

FROM DATA TO INSIGHTS TO DECISIONS The Heart of Modern Marketing

5
November
2025

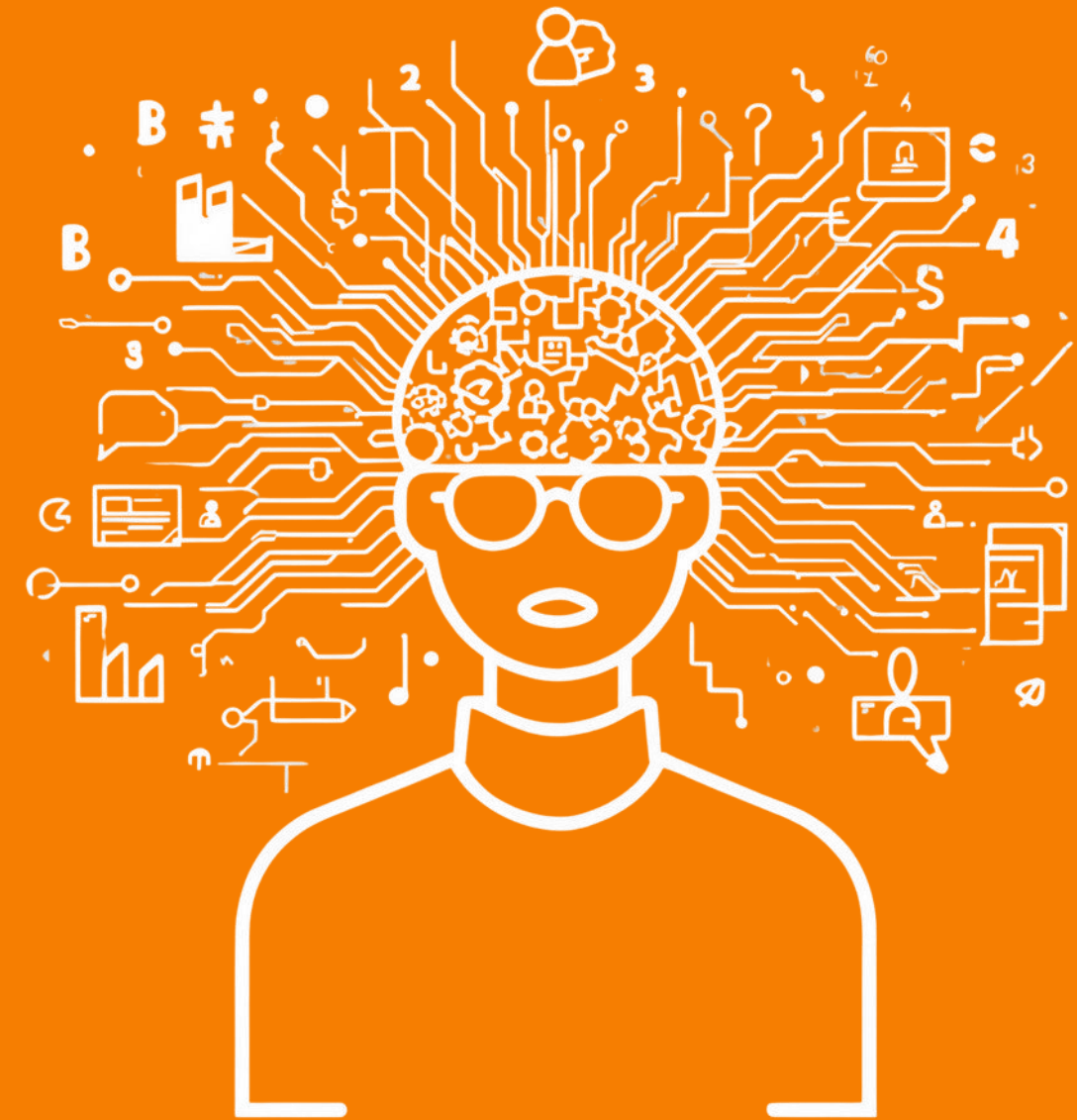


MARKETING MESSAGES

4,000 - 10,000
per day

- Digital saturation
- Retail environments
- Traditional media
- Everyday items

*Cut through the
noise!*



WHAT IS MARKETING DATA?

Data = raw numbers
(sales, demographics, traffic, engagement etc)
✗ Data alone is not enough

*Data is like
looking in the
rear-view mirror*



Data tells us what happened
Insights tell us why it happened - and what to do next

WHAT ARE MARKETING INSIGHTS?

