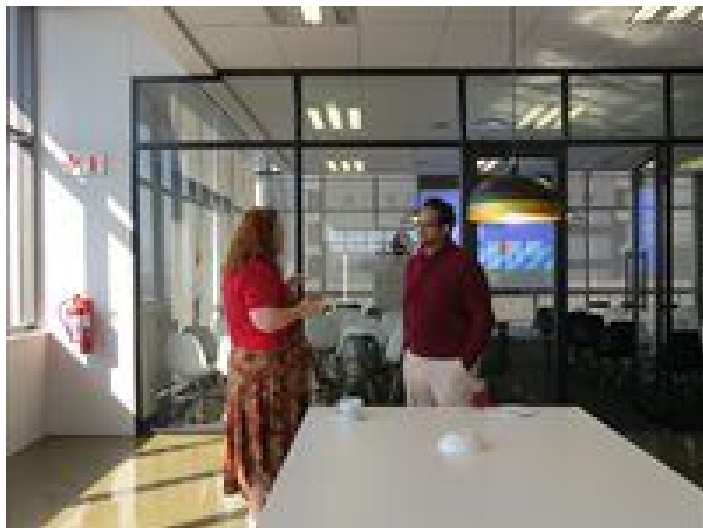


Digital Influencer Marketing

The latest instalment of the IAB Insight Series - centred on digital influencer marketing - was held at the Kantar offices in Cape Town.

The event included a presentation by Puma Group's Hayden Manuel, who looked at the essence of influence; a talk by R Squared founder and CEO Stephane Rogovsky who touched on the demystifying of influencer marketing; and a panel discussion - which had insights from Manuel, Rogovsky, Publicis Machine's Amanda Sevasti Alves, fashion blogger Aqeelah Harron-Ally, SikouronLife's Siya Metane and Mango-OMC's Nicole Kapper - on the subject itself.

Image credit: Juanita Pienaar and IAB SA.















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