

# PAMRO 2015 Conference: Setting standards in advertising and media research

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The 16th PAMRO and All Africa Media Research Conference will take place from 23-26 August 2015 in Dar es Salaam, Tanzania. The theme for the conference, "Media Research for One Continent" supports the core the aims and objectives of PAMRO.



Are you involved in pan-African advertising media research, media strategy or responsible for growing a brand? Do you agree that we need to provide quality, standard media information, research and data across the continent?

Have got you a vested interest in marketing the continent, its individual countries and brands?

PAMRO's mandate and mission is to create a uniform and harmonised research infrastructure in African countries that will provide both global and local media owners, marketers and agencies a universal media research platform and currency to enable comparable media planning across Africa using standardised socio-economic segments as a foundation.

The 2015 PAMRO conference is piped to set new standards for media research, and showcase key developments and PAMRO achievements this past year. The highlights amongst these achievements are the PAMRO SES (Socio-economic Segments) across all African countries, the PAMRO harmonised establishment survey, country media research updates and a view of the new website that will become a key resource centre for members. These papers will be enhanced by expert researchers, media marketers and brand custodians delivering cutting-edge papers from around the world.

Delegates will enjoy networking, sharing and gaining strategic research know-how at the conference.

For further details on the conference programme and PAMRO please go to: [www.pamro.org](http://www.pamro.org).

## **ABOUT PAMRO:**

PAMRO's vision is to obtain knowledge of the behaviour of inhabitants of Africa, in particular as far as media and product usage are concerned to allow us to make informed decisions about how to reach certain target markets and how to communicate with them.

## **Mission**

Our mission is to create a uniform research infrastructure in African countries to achieve our objectives below and to use the same measuring and target marketing methods so that results of different countries can be compared validly.

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PAMRO website: [www.pamro.org](http://www.pamro.org)

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