- Insights show why things happened & what next
- Insights = guide forward
- Meaning for future marketing



The meaning we extract (insights) from the data determines the marketing strategy

MAKING MARKETING DECISIONS



Ask better questions

Not just:

‘What’ or ‘How’

But:

‘Why did it happen?’

‘What drove this to happen?’

And:

‘What does this mean for future marketing?’

Stay
curious!

See the
full picture!

Closer look at communication channels

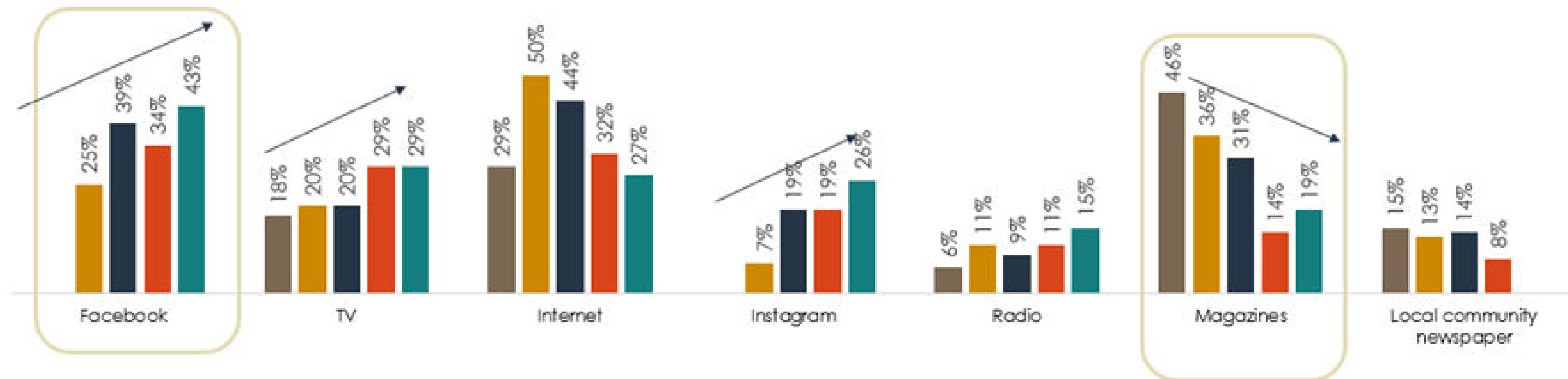
From 2012 to 2025, communication trends shifted significantly. Facebook and Instagram gained prominence, with social media becoming key for avocado information. Traditional media like magazines(from 46% to 19%) and newspapers from (15% to 8%) declined. In 2025, cooking programs are leading, with YouTube and Facebook following closely. Marketers should prioritise digital and visual content to stay relevant.

■ 2012 (n=325) ■ 2016 (n=331) ■ 2021 (n=669) ■ 2023 (n=740) ■ 2025(n=715)

- Cooking programs lead in 2025
- YouTube shares second place with Facebook in 2025



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LIBERATING TRUTH FOR HUMANITY



KEY INSIGHTS

ASK AFRIKA

RESEARCH



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LIBERATING TRUTH FOR HUMANITY

- Media landscape
- Social media increasing
- Television viewership increasing
- Print declining
- Consumer shopping behaviour
- Messaging, tactics, platform direction

RADIO

DATA:

- Footprint
- Listenership
- Demographics

INSIGHTS:

- Awareness but large budget required
- Limited value for money

702. capetalk ^{567 AM}

TELEVISION

DATA:

- Viewership
- Social media platforms



Watch TV regularly



INSIGHTS:

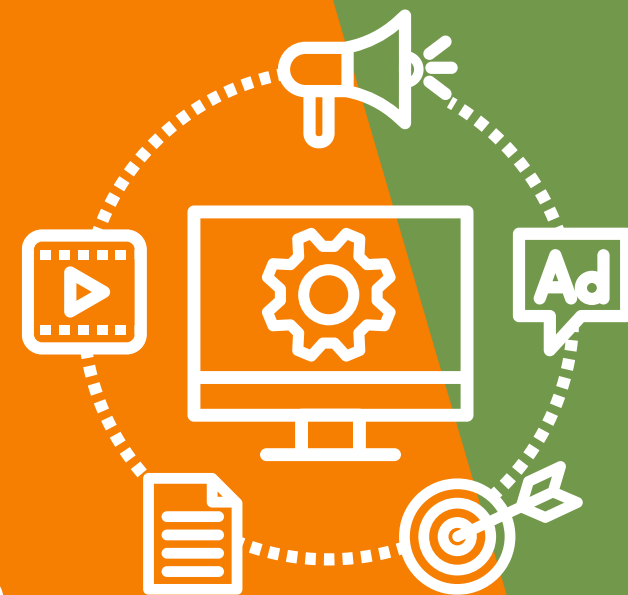
- Value for money & added value
- Multiple messages
- Competitive, aspirational food shows favoured with drama & appetite appeal

