Digital download with... Cerebra

By Leigh Andrews

20 Mar 2017

Local digirati shone at the recent IAB Bookmark Awards 2017. Here's some feedback from Jacques Shalom, ECD at Cerebra.



The community management section of the Bookmarks saw just one award presented on the night: excellence in craft – social media community management bronze. These emojis signify how the Cerebra team felt about their digital dominance in this sphere.

Shalom explains that their client, Vodacom was one of only two finalists representing community management as a whole, which he believes is indicative of the fact that community management is still seen very much as a service channel and not as a tool for conversation.



Cerebra on stage.

Explaining where they get it right on the Vodacom social media channels, Shalom says, “We're taking each the individual into consideration with regards to the engagement itself, while also servicing the customer.” He adds that many brands are still placing junior resources as community managers and fail to realise that these individuals are spokespeople for their brand.

You wouldn’t have someone straight out of college representing a brand on TV, radio or editorial content, so why do so on social media?



How they did it...

click to enlarge

The team behind the work, in addition to Shalom, include Matty Erridge as community management team lead as well as Brad Edwards, Zuleka Pukwana, Khutso Mahlape, Babalwa Nyembezi as community managers, with Moza Moyo and Khumo Mokgoko as after-hours CM and Roxy Van Eyk as freelance community managers.

Click here for the full list of 2017 IAB Bookmarks Award winners and visit our special section for the latest updates!

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #DI2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #DI2020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
- #DI2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingqile 'WingWing' Mdlulwa, CCO at The Whole Idea - 26 Feb 2020

View my profile and articles...

For more, visit: https://www.bizcommunity.com