



## Advertorial



# The changing world of Marketing in retail

ACKERMANS turned 100 years old in 2016 and today has over 650 stores throughout Africa. The world of retail Marketing has changed significantly over the past few years and Ackermans had to evolve and grow to adapt to these changes.

“Our aggressive footprint expansion strategy, together with the ever-changing world of media and customer behaviour, has changed the structure of our department dramatically in recent years,” explains Ephraim Mamabolo, Marketing Director for Ackermans.

“Five years ago, customers were not using apps nor were Marketing teams integrating campaign messages in a 360 degree media space as they are today. The rise of digital and the importance of data have drastically shifted the way in which we structure work-streams,” continues Mamabolo.

Our business, previously solely focused on communicating Clothing, Footwear and Home (CFH) messages to the customers, had to cater for customers’ needs. Today, we now include general merchandise, cellular and financial services.

Additionally the importance of engaging customers in an ongoing relationship has brought new requirements in corporate communication and digital media, all of which has to be fueled by a deeper understanding of customer insights.



**Ephraim Mamabolo,**  
Marketing Director at  
**ACKERMANS**

All of this work could not be done in isolation. ACKERMANS has partnered with 99c in Cape Town, as a creative partner.

“Our approach to retail in putting the client’s need first - rather than our own creative awards - is what has allowed us to better serve clients like value retailer, ACKERMANS over the

past six years,” explains Andrew Brand, MD and Founder of 99c.

There’s a certain nobility and brutal honesty about retail. The magical combination of finding new and exciting ways of getting people to buy more of something; to change a shopping pattern; to consider something new; to remember why they trust who they do. There’s no room for fluffy adjective-driven nonsense and once a campaign breaks there’s nowhere to hide. It gives instant feedback

and it urges you to try harder tomorrow, or sweat for something you didn’t see yesterday,” continues Brand.

We have always believed in an integrated agency model, which is why we have ATL, BTL, Digital, Design, PR, FA & DTP and Media all together under one roof and, in many instances, all working together. It works because communication is tighter, objectives are aligned, and we are able to put people in place to bridge potential gaps.”

Digital advancement has also resulted in the ability to be much faster to market, which means as an agency we need to evolve our content, publishing and production capabilities to meet those needs. Needless to say, the briefing process across the board has become incredibly intricate and the processes required to take campaigns to market across all media are exponentially more complex than even five years ago.”

Understanding how people consume media differently today is one of the biggest challenges. What I am 100% certain of, though, is that the moment you think you understand it fully you’ve started drinking your own Cool-Aid, because it changes while you sleep!”

Marketing in the retail space is tough, hard work. It can seem overwhelming at times. But it’s incredibly rewarding doing work that changes shopping behaviour; that helps the brand achieve record sales; that delivers surprises. It’s the ultimate blend of science and magic.”

ACKERMANS is a leading South African value retailer and stockist of affordable family clothing, footwear, general merchandise, cellular and value added services.

**Call the Customer Care line on 0860 900 100 or (International) +27 (0) 21 928 1040 or visit [www.ackermans.co.za](http://www.ackermans.co.za) for any queries.**



**Andrew Brand, MD and**  
Founder of 99c

# ACKERMANS

