step to uncover the extent to which

marginalized and under-represented groups are under-resourced, and to help identify a clear path for progress.”

The South African Marketing Industry Alliance encourages all of their members and also non-members to participate by taking 15 minutes to fill in the survey which can be accessed [here](#).

For further information or clarity, please email [info@marketingsa.co.za](mailto:info@marketingsa.co.za)

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### **About ACA**

The ACA is the official, representative body for the Communications and Advertising profession in South Africa, representing agencies in the profession (who at present contribute approximately 95% of South Africa’s measured ad spend) to government, media and the public. The ACA is a voluntary body formed by and for the industry, focused on and committed to self-regulation and to defending the highest standards of ethical practice. For more information visit [www.acasa.co.za](http://www.acasa.co.za)

### **About ARB**

The Advertising Regulatory Board (ARB) is the self-regulatory body appointed by the industry to administer the widely-accredited Code of Advertising Practice which regulates the content of advertising in South Africa. The members of the ARB are [MASA](#), [IAB](#), [ACA](#), [NAB](#), [PFI](#) and [Aware.org](#). For more information visit [www.arb.org.za](http://www.arb.org.za)

### **About IAB**

The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 150 leading media companies, brands, and the technology firms responsible for enabling excellence in digital marketing focusing on identifying and targeting audiences, delivering and optimising campaigns to these audiences and the innovation and selling of such activities. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers. and the wider business community on the importance of digital marketing. For more information visit [www.iabsa.net](http://www.iabsa.net)

### **About MASA**

A successor to the old Society of Marketers, later ASOM (Association of South African Marketers), and then the MFSA (Marketing Foundation South Africa) up to 2005, MASA is the **member association** and **professional body** for the South African marketing community and the representative voice for organisations and individuals in the marketing industry.

It represents the business interests of marketers, and promotes professional and ethical marketing practices, the adoption of common standards, self-regulation, and independent and credible marketing industry research.

MASA is also focused on marketing skills development. It seeks to provide leadership, support, and mentorship, and is the South African Qualifications Authority (SAQA) accredited custodian of the Chartered Marketer, Marketing Practitioner, and Associate Marketer Designations in South Africa.

MASA is active in leading and influencing transformation, policy, legislation, education, and training, learning and development, and best practice on marketing and related business topics. For more information, visit [www.marketingsa.co.za](http://www.marketingsa.co.za)

### **About MRF**

The [Marketing Research Foundation \(MRF\)](#) is an independent non-profit company, acting as the custodian and repository of research expertise for marketers and their advertising industry partners. Its main objectives are to establish, commission and manage comprehensive, valid, reliable, and continuous consumer behaviour research, surveys, investigations and reports, that provide data for targeting and segmentation, as well as multi-product/brand usage and multi-media information that reflects the totality and complexity of the South African society.

### **About Kantar South Africa**

[Kantar](#) is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people and inspire growth.**

### **About WFA**

The World Federation of Advertisers (WFA) makes marketing better by championing more effective and sustainable marketing communications. It is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$900 billion per annum.

WFA connects the world's biggest brand owners and national advertiser associations in more than 60 markets, bringing together tens of thousands of brands at local level. Together, they create a global network which offers a unique source of leadership, expertise and inspiration. More information at [www.wfanet.org](http://www.wfanet.org)

### **About EACA**

Established in 1959, the Brussels-based European Association of Communications Agencies (EACA) reunites more than 2,500 communications agencies and agency



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associations from nearly 30 European countries. EACA's purpose is to engage with EU policymakers, the industry and stakeholders in order to provide its members in with the most favourable business and legal framework they need to thrive. Through initiatives like inspire!, edcom, and the IMC & Effie Awards Europe, EACA is continuously working on the educational, qualitative, and sustainable aspects of advertising in Europe. For more information, visit [www.eaca.eu](http://www.eaca.eu).

### **About VoxComm**

Established in 2020, VoxComm is the new global voice for agencies, championing the value that agencies bring to their clients as turbo boosters for growth. With 36 national trade associations from around the globe, VoxComm stand for the power of commercial creativity in all its forms – across strategy, ideas, content and media – as a proven lever for growth that businesses neglect at their peril. For more information, visit [www.voxcomm.org](http://www.voxcomm.org).