



# Partnering for data-driven decision making in advertising and media

DataCon Africa 2023

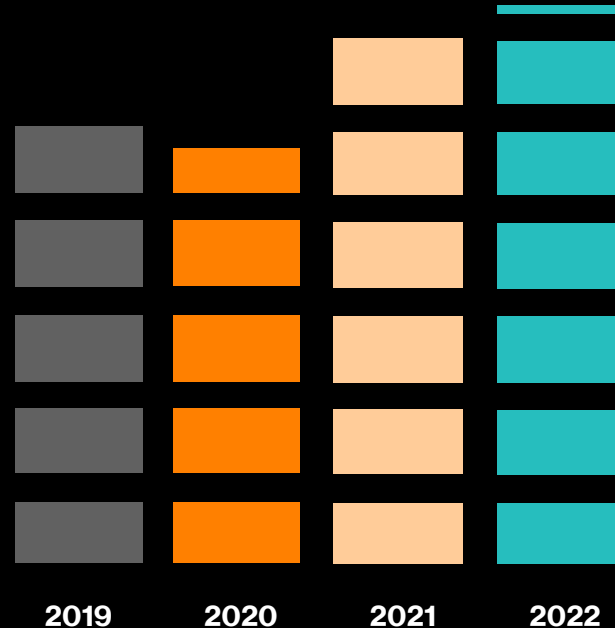
May 2023

**When you hear the word “advertising,”  
this is generally what people think...**



# Whilst creativity is important, we also have great responsibility.....

In 2019, we were entrusted with **R 51B** worth of paid marketing budget

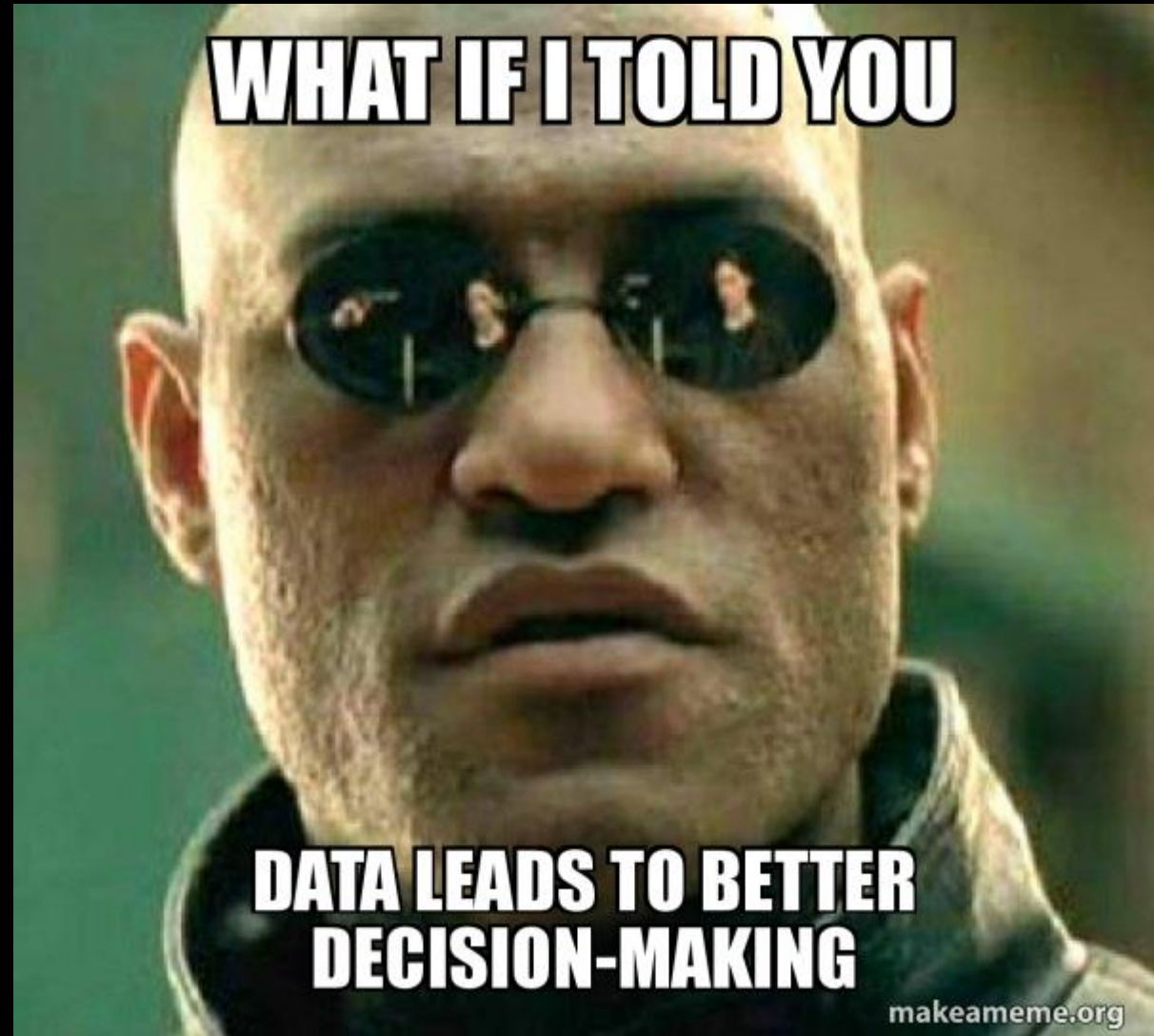


Any guesses to what that grew to in 2022?

... **R 62B**

Source: Nielsen Adspend Data and Estimated Digital Adspend Jan – Dec 2019, 2020, 2021 and 2022

**Spending  
R62B  
wisely is a  
non -  
negotiable**



At **Wavemaker**, we use data to inform:

