

# The Convergence of Creative and Media: Ryan Sauer, King James Group

In today's Episode 57, Ryan Sauer, MD of King James Group Johannesburg in conversation with Let's Talk Digital host Audrey Naidoo weighs in on the topic of 'The Convergence of Creative and Media', and the disruption will focus on how creative agencies are going to integrate into adtech looking at automation, new process, capabilities and pricing models.



We are seeing the rise of adtech, martech and possibly MADtech and a backward integration into creative. The disruption we focus on how creative agencies are going to integrate into adtech looking at automation, new process, capabilities and pricing models.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

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