



# How to integrate digital advertising to support classic media - AMASA September meeting

Issued by [Amasa](#)

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AMASA invites you and your colleagues to its monthly meeting on Wednesday 3 September at the JSE, 1 Exchange Square, Gwen Lane, Sandown at 16h30 as we explore how Digital Marketing can be effectively integrated throughout the many digital advertising channels available and how to apply them in a way that supports classic media channels.

Digital Marketing is no longer a niche component of the marketing mix, it can play a core role of practically every major marketing campaign. This month, Gavin Rook, MD and founding partner of Trigger, the Digital Marketing and Media Company, focuses on the proven model of Integrated Full Service Digital Marketing and shows by way of example how to produce efficient, measurable and award winning campaigns.

***Don't miss out. Diarise now!***

**Date:** Wednesday 3 September 2008

**Time:** 16h00 for 16h30

**Venue:** The JSE, 1 Exchange Square, Gwen