**WHO** we target

**HOW** we target

**WHEN** we target and

**WHAT** to say to consumers



# Wavemaker's Core focus areas are...



**Data Strategy** (in all things advertising and media)



**Consulting**



**Media Activation**

# Wavemaker's Core focus areas are...



**Data Strategy** (in all things advertising and media)



**Consulting**



**Media Activation**



**Data Strategy in advertising and media is often not included in the full client Data Strategy**

**So...**

**to help clients drive business growth, we created our own Data Strategy tool for advertising and media**

# Why is it important?



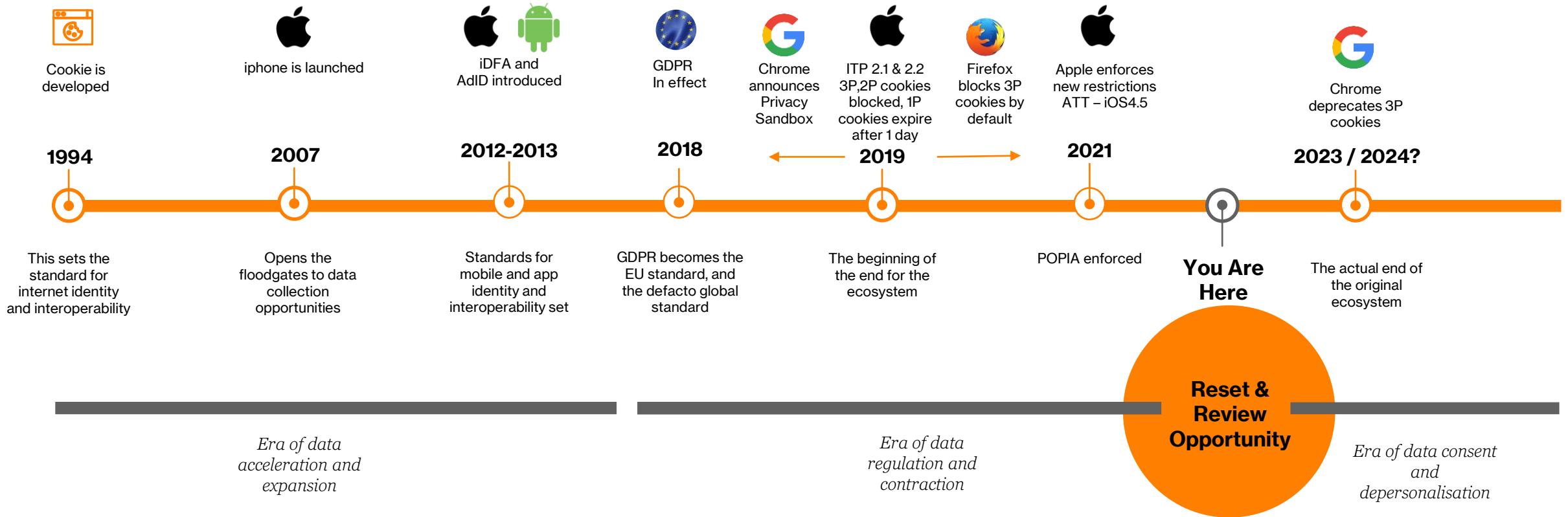
Data plays a bigger and more central role in advertising and media, making it critical to **plan for success** in this area

