

A Roadmap for Transforming the Marketing Profession & Value-Chain

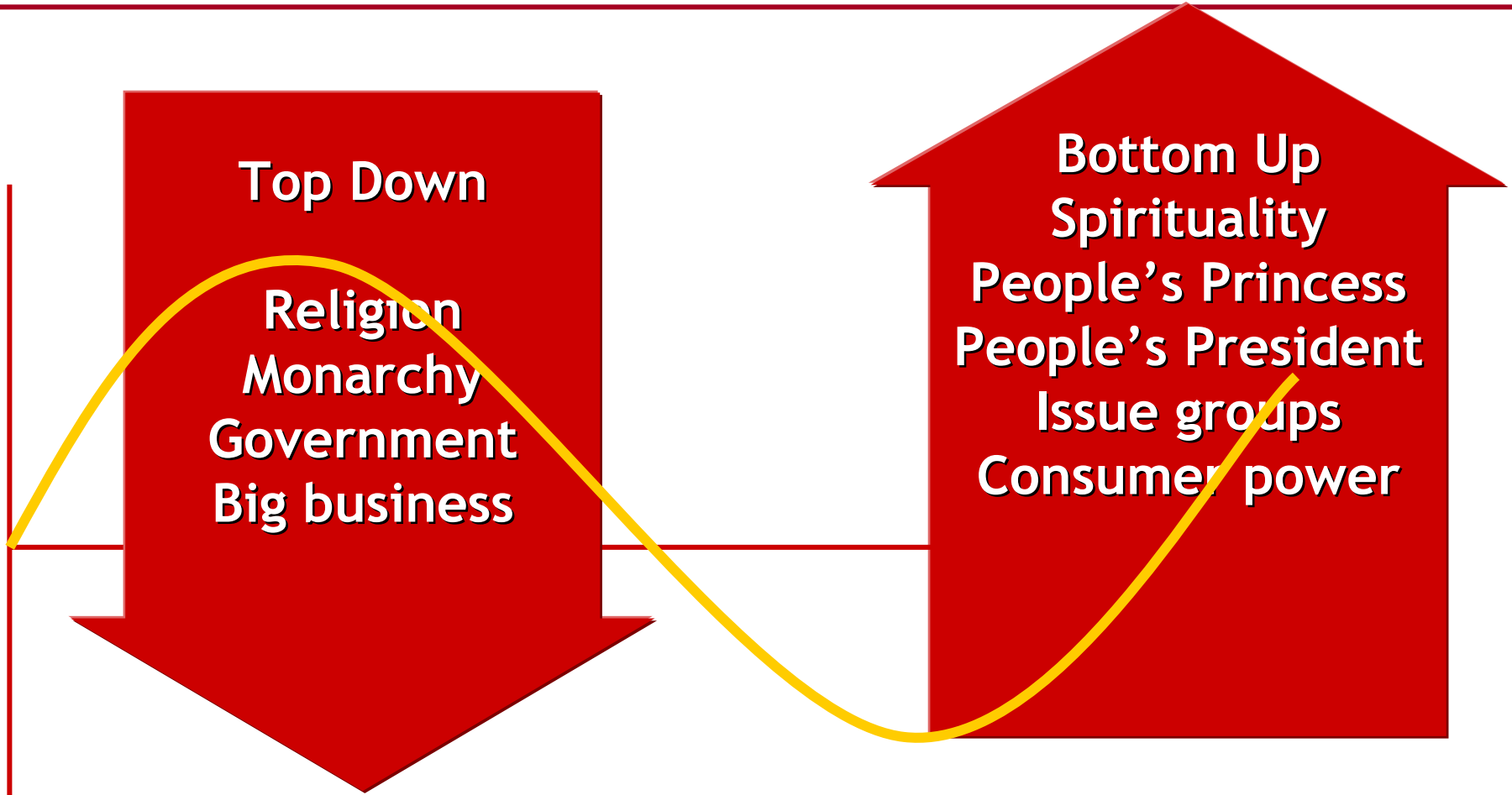
MPHO MAKWANA - MFSA CHIEF EXECUTIVE

**PRESENTED TO PARLIAMENT'S PORTFOLIO COMMITTEE ON
COMMUNICATIONS**

19 OCTOBER 2004



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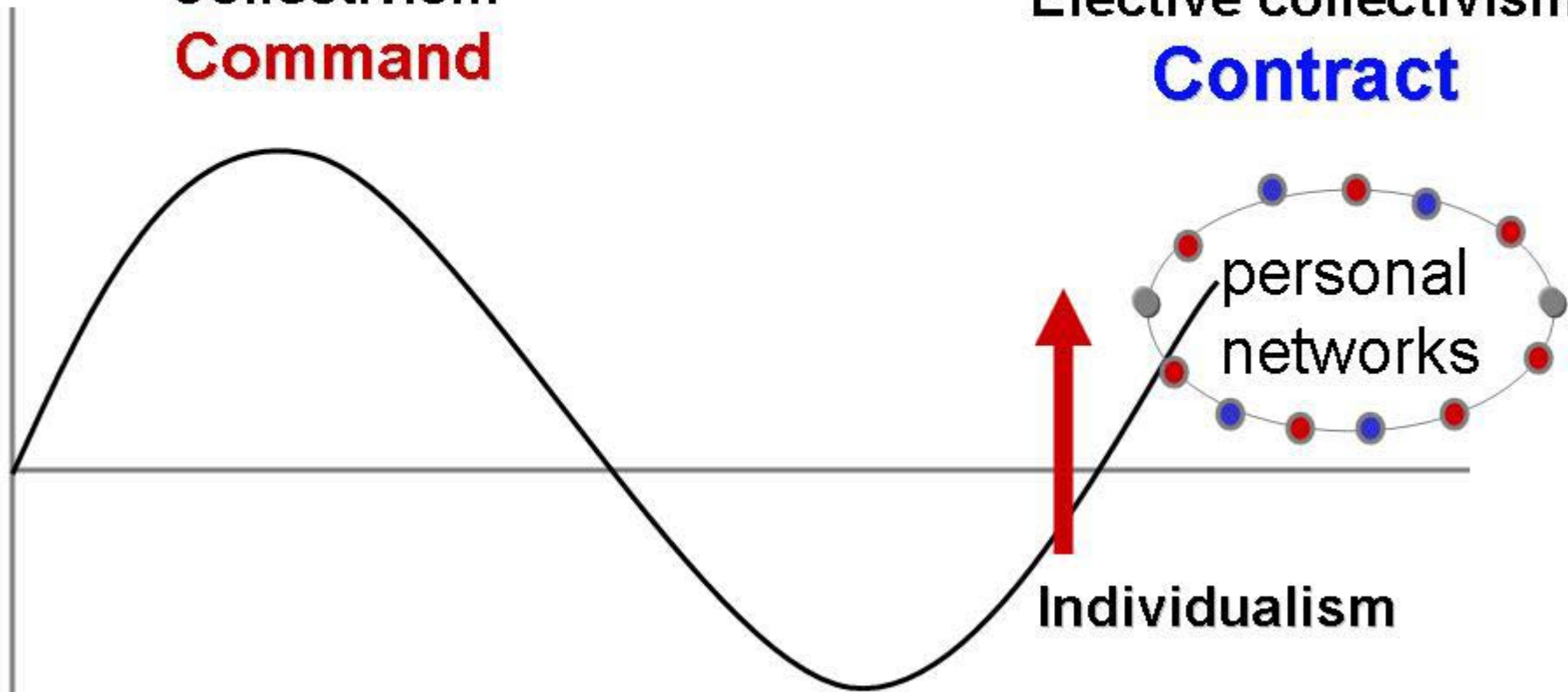
Old (20th Century) World

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New (21st Century) World

Blind faith
Collectivism
Command

Reasoned faith
Elective collectivism
Contract





MERGER OF ASOM, IMM & DMA: 1 OCT 2002

The voice of marketing in SA.



MARKETING FEDERATION
OF SOUTHERN AFRICA

mfsa



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The mfsa Market Definition

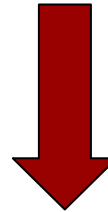
- A marketing profession and trade body that delivers...

Quality Assurance
& Standards

Lobbying &
Advocacy

Excellence Awards

Marketing related
Products &
Services



To position, promote, protect and enhance the marketing profession and professionals.

To provide a leading edge resource of marketing knowledge and practices.



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Influences
(Advocacy)

Informs
(Insights)

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Directs
(Value-chain leadership,
Marketing
Profession Champion
And overall Voice)

Develops
(awards/endorsements)
(Marketing Education
Standards)



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Audience Overview





We believe that **great business is impossible without great marketing.**

Our strategic Intent is to **make marketing the heartbeat of the economy.**

Customer Value Proposition:

