



BEHIND THE

BRAND...



PEPSICO

Martin Neethling

VP & CMO: PepsiCo, Inc. South Africa

MASA is an integral part of the Marketing Research Foundation (MRF) and has been instrumental in keeping projects like MAPS going, especially following the demise of SAARF. For us as marketers, having access to internationally verified and independent research is a massive asset. We can make cogent decisions on our marketing investments, and it enables us to do our jobs better as we connect with our customers on their terms.

MASA for Multinationals

As a multinational organisation with offices around the world, it is important for PepsiCo to be associated with local industry-relevant organisations such as MASA to support its corporate profile. While the US company has had a presence in South Africa for several years through its Simba ownership, it became the powerhouse business that it is today following the Pioneer takeover.

As with all big US corporates with a strong local presence, PepsiCo must show up as a good corporate citizen. It is essential for the company to belong to and participate in relevant industry

forums – as a result, corporate membership of MASA and support for the ARB (Advertising Regulatory Board) were non-negotiables. PepsiCo needs to participate in and be an integral part of corporate SA life – we need to be involved in all the important conversations that affect our business on the ground. No one has a say by sitting on the fence.

As a contributor to the economy, the company doesn't have the latitude to operate in a highly regulated environment. Self-regulation is an imperative for us in support of the marketing and advertising codes. The integral role that both MASA and the ARB play in this space is critical for the industry and for this, and many other reasons, it is crucial for corporates to sign up as MASA corporate members and encourage their marketing teams to achieve professional designation.

Designations define marketers

For PepsiCo, the time is now to elevate the profile of professional marketing designations offered by MASA. This is something about which we feel strongly and have received support and encouragement from within the business.



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As an industry, we all need to encourage our marketers to keep learning, upskilling, and challenging themselves, and the MASA designations on offer provide an excellent platform to achieve exactly this.

such as the late Brenda Koornneef nurtured the process with a passion and now, with contributions from various corporates, it is up and running again. It is vital that the industry works together to keep it going.

Leading research platform

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As PepsiCo, we don't believe there is another route to follow. Marketers need to understand that they should support and participate in this research process if they want to talk about SEMs or LSMs in some meaningful way. The birth of the MRF (Marketing Research Foundation) from the now defunct SAARF was due to pressure from industry drivers such as MASA and a handful of people who took on the task. Marketing stalwarts

Decoding and trendspotting

Across the board, and particularly in corporate SA, it is almost impossible to decode what's happening in our country at any one time - one minute we are sailing along and then, wham, out of nowhere a global pandemic hits, there are riots in KZN and Gauteng, the imminent arrival of Day Zero in Cape Town, or a war in the Ukraine! How many trendspotters forecast or identified any of these issues? It was a case of reaction rather than anticipation.

But actually, nobody else who occupies a seat at the boardroom table, or sits on an exco or the leadership team, is better equipped to decode these situations and provide the insights than the marketer. This is where access to reliable and independent research becomes crucial, and where corporates rely heavily on MASA and the MRF to provide the relevant data and insights.