Data is created in many places, and can flow across different silos, teams and platforms, meaning we have to **step back and think holistically**

Real business growth can be driven through activating a data strategy specifically for **our advertising, marketing and media goals**

Consumers are becoming **more selective in how and when they share their personal data** and what advertising they allow themselves to be exposed too. Serving **relevant content that meets their needs and wants**, increases engagement and reduces ad blocking

# Now is the right time to create a strategy for data, as we are right at the centre of a reset moment



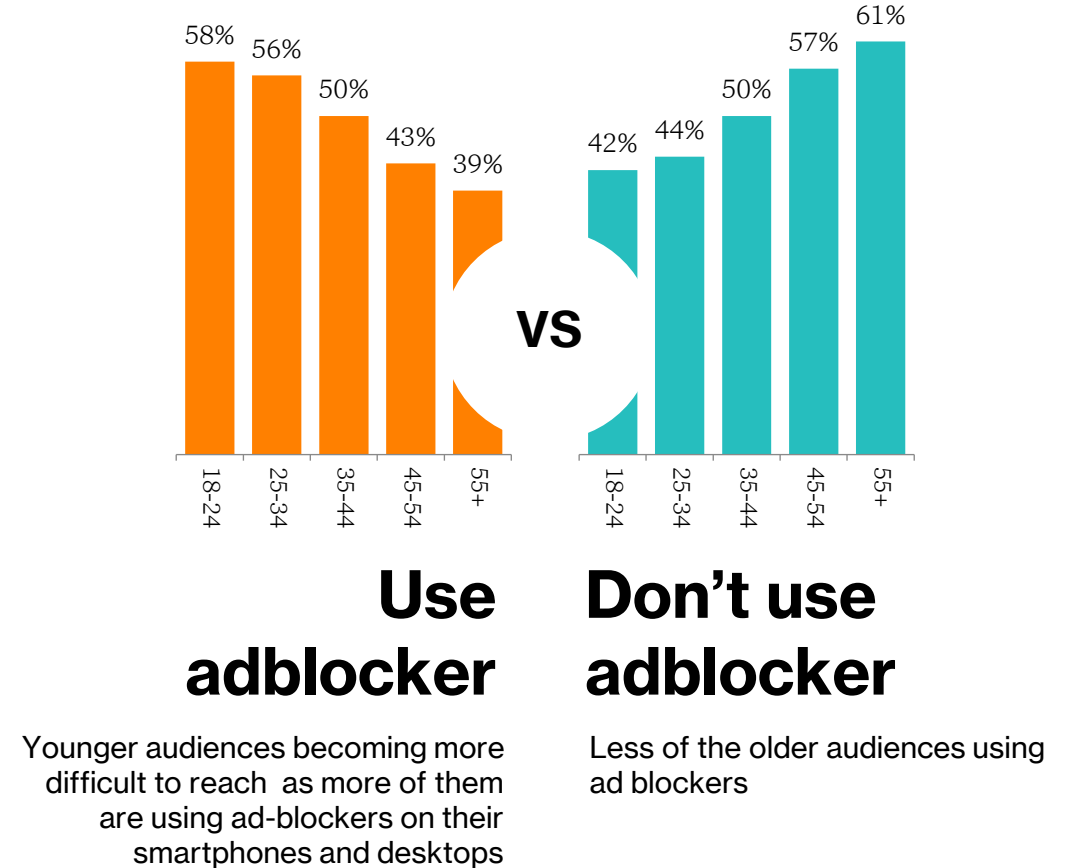
