


100%

Adding value
to your
business






Marketing is the art of adding value to business.

So how can the Marketing Association of South Africa add value to the way you do business?

For a nominal fee, as an Individual or Corporate Member, here are just some of the benefits you can enjoy.

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- ✓ Access to a network of credible business and marketing professionals
 - ✓ Participate in the self governing structures through high level representation
 - ✓ The ability to influence national policy, legislation and strategy on marketing and business issues
 - ✓ The assurance of world class educational and training standards for our profession
 - ✓ Guidance and support on issues of strategic and professional interest and importance
 - ✓ Enhanced personal credibility as a Marketing Professional
 - ✓ Immediate subscription to a code of professional conduct
 - ✓ Discounted rates on journals and newsletters
 - ✓ Discounted rates to marketing and other business events
 - ✓ Participation in recognition programmes and awards



The Marketing Association of South Africa ...

... Using the power of your profession, to empower you.

Our Reason for Being:

- ✓ To sustain and develop the credibility of marketing as a discipline and profession, through the implementation of credible standards and ethics by our members.
- ✓ To champion and defend marketers key interests
- ✓ To set and support self regulatory standards
- ✓ To provide leadership beyond compliance

Our Way of Working:

We are a Section 21 company, headed by a Board of nominated directors, working in tandem with advisory councils of high-profile corporate and individual marketers, academics, experts and thought-leaders, to address issues of national and strategic interest to our profession.

Our Guiding Philosophy:

- ✓ Minimise bureaucracy
- ✓ outsource as much as possible
- ✓ engage, energise, and inspire the marketers of today and tomorrow
- ✓ make a meaningful, lasting difference to the way our profession is perceived and practiced.

The Association is a point of anchor, an unbiased, independent entity that seeks to represent the best interests of marketers and their contribution to business, to uphold and enhance standards, mentor, advise, and support its practitioners, as well as to promote and communicate the vital role we can play in helping to shape and grow our profession.

We are a group of companies and professionals who know that marketing itself must be marketed and managed, not just by those who know **how**, but by those who understand **why**.

We plan to be your Association – your anchor – working with you and for you to make **your** marketing work.





The Marketing Association is keeping you abreast of developments in a critically dynamic professional environment

Professional Marketers who wish to remain at the forefront of their field, need to keep fully up-to-date with all emerging trends. Not an easy task in a complex, rapidly changing work environment.

Just when you think you have mastered the Internet as a marketing tool, you discover the web is passé and limited and the in-thing is mobi-advertising on cell phones or Twitter and Flickr social networks - and Facebook is old hat!

As members of the Marketing Association, you will be able to access a range of interesting and valuable publications and newsletters that will help you to maintain your continuing professional development.

Join the Marketing Association: interested in you - in your interests

In order for the Association to be successful and a valuable resource for the Marketing industry, we need you to join up as members – if you have not already done so. We need your subscriptions to fund our projects – which are designed to assist you in your companies and in your individual careers.

Encourage your company and colleagues to take up membership, if they have not yet done so.

Interested persons can contact us on 012 844 1123 or e-mail info@marketingsa.co.za or visit our web address on www.marketingsa.co.za.

One Profession – One message – One voice

What does the Marketing Association of South Africa advocate?

Resisting unnecessary and unworkable marketing and advertising restrictions

There is an international trend to restrict marketing “messages”, driven by a need to address complex social problems such as obesity, sexual stereotyping or climate change.

The Marketing Association supports a balanced approach that has a foundation based on sound evidence that drives policy formation. The Association supports a marketing role that is informative and that provides an essential, critical service to society.

Setting the right legal framework for marketers

Legislation impacts on what marketers can say, when they can say it and how they can say it – whatever the medium. The Association articulates the voice of marketers to ensure that their considerations are taken into account when legislation is drawn up or proposed.

Supporting self regulation

The Marketing Association supports the development and implementation of self-regulation through codes of conduct that are effectively enforced.

Promoting societal and political support for self-regulation

Self-regulation can only work when legislation acknowledges its role and provides an environment for it to operate. The Marketing Association works together with other international bodies such as the WFA and with local organisations through the Interdependent Partnership, to promote and support self-regulation.

Promoting industry leadership beyond compliance

The Marketing Association, in conjunction with partners such as the WFA, helps its members identify and showcase opportunities to demonstrate leadership within the marketing Industry environment.





Self Regulation – a cornerstone of the marketing environment in South Africa

The Marketing Association supports and promotes self-regulation. The following information is provided by the WFA and is supported by the Marketing Association of South Africa.

The Benefits of self-regulation

Definitions

Self-regulation is the system by which the advertising and marketing industry proactively sets ethical standards and polices itself. The European Advertising Standards Alliance (EASA) has defined it as the process whereby 'the three parts of the industry (advertisers, advertising agencies and media) work together to agree standards and to set up a system to ensure that advertisements which fail to meet those standard are quickly corrected or removed'.

The basic elements of self-regulation are two-fold: a code of practice or set of guiding principles governing the content of advertisements, and a body responsible for the establishment, review and application of the code of practice, usually called a Self-Regulatory Organisation (SRO).

Self-regulatory codes of practice are based on the International Code of Advertising and Marketing Communication Practice of the International Chamber of Commerce (ICC). The ICC code sets down the minimum international standards that advertising must follow, namely that it should be legal, decent, honest and truthful, prepared with a sense of social responsibility to the consumer and society and with a proper respect for the rules of fair competition.

The ICC rules are transposed into national codes of practice, which usually go beyond the ICC requirements and include a number of sector-specific rules. National codes of practice reflect local priorities, cultures and societal sensitivities.

Some benefits of self-regulation

- ✓ Self-regulation is free to the taxpayer: The entire cost of the self-regulatory system is borne by the industry. In contrast, statutory regulation and enforcement ultimately place a financial and bureaucratic burden on the consumer.
- ✓ Self-regulation is dynamic and flexible: Technology and market conditions evolve at an astounding speed. In contrast to the lengthy procedures required for adopting and reviewing statutory regulation, self-regulation is a highly flexible and responsive form of regulation. Regular reviews ensure that codes are up-to-date and respond to consumer concerns.
- ✓ Self-regulatory systems can respond quickly and proactively to sensitive issues.
- ✓ Advertising self-regulation promotes best practice. Being industry-sponsored, both in terms of financing and content, marketers have an incentive to abide by both the spirit and letter of the codes.
- ✓ Self-regulation effectively reverses the burden of proof: Whereas under a regulatory system the consumer must prove that the company is in breach of the law, under a self-regulatory system it is the company which must prove that is not in breach of the rules.





Membership

Individual Membership

Individual membership for individual marketers who need a professional “home” to maintain network opportunities, keep abreast of developments through newsletters, receive updated web information and information on seminars and workshops and maintain continuing professional development programmes.

Individual membership is also available to SMMEs and single proprietor operations.

Corporate Membership

Corporate membership is available to companies that value interventions on a macro scale – including interventions and representivity with regard to evolving legislation, the development of enforceable codes of conduct for advertisers and broadcasters (for example), the new consumer protection act and new developments in research especially with respect to evolving media and consumer behaviour.

Calling all members

We invite you to contribute your advice, queries, criticism and suggestions. All contributions will be personally attended to by our Executive Director – and practical, useful suggestions will be considered in terms of our evolving strategic plan.

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