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## #OnTheRadar: Grey joins Tiger roster [EXCLUSIVE]



Sent on 25 August 2022

Plus: Launch of Moed; John Hunt for Creative Hall of Fame; top appointments at Tribeca, Brand Inc; 2022 SA Digital CX Report; 2022 l'UNION conference.



### #AccountsRadar

**EXCLUSIVE:** [Grey Advertising Africa](#) has joined Tiger Brands' roster of preferred agency partners, following a competitive pitch to become lead creative agency for the KOO brand. "We are excited to welcome the Grey team as an agency of record to Tiger Brands," says Sarvesh Seetaram, Tiger Brands acting CMO. "It has been some time since we have gone to market to get to know new agency partners and creative talent. The work presented by Grey ticked every box and more. We are excited about the partnership with Grey and look forward to the impact we will create together with Paul [Jackson] and his team." Adds Jackson, Grey CEO, "We had fantastic chemistry with the KOO team right off the bat, and we look forward to a long and prosperous relationship in the years to come."

### #AgencyRadar

Four black creatives from different backgrounds have together launched Moed. The new digital advertising agency is led by Lebogang Mokubela (CEO) and Edwin Mthimkulu (CCO). "Mo'ed is a Greek word, translated to 'appointed time'," says Mthimkulu. "This talks to our business – as we believe the birth of this business came at its right time – but also speaks to the kind of clients we want to do business with, those... at their growth stage."

### #PeopleRadar

John Hunt will be inducted into The One Club for Creativity's Creative Hall of Fame in October 2022. Hunt is co-founder of [TBWA\ Hunt Lascaris](#) and global creative chair of TBWA\ Worldwide. "The Creative Hall of Fame is the ultimate recognition of a storied career of a visionary creative professional," says Kevin Swanepoel, The One Club CEO. "John Hunt is an ad legend and global creative leader who has helped transform the industry, uplift underrepresented groups, and continues to inspire the next generation of creative thinkers and doers."

Nicola Tarr and Davina Malan have been promoted to managing partners at [Tribeca Public Relations](#). They will be responsible for guiding Tribeca's strategic direction, identifying and implementing new agency services, and managing, monitoring and reviewing the company's business processes and operations. They will also proactively support the growth and retention strategies for their teams and clients, and will continue to consult strategically to clients. Both Tarr and Malan are Tribeca shareholders and have been a part of its story for 13 and nine years, respectively.

Izak van der Walt has been appointed head of sponsorships at Brand Inc. "I'm excited to combine my passion for sponsorships with integrated storytelling," he says. "I am fortunate to work alongside a talented studio which will push the limits on delivering standout content and experiences for fans and brands." Until recently, Van der Walt was business unit director at parent company [HaveYouHeard](#).

## #ResearchRadar

The **2022 South African Digital Customer Experience Report** has been released. Co-authored by Charlie Stewart, [Rogerwilco](#) CEO, Amanda Reekie, ovatoyou CEO, and Julia Ahlfeldt, CX consultant, the [report](#) highlights the impact of social selling, the impact of reviews on sales and the impact digital is having on offline sales. It extrapolates that online product research and discovery influences as much as R293.8bn in physical retail sales across the economy's top categories of groceries, fashion, medicine/toiletries and furniture/ hardware. **Social selling is a significant area to note**, accounting for 10% of all ecommerce sales; it's done through buying directly via Instagram, Facebook Shops and WhatsApp, where these portals are as much online pathways to purchase as an ecommerce website is. The researchers also note the emergence of the **consumer interaction with the metaverse**. Interestingly, 53% claim to have never heard of it, a further 23% don't know what it is and only 1% has actually bought something through it. **Getting demand delivery right** is the new commercial battlefield and it's those that deliver the fastest and at the best price that will win – particularly as consumers insist on next or same-day deliveries. "Brands are either having to charge for shipping or get consumers to cross a minimum payment threshold to be eligible for free shipping and, in so doing, they risk the chance of cart abandonment as consumers are simply not willing to pay more for an item they'd find in store," says Reekie. "It's most definitely a conundrum for all brands, especially smaller brands [which] cannot absorb excess costs but even larger businesses like Takealot are going to need to resolve this in the medium term." Demonstrating this through the data, 65% of the sample said high shipping costs deterred them from checking out – up a staggering 14% from the 51% who listed this as a barrier in 2021. Unfortunately for brands, cost is now becoming a key factor in the delivery consideration process. **In terms of cart abandonment**, the report finds that 70% of consumers are pulling out from the sale at the last minute (down from 2021's 76%) and are mostly frustrated by payment failure, high shipping fees, clunky sites and slow delivery. Given this, this year the authors estimate that the cost of cart abandonment could be as high as R26.621bn. When issues do invariably arise, consumers are still prone to **turn to email and call centres first** (21% each). Yet human interaction trumps even these traditional channels as consumers want a person to help them with their issue and, while chatbots may be quicker in theory, in reality they can backfire: only 17% would turn to chat as their first port of call.

## #EventsRadar

"**Innovation, Creativity & Economy**" is the theme for the next **l'UNION** conference, set to take place on Réunion Island, 23–25 November 2022. More than 300 industry professionals from over 15 different countries are expected to attend the event, which focuses on the audiovisual, media, advertising, marketing and digital innovation sectors. The objective is to draw attention to the economic development taking place in the Indian Ocean and in the French-speaking countries. [Delegates](#) will be able to visit the facilities of radio and TV studios on the island, and enjoy lunches with entrepreneurs from Réunion.

## Correction

In our story [#CircData Q2 2022: SA's most popular print mags & papers](#) last week, we erroneously had that *Men's Health* and *Women's Health* are published by Highbury Media, when they are both part of the [Salient Media](#) stable. We regret the error.

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