**Consumers often feel like this...**



# Consumers are becoming more averse to advertising

**Younger audiences are limiting ad reach.**

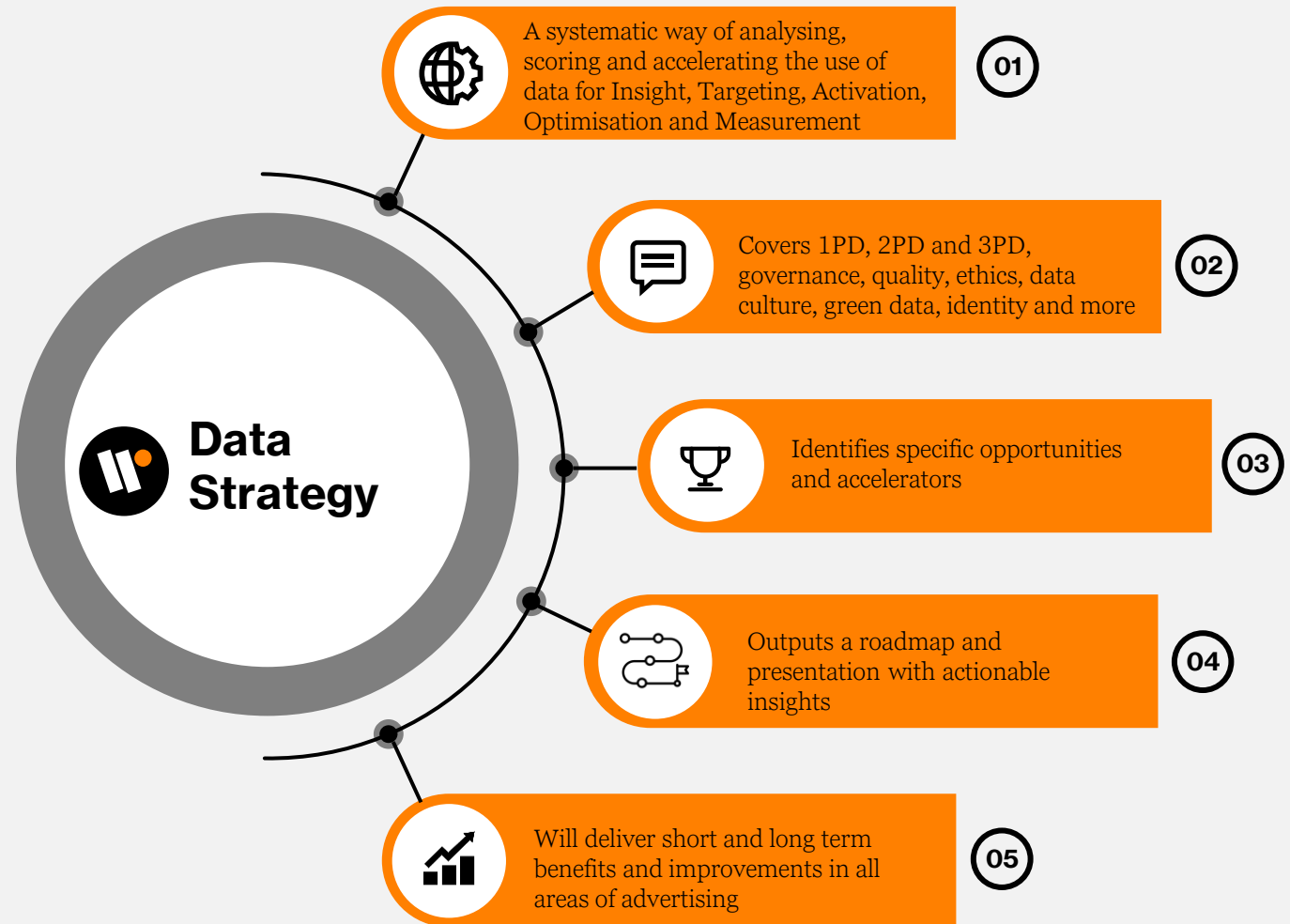
**In order to combat this, we need to ensure that relevant content is served to them – then they will engage**



# **This is why its important to serve relevant content and messaging**



# Introducing our Data Strategy Tool



# 4 Modules



## 1. Data Types & Uses

- Understand priorities of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party data
- Assess current gaps
- Define opportunities and actions to close the gaps

