

# Women The Brand, the first annual marketing-to-women conference

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On the 26th and 27th July, professionals representing the financial, advertising and marketing, media, pharmaceutical, cosmetics, motor vehicle and FMCG industries converged in Midrand to debate the phenomenon of women consumers, as well as analyse marketing campaigns targeted at this powerful group of consumers.

The conference sought to create a platform to present the quantitative and qualitative research done by African Response, Eighty20 Consulting and imagineNATION ALLIANCE in profiling the average South African female consumer and how various companies have successfully changed their marketing strategies to 'speak' to this lucrative audience.

The event was very well received with the Fast Track Networking session sighted as being highly innovative, adding value to the entire conference experience.

On behalf of the Top Conference and Events team, we would like to express our heartfelt gratitude to everyone who participated in Women The Brand, the 1st Annual Marketing-to-Women Conference and who ensured its astounding success.

A special thank you to:

***Our Branding Luminaries**, your presentations were very informative and exemplified your expertise in your specific fields*

*Inonge Malumo - Presenter, Brandpower (Director of Ceremonies)*

*Christopher James Moerdyk - Marketing Analyst and Auditor, Consultant and Mentor*

*Tracy Robinson - Strategist, Enterprise IG*

*Vanashree Pillay - Executive Head: Corporate Communications, CellC*

*Francois Hoffmann - Marketing Executive, Adcock Ingram Healthcare*

*Sam Wilson - Editor-in-Chief, Women24.com*

*Katlego Moutlana - Brand Strategist, imagineNATION Alliance*

*Tessa Chamberlain - General Manager, Corporate Marketing, Pick 'n Pay*

*Yasmina Francke - Group Brand Manager, Metropolitan*

*Tina Eboka - Director: Group Corporate Affairs & Executive Committee Member, Standard Bank*

*Nicholas Bednall - Managing Director, BBDO*

*Michelle Buthelezi - Chief Operating Officer, Businesswomen's Association*

*Dr. Anina Maree - Associate Director: Media, African Response*

*Illana Melzer - Co-founder, Eighty20 Consulting*

*Alison Tucker - Managing Director, Added Value*

*Sean McCoy - Managing Director, Harwood Kirsten Leigh McCoy (HKLM)*

*Retha van Hoven - Advertising Manager, Peugeot Motors South Africa*

*Greg Maloka - Director, Instant Grass*

*Tim Plewman - Producer of the theatre production, The Caveman Speaks*

*Our **Delegates**, your support for our initiative is invaluable.*

*Our partners **Women24**, **Brand Magazine** and **theMarketingSite.com** for the extensive media coverage.*

Our strategic alliance partners the **Businesswomens' Association** and **African Response** for assisting in ensuring the success of the conference.

Rave reviews from our audience:

*"The conference opened my mind and understanding to a market that I should understand. Even as a woman, I feel ignorant."*

**Erica Warner, Marketing Manager Pick and Pay**

*"Best aspect of the conference was the quality of speakers and their insights."*

**Gillian Howard, Assistant Publisher Media24 Magazines**

*"It was a very successful conference."*

**Ilze Myburgh, Media Strategist SABC**

*"The presentations and networking was innovative."*

**Michelle Kirby, Marketing Manager etv**

*"Enjoyed the conference very much! Learnt a lot."*

**Alida Nel, Marketing and Advertising Representative DaimlerChrysler**

*"The best aspect was learning more about marketing and branding."*

**Farah Imam, Admin Manager Rand Water**

*"Simply gaining greater insight into female consumers. I have many brands in my portfolio targeted at women and as a man I recognise the importance of understanding them better."*

**Michael dos Santos, Strategic Planner Grey Worldwide**

*"Great ideas and fresh approaches that came to light with regards to marketing to women."*

**Elaine Wolhaardt, Direct Marketing Manager Upstream Advertising**

*"Best aspect was the variety of topics and important statistics about South African women."*

**Annah Moatone, Marketing Assistant Aspen Pharmacare**

If you have any topic suggestions, speakers or themes that you would like addressed at next year's conference please contact us, your input is extremely valuable.

We would like to take this opportunity to reiterate our appreciation and look forward to seeing you at the next Women The Brand Conference.

PS. Remember to add your profile to [www.fasttracknetworking.co.za](http://www.fasttracknetworking.co.za), a complimentary '24 hours a day, 7-days a week' marketing opportunity.

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- **Calling women entrepreneurs! Pitch your business at the EmpowHER Entrepreneur Development Series 2024** 30 Apr 2024
- **Celebrating 30 years of democracy with the 23rd edition of Impumelelo: Top empowerment** 30 Apr 2024
- **Sentech Africa Tech Week 2024: Shaping Africa's tech future** 17 Apr 2024
- **Celebrating tech innovators at the 7th Annual Africa Tech Week Awards - Submit your entry** 5 Apr 2024

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