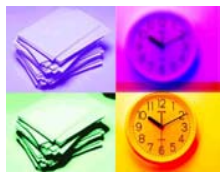
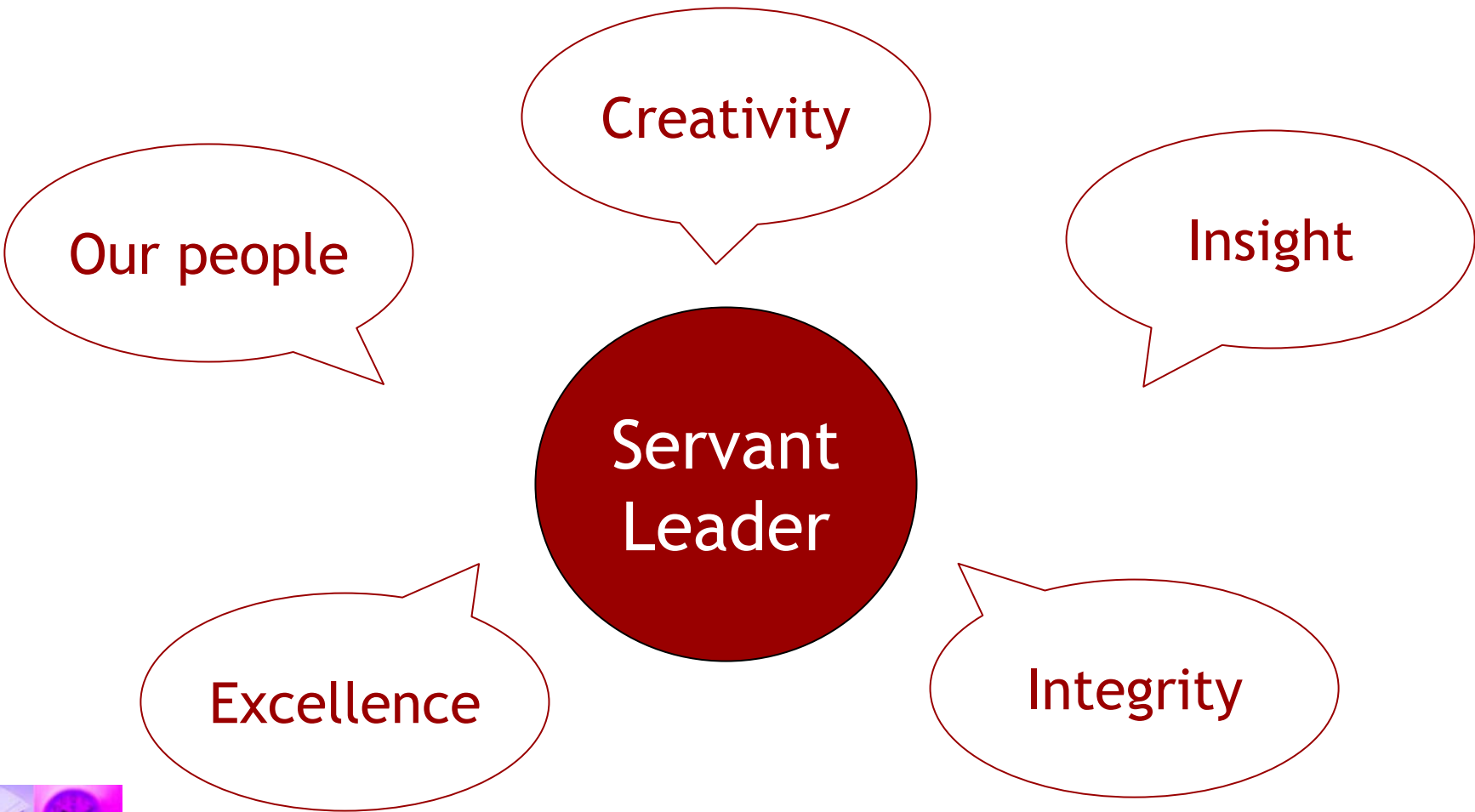
A compelling future in or through marketing.



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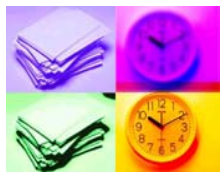
The mfsa Brand Essence



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Ideas
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Our role in Industry Transformation

- **Signatories to Industry Value-statement of April 2003**
- **Participant in the Industry Steering Committee Consultative Process**
- **Intermediary that manages the funds advanced by the SSETA to facilitate the creation of the Industry Scorecard through BEE Monitor**



- **Loeries Marketing Communications Festival**
 - Increased representivity and diversity in judging panel
 - Influence the transformation of Creative Departments
 - A platform for monitoring progression with compliance with the Value Statement
 - A platform for celebrating and showcasing the best that the South African has to offer as an exciting economy within which to do business



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- **Chartered Marketer Programme**
 - **Board Committee chaired by Mr Bonang Mohale**
 - **200 Chartered Marketers**
- **Learnerships**
 - **1000 learners in partnership with SSETA. Plan to play this role every year as Lead Employer Champion of Learnerships in Marketing**





- **Partnership between MFSA & BMF to transform:**
 - **Marketer of the Year Award Criteria and incorporate BMF's Manager of the Year Award Criteria**
 - **Marketing organisation of the Year criteria incorporating BMF's Progressive Company of the Year Award Criteria**
 - **Same with Direct Marketer of the Year and Direct Marketing Company of the Year**
 - **Preliminary discussion already taken place. A formal agreement to be entered into in the context of October 2005 Awards**

