

# Nivasha Pillay on digital transformation in media agencies

Let's Talk Digital host Audrey Naidoo chats to Nivasha Pillay, head of Digital & Systems Acceleration at Mediacom South Africa on digital transformation within media agencies.



Nivasha Pillay, head of Digital & Systems Acceleration at Mediacom South Africa is the latest guest and talks about digital transformation within media agencies. Pillay gives us the inside scoop of Mediacom and how the relationship between brands and agencies is ever-changing.

Throw in a pandemic, seismic disruptions in marketing strategy, plus urgent digital transformation plans, and that partnership becomes even more complex, adding both stress and opportunities for agencies as they prioritize their own success while still meeting and exceeding client demands. The rules of business have changed.

In every industry, the spread of new digital technologies and the rise of new disruptive threats are transforming business models and processes. The digital revolution has turned the old business playbook upside down the big question to ask now is how can agencies best serve their clients in 2022 and beyond? Digital has completely upended the marketing and advertising world, fundamentally changing the industry as we know it. Now it's less about campaign-building and more about the convergence of marketing and technology to guide digital transformation.

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