

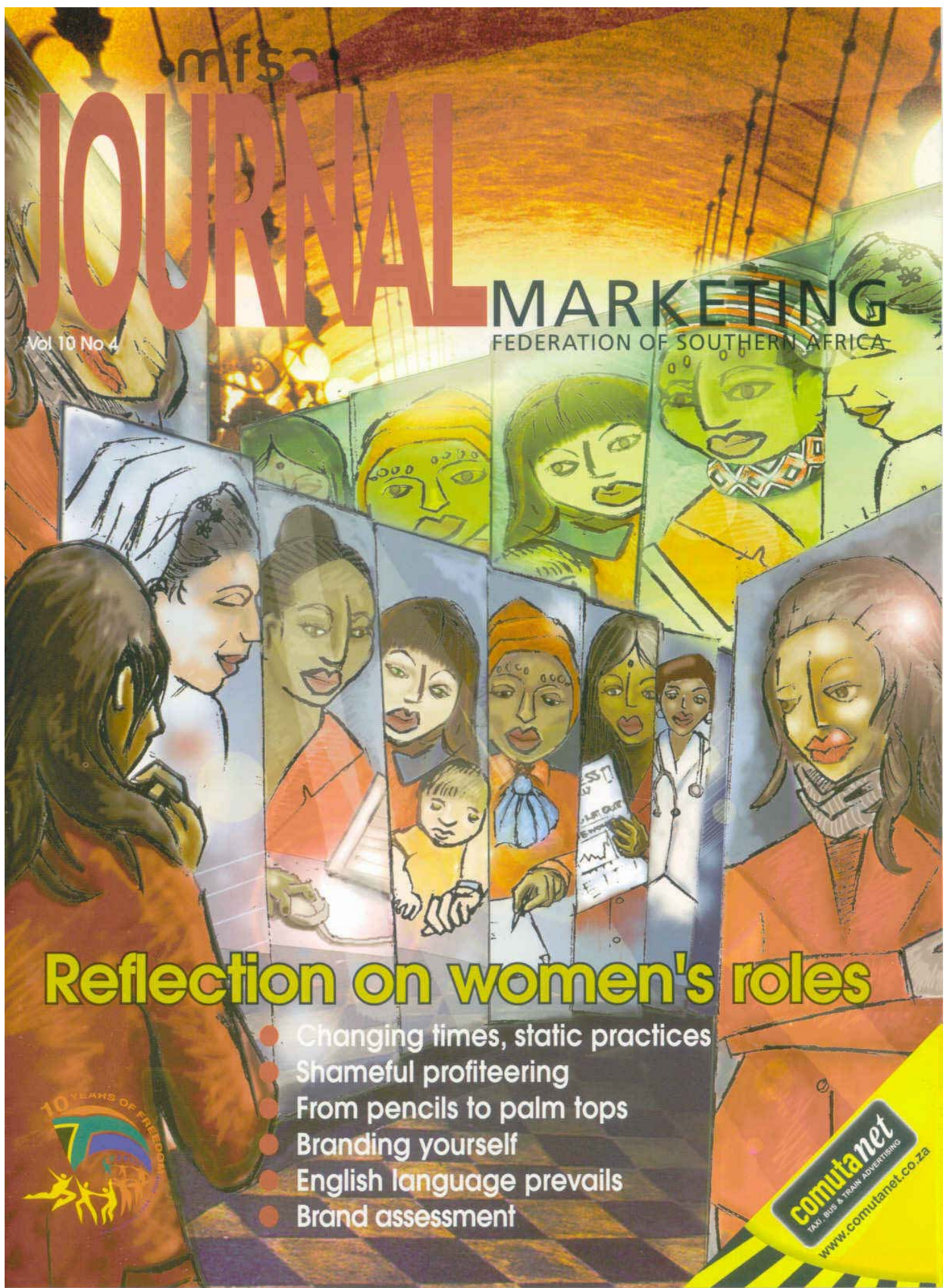
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FEDERATION OF SOUTHERN AFRICA



Reflection on women's roles

- Changing times, static practices
- Shameful profiteering
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MARKETING STRATEGIST
AND ANALYST

Cresta Marketing

DAWID J MALHERBE

How long have you been in marketing?

Approximately 15 years

What made you choose marketing as a profession?

I believe that one's personality and temperament should guide occupational decisions. Since early childhood I have enjoyed challenging activities that require planning, dreaming, predicting, assessing and creative thinking. While studying at the University of Stellenbosch, it was subjects like philosophy, future studies, marketing strategy, economic thought, and welfare economics that excited me. The 'open-ended' nature and the intuitive side of marketing and economics appealed to me. In fact, I toyed with the idea of becoming an economist, but as one honest marketing professor once jokingly remarked, "all marketers are wannabe economists!"

What marketing qualifications do you have and how have they benefited you?

Chartered Marketer (SA) 2001 and a B. Econ (HED) Honours in Business Economics (specializing in Marketing) 1987.