## 2. Data Control

- Assess data governance, quality and ethics
- Consider the interplay between these through scores generated by the tool via the data control pyramid

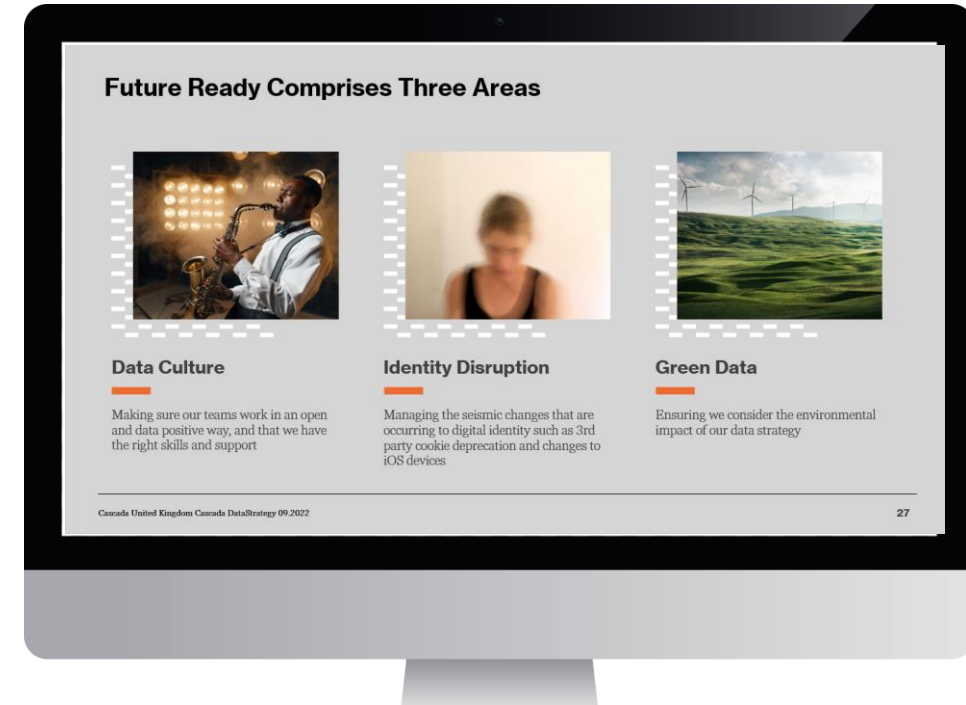
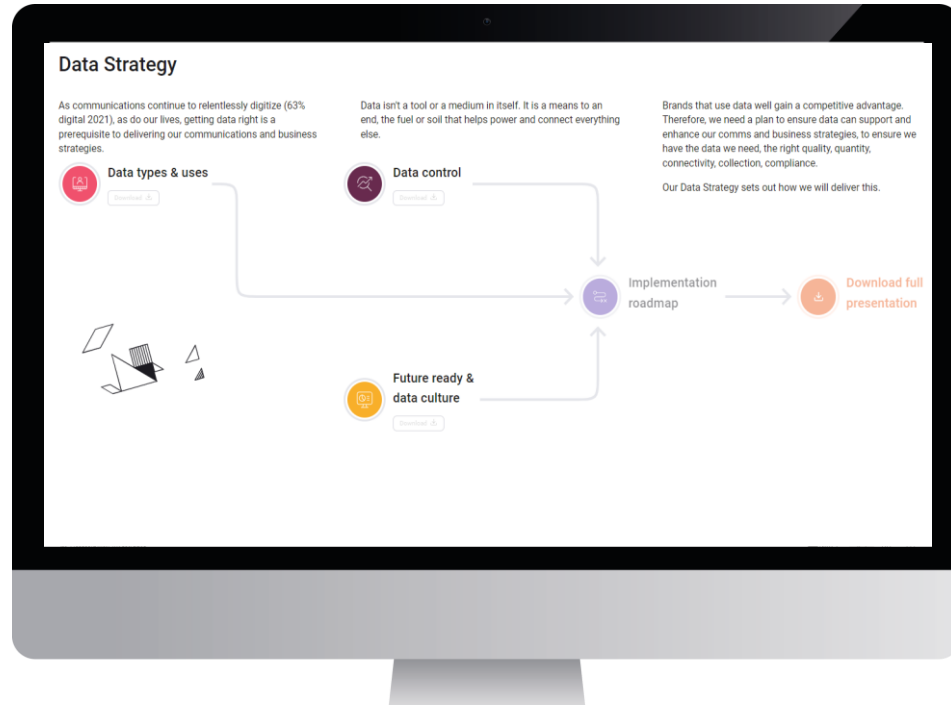
## 3. Future ready and Data Culture

