

AMASA presents 'Marketing in a Recession - to Spend or not to Spend?'

Issued by [Amasa](#)

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Join us on Wednesday 2nd July where AMASA (the Advertising Media Association of South Africa) hosts Millward Brown's Marketing Sciences specialist Hendrik van Vuuren who will lead a thought-provoking discussion around what many of us in the marketing, media and advertising industry are talking about - to spend or not to spend in the threat of recession.

Global talk alone may be enough to trigger a recession whether underlying economics dictate it or not. It's been proven that an increase in marketing spend during tough times can gain a long-term advantage for a brand. But many marketers, constrained by budgets and circumstances, will not be able to use this strategy. Will this leave their brands in peril?

Join us in finding out what strategies the global research experts suggest for South African marketers in these trying times.

The AMASA Meeting begins 16h30 sharp on the 2nd July 2008, Inanda Country Club, in the Ballroom, 1 Forrest Road, Inanda, Sandton. AMASA members free, non-members R50.

About Millward Brown

Millward Brown is a global leader in marketing research and well known for pioneering many of the industry's most innovative research methodologies and techniques to assess and track advertising and brand performance. Recognised as a leading authority in advertising, marketing, communications, media and brand equity, Millward Brown is a valued advertiser to leading marketers throughout the world. Millward Brown offers their qualitative and quantitative research service in 40 countries. They help companies understand consumer demand and drive their brands and services forward at local, national and global levels.

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▪ **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021

▪ **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

▪ **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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