A strong academic background gives one the necessary discipline, understanding and methodology to analyse and interpret vast quantities of data to derive from it relevant, accurate, and timely information to facilitate optimal decision-making.

My Chartered Marketer qualification provided excellent exposure to cutting-edge current marketing trends and strategies that served as inspiration for several ideas and projects.

What marketing campaign has recently made you sing?

The Passion of the Christ – the amount of publicity (negative and positive) that the film received globally, even before opening at the box office, was quite staggering. This made advertising in its target market almost irrelevant. Mel Gibson also timed the launch of his controversial film to perfection – just a few weeks before Christians (and Jews) celebrated Passover! It also capitalised on the 'spirit of the age' where global fear and cultural intolerance are once again on the increase.

What, if anything, could the marketing community in Southern Africa do to improve itself?

"By training more marketers in financial and strategic skills. Marketers won't get more respect until they learn how to deliver better return-on-investment accountability. CEO's want and deserve better measurement metrics. Marketers typically lack financial and strategic skills, and these should be addressed." (Philip Kotler's words and my personal view). It should also (intelligently) market itself! My wife loves to say: "After all, who markets the marketers?"

Your unique idea on how South Africa can market itself?

Leveraging and building on the 'strength through diversity' adage. SA is a diverse and colourful destination that offers the international businessperson, traveller and tourist excellent alternatives to the top holiday and conference destinations like Spain, France Italy, Greece and Turkey. It should therefore position and market itself as the ultimate (alternative) destination for tourists looking for the ideal climate, beautiful beaches and scenery, adventure (urban and rural!), quality food and wine, and a rich cultural diversity.

The recent bombings in Spain, as well as the general threat of terrorism hanging over the developed countries, will have a negative rippling effect on the traditional favourite tourist and holiday destinations. Tourism SA (and other tourist organisations) should in the short and medium term take advantage of and capitalise on the current state of global affairs by winning those customers who are now looking for alternative tourist destinations. However, this will only be possible if SA is perceived as safe. Therefore, before sustainable growth in the tourism market will be attained, SA must remain politically neutral in global terms (e.g. Iraq, Israel and Haiti), but constructively involved in regional terms (e.g. its role in Zimbabwe, Nepal and Africa Union). Also, government must be (very) serious, in word and action, about fighting crime!

Most used brand or product in your house currently?

Kellogg's breakfast cereals – two kids (daughters, three and five!); Microsoft's (licensed!) Office XP!

A marketing opportunity that you're prepared to share?

Perhaps not as much a marketing opportunity, but more a business strategy: I think that all forms of (probable and credible) strategic partnerships/alliances and working arrangements with stakeholders and other business groups should be investigated, considered and implemented to create a win-win situation. For example, where a dairy company and a cereal company utilises each others packaging for cross-selling and promotional purposes.

According to a study by John Cook, Tammy Halevy and Brent Hastie (*The McKinsey Quarterly*, 2003 Number 3) currently global corporations routinely tie up 20 percent or more of their assets in alliances. They foresee that over the next few years more alliances,

in especially the consumer-packaged-goods, will be forged. A few companies, such as Nestlé, Procter & Gamble, and Starbucks, are already realising good returns on their alliance activity. According to them, one key to success is pursuing a full range of alliance opportunities – not just geographic-expansion or simple co-marketing deals, but also cost reduction plays and partnerships for innovation.

Richard Branson said that: “A business (per se marketing – my addition) has to be involving, it has to be fun, and it has to exercise your creative instincts/genius.”

A guru? Who and why?

Richard Branson, he is one of a kind, he is Mr. Marketing! I like his sense of adventure, business philosophy and attitude towards work. For a good read, try his autobiography, *Richard Branson, Losing My Virginity!*

Other incredible business personalities I would like to include on my ‘hall of fame’ mentor list are: Clem Sunter, Anton Rupert, Michael Porter, Philip Kotler and Faith Popcorn.

What book are you reading at the moment?

I like to read a variety of books at any given moment – depending on my mood. Currently I am ‘struggling’ with and enjoying *A Course in Miracles*; Robert Heller’s

Roads to Success; Tom Kelly’s *The Art of Innovation*; Holy Bible; Sophie’s World by Jostein Gaarder; and Watchmen Nee’s *The Latent Power of the Soul*.

If you were a room, what would you look like and have on the walls?

Minimalist, no excess furniture – only aesthetical and functional earthy furnishings with good craftsmanship! Large seascape/landscape paintings in strong blues, greens, reds, yellows etc., and large windows that allow for great views and lots of light and fresh air.

Which media do you draw the most from in terms of information?

Currently the internet, most definitely!

What do you dream about at night?

My wife!

A message you want to send – and to whom!

All politicians – please be sincere and do the honourable, selfless and moral thing: serve the public (customer), serve your constituency, and serve your country! ■

Another interesting article brought to you with the compliments of Beeld – Your world, Your newspaper.

<p>Announcement: Beeld Readership 364 000 - Up 45 000</p>	<p>Source: AMPS 2004A</p>
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