- Understand and address future data challenges including: environmental impact of data and ways of reducing it; create a positive and inclusive data culture and identifying standards and legislation

## 4. Implementation Roadmap

- Prioritise the recommendations and actions from the previous 3 modules
- Plan for these in a 12 month roadmap

# Data strategy contains 4 modules and 11 subsections



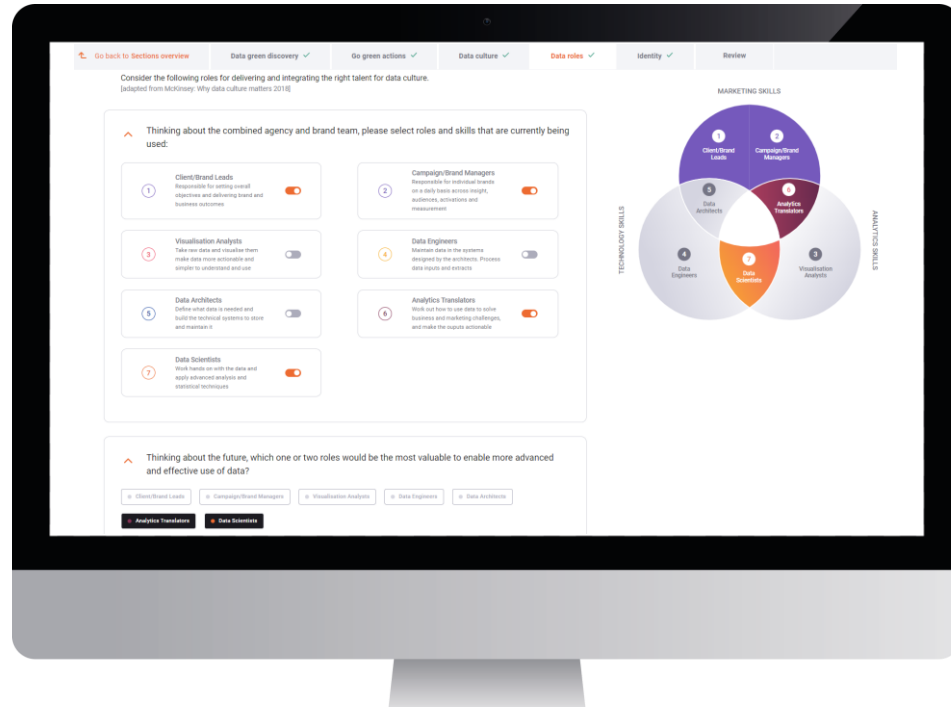
## 4 Modules:

Data Types & Uses  
Data Control  
Future Ready & Data Culture  
Implementation Roadmap

## 11 Subsections:

Data Priority, Gap Analysis, Opportunities & Accelerators, Governance, Quality, Ethics, Green Data, Identity Disruption, Data Culture, Data Roles, Task Prioritisation

