

# SPARK Media once again hosts international marketing scientist!

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*SPARK Media, members of the Ehrenberg-Bass Institute (EBI), will be welcoming Dr Virginia Beal, Senior Marketing Scientist, to our shores next month.*



"We are really looking forward to this highly anticipated annual event," says SPARK Media's Joint CEO, Gill Randall.

The topic for this year's seminar is *'Making Media Work for Brand Growth'*.

"Virginia will discuss the essentials of media consumer behaviour, unpacking how marketers can optimise their media scheduling budgets, based on empirical evidence," Gill explains.

"As members of the Ehrenberg-Bass Institute for the last 16 years, we've had unbelievable access to a wealth of research on consumer and media behaviour," says Gill. "It's through this valuable membership that we're able to share contemporary global and local insights with our clients and partners."

The seminars will be held on 11 September in Durban, 13 September in Cape Town and 18 September in Johannesburg. Regretfully by invitation only.

For more on SPARK Media visit our website [www.sparkmedia.co.za](http://www.sparkmedia.co.za) or follow us on social media @sparkmediasa.

## SPARK Media

Established in 2015, SPARK Media, a division of CTP Ltd, are experts in retail and location-based marketing solutions. The company owns and represents a myriad of print and digital products that deliver locally relevant, effective audiences for advertising clients. SPARK Media are Strategic Partners in Audience Research and Knowledge and offer 'Insights that Ignite'.

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" Spark Media 'leaps into local' with new digital ad offering 29 Feb 2024

" New advertising opportunities for retailers as load shedding changes consumer purchase patterns 30 Jan 2024

" Spark Media in the 'Big Apple' for Retail's Big Show 8 Mar 2023

" Local papers continue to dominate as SA's top-performing print media 1 Mar 2023

### Spark Media



Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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