ONLINE

DIGITORIALS, WEBINARS &
NEWSLETTERS

DATA:

- Reach
- Reactions
- Clicks
- Attendees
- Open rate
- Delivery rate



INSIGHTS

- Slight decrease
- Convenience, engaging, broader reach & specific targeting
- Richer content
- Lower cost, value for money
- Education

SOCIAL MEDIA INFLUENCERS

DATA:

- Multiple data metrics:
 - Followers
 - Engagement
 - Views
 - Watch time
 - Reach
 - Impressions...



INSIGHTS:

- Average watch
- Macro-influencers
- Micro-influencers
- Personalised videos

RETAILERS

Checkers Pick n Pay

FOOD
LOVER'S
MARKET

SPAR

W
WOOLWORTHS

DATA:

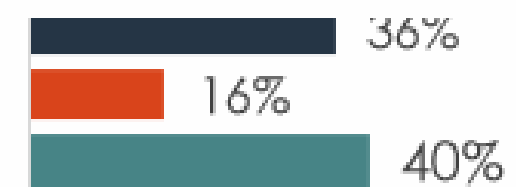
- POS material
- QR codes
- Sales
- Competition entries
- Retail media networks

INSIGHTS:

- Retailer's preferences
- Retail network advertising
- QR codes
- POS material

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In-store (Point of sale/Displays)



PRINT

DATA:

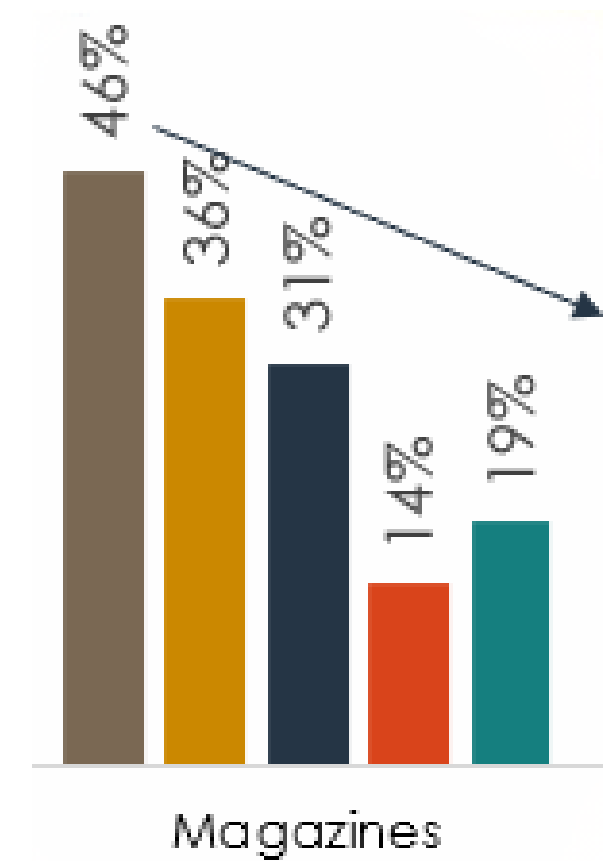
- Decline in print circulation, frequency
- Less space for content
- Advertising/editorial ratios decreasing

INSIGHTS:

- Decline of print
- High cost
- Increase online

But:

- Digital saturation
- Niche publications
- Credible
- Longer lifespan
- Focussed attention



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OUT OF HOME

'Consumers expect seamless omnichannel "phygital" experiences'
-SAP Emarsys-

DATA:

- Fresh Produce Markets
 - Sales, brochures, incentives
- Cookery Classes & Book Launches
 - Attendees
- Avo Season Media Launch
 - Relationships

INSIGHTS:

- Agent incentives
- Education
- One-on-one experiences
- Relationship building



INSIGHTS FOR DECISIONS



'Marketers should
not simply collect
numbers'

'Dots must be
connected'

'Past activities
to make
decisions'

**Successful marketing
campaigns are not the
ones with the most data,
but the ones which can
turn that data
into insights,
and then into decisions
to ultimately drive sales**

SUCCESSFUL MARKETING STRATEGY =

‘Converting statistics
into stories, and
stories into sales...’