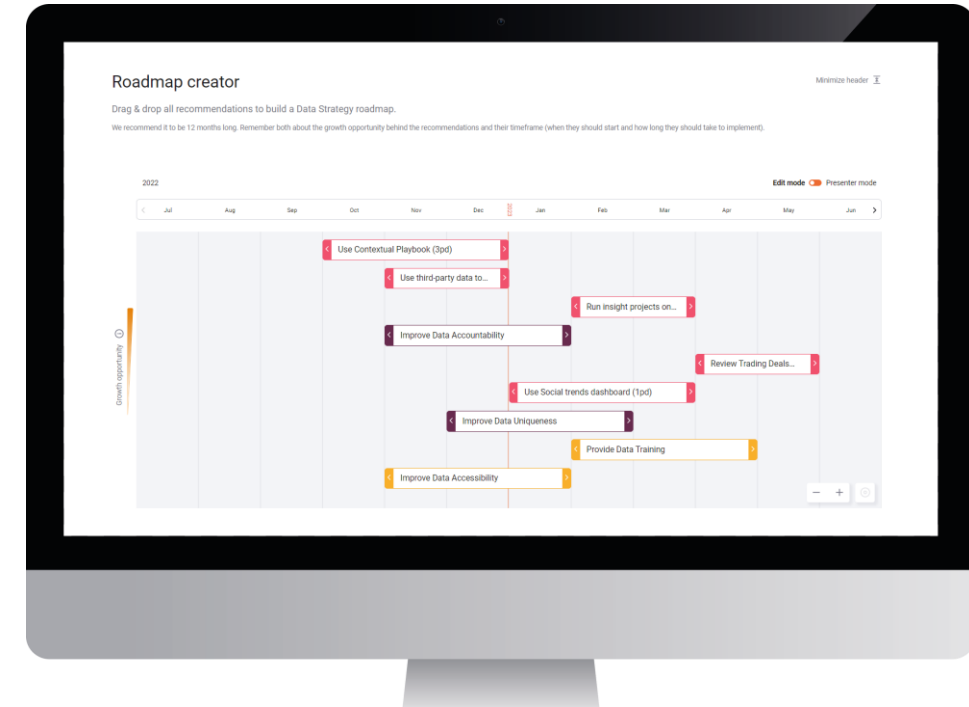
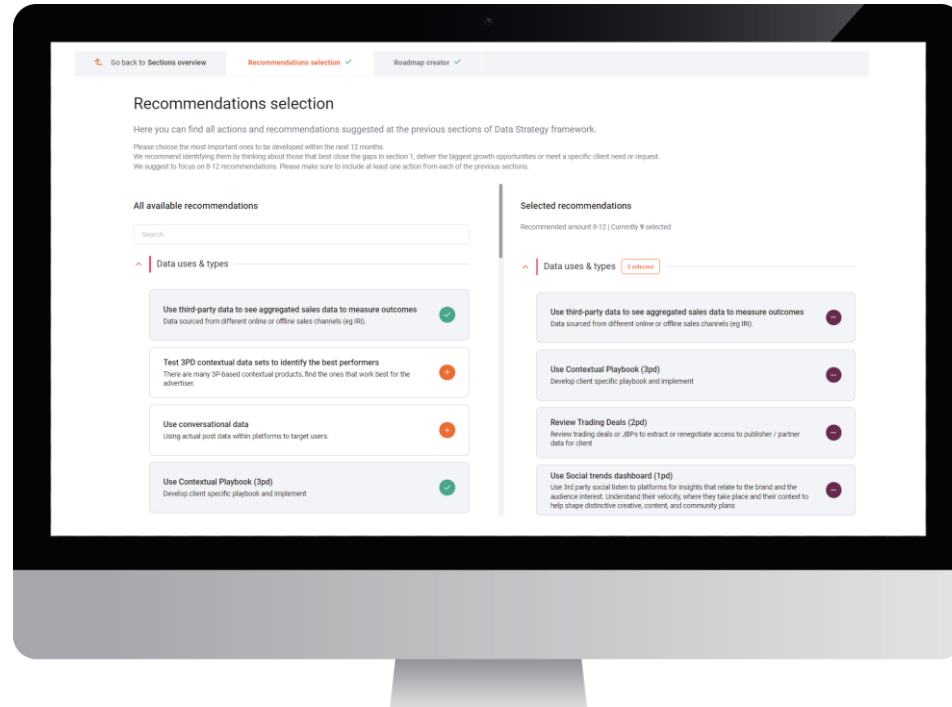
# Our technology builds the strategy, and outputs the Strategy Presentation



All data are input into the Data Strategy Technology. This is a transparent process and we encourage client and partner participation

Once complete this converts key outputs into a 40 slide powerpoint deck to enable easy communication and dissemination

# Our Success Roadmap ensures that tasks and workstreams are prioritised and delivered



We select the tasks and workstreams that are the most important to the client and close the biggest data gaps

We build a roadmap from this short list, with tasks that deliver the biggest growth opportunity shown at the top

# What is the process, who is involved, how long will it take?



**1**

*Wavemaker cross discipline team completes an initial run of the tool*

*Drawing on local specialists, with knowledge of the client's business and advertising*

