



Spilling the tea on all things Recruitment and Insights from Marketing Cafe' 2025

Welcome to our newsletter! We are thrilled to share with you the latest hot talent, recruitment trends and lastly, a bit more about our Marketing Cafe' experience.

Firstly, **Marketing Cafe'**. WOW! Dalebrook Media truly organised a fantastic event! Over two packed days, 200+ marketing professionals filled a **sold-out** conference room at The Maslow hotel in Sandton.

We heard from **over 24+ powerhouse** speakers representing inhouse, agency and client side marketing teams. Not only that, but they joined us from some of South Africa's **most influential brands**.

We would be lying if we said we didn't *fan-girl* a little over Jessica Wheeler, **Nando's** Marketing Director. Let's be real - Nando's marketing is basically a national case study!

We heard from mind shaping brands like **Ackermans, Vodacom, MTN, Samsung, Sir Fruit, TymeBank** - actually, all the leading banks across SA, Capitec, Nedbank, FNB, ABSA.

Honestly, you had to be there. But if you weren't, then don't worry, we've got you covered. We're spilling the must-know insights from the event, so you can stay ahead of the game.

Topics ranged from AI, building high-impact marketing teams, inhouse vs. agency, cross-generational marketing, influencer marketing and of course, the trends/forecasting for the future.

So grab a cuppa and enjoy!



The Teacup Talent Team



In this newsletter you will find:

Marketing cafe' insights. Keep Reading!

SPILLING THE TEA...

Marketing Café 2025: The Hottest Insights for SA Agencies

“ Test, learn and pivot fast:
Mistakes fuel innovation
-Helene Locke | Sir Fruit ”

THE FUTURE OF AI IN MARKETING: ADAPT OR GET LEFT BEHIND

Insight: AI is no longer just a buzzword—it's the backbone of future marketing strategies.

"AI isn't replacing marketers; it's replacing marketers who don't use AI." – Jessica Wheeler, Nando's

What agencies need to know:

- AI can enhance creativity by automating data analysis, freeing teams to focus on strategy.
- Use AI-powered tools to create hyper-personalized campaigns at scale.
- Ethical AI matters - consumers want authenticity, not automation overload.
- Invest in AI upskilling now to stay ahead of competitors.



CROSS-GENERATIONAL MARKETING: SPEAKING TO GEN Z WITHOUT ALIENATING BOOMERS

Insight: Each generation wants something different - Gen Z craves authenticity, Millennials want experiences, and Boomers value trust.

"If your brand voice doesn't evolve, you're speaking to an audience that no longer exists." – Helene Locke, Sir Fruit

What agencies need to know:

- Avoid one-size-fits-all marketing - tailor content for different age groups.
- Gen Z loves video (TikTok, YouTube Shorts), while Boomers prefer detailed content (emails, blogs).
- Personalization wins - use data to deliver the right message to the right generation.
- Nostalgia sells - throwback marketing resonates across age groups.

“ Brands must adapt to consumer
behavior, not force old habits.
-Andisa Ntsubane | Vodacom ”

Did you miss MC JHB?
You can still make it to MC CT in
Sep. Find out more about
Marketing Café' [here](#)

SPILLING THE TEA...



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We need to shift from attention-grabbing content to interest-grabbing content.

- Anesu Malisa, Head of Gen Z Marketing | Samsung Electronics

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WINNING BIG BRANDS AS CLIENTS: WHAT THEY ARE REALLY LOOKING FOR

Insight: The biggest brands don't just want agencies; they want partners who bring strategic value.

"The agencies we remember? The ones that solve problems before we even know they exist."

- Vilosha Soni, Pepsico SA

What agencies need to know:

- Do your homework - understand their pain points before pitching.
- Offer a unique point of view - don't just be another agency.
- Show real ROI - big brands need data-backed success stories.
- Chemistry matters - client-agency relationships are built on trust.

SOUTH AFRICAN MARKETERS HAVE GLOBAL EDGE - HERE'S WHY:

Insight: SA agencies have untapped global potential- our diverse market experience makes us world-class storytellers.

"South African creativity is underestimated - we punch way above our weight in global campaigns." - Meera Moodley, Primedia

What agencies need to know:

- Global brands want authentic storytelling - SA agencies do this exceptionally well.
- Show off cultural intelligence - being able to market across diverse audiences is a huge asset.
- Build international case studies - leverage past work to attract global clients.
- Digital marketing has no borders - your next big client could be anywhere in the world.

SPILLING THE TEA...

IN-HOUSE VS. AGENCY: WHERE THE INDUSTRY IS HEADED

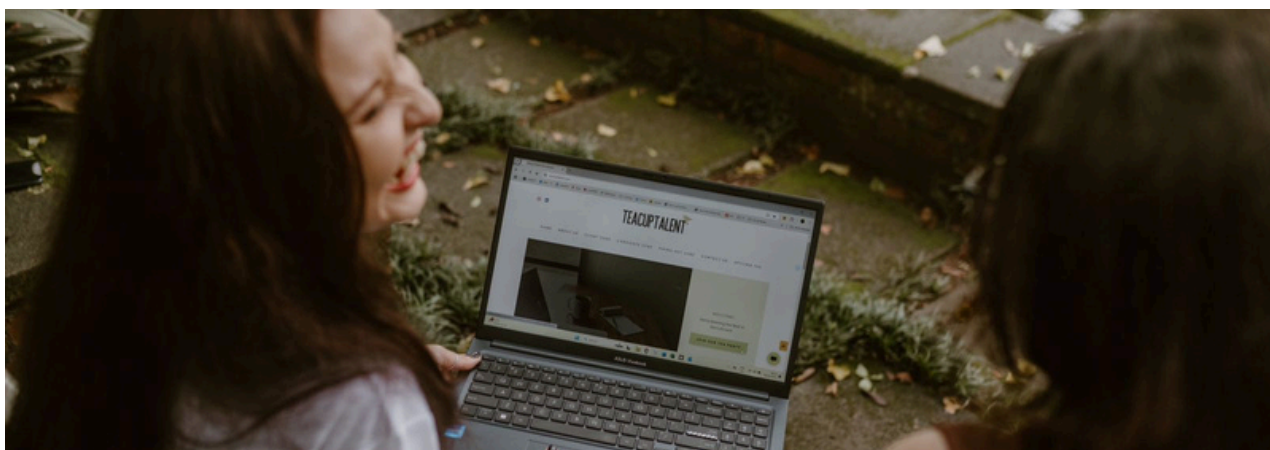
Insight: The agency model isn't dying - it's evolving. Brands are building in-house teams, but agencies still have a key role.

"Agencies that integrate seamlessly with in-house teams will win."

– Susan Steward, Standard Bank

What agencies need to know:

- Offer hybrid solutions—help in-house teams with specialized skills they lack.
- Position your agency as an extension of their team, not an outsider.
- Brands want speed + flexibility—agencies that move fast will thrive.
- Co-creation is key—work with in-house teams instead of competing with them.



Final Sip of Marketing Gold

Marketing Café 2025 delivered game-changing insights from SA's top marketers. The key takeaway? Stay adaptable, be bold, and embrace change. Agencies that innovate, understand their clients' needs, and build strong relationships will thrive.

Now, it's time to put these insights into action!

At Teacup Talent, we don't just follow marketing trends - we understand them inside out. As specialists in marketing and tech recruitment, we know that high-impact teams drive big results. Whether you're scaling your agency, building an in-house powerhouse, or looking for the next creative game-changer, we're here to connect you with top-tier talent that truly gets it.

Let's turn insights into action and build the future of marketing together! 🍰

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