**2**

*Wavemaker involves the client for a second pass of the tool to agree inputs*

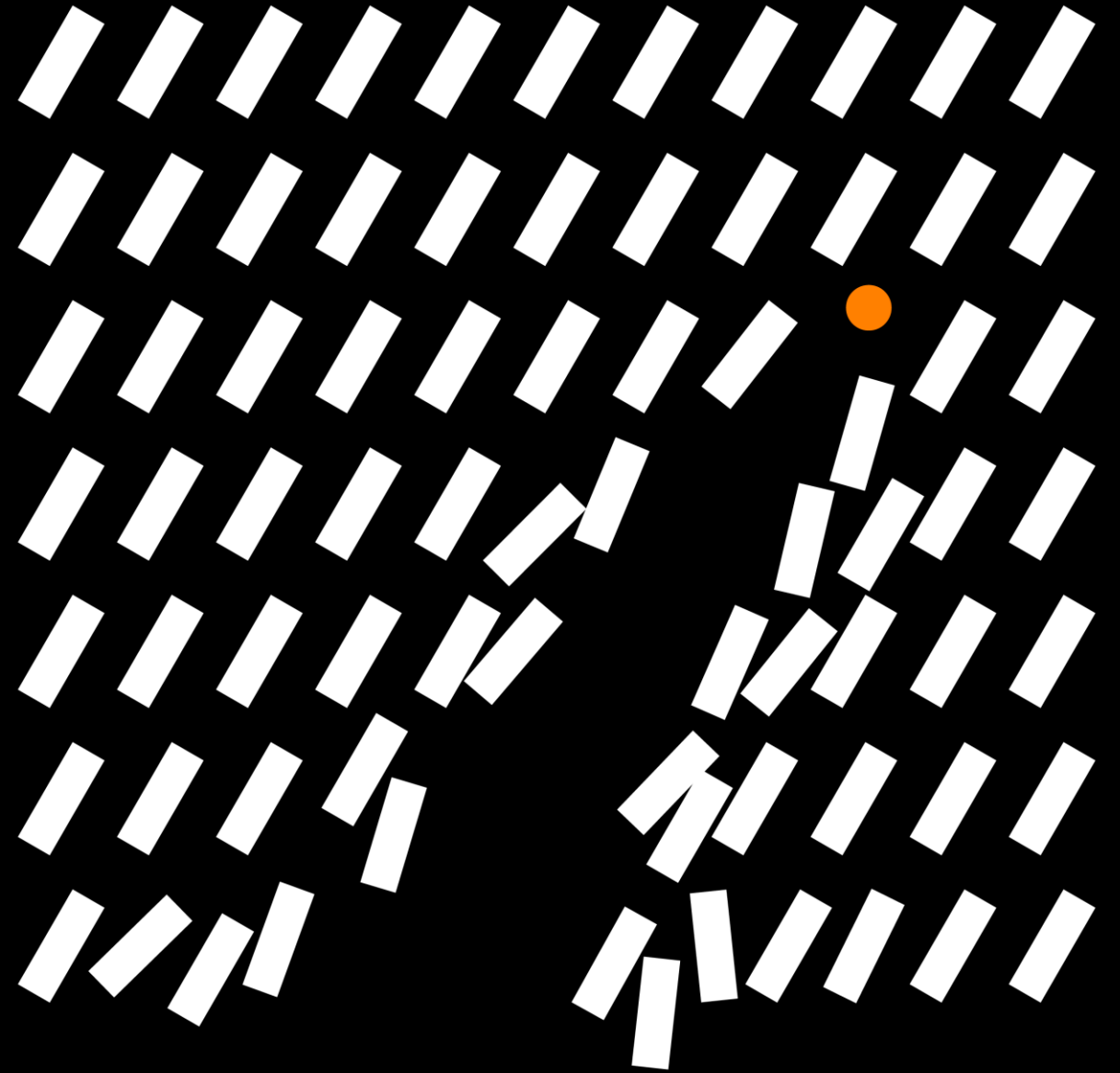
*Delivers transparency and allows client to input direction and deliver more holistic information*

**3**

*Once locked in the tool creates the Data Strategy presentation and the success roadmap*

*This can then be further adjusted or updated as required*

# Questions?



# Wavemaker<sup>o</sup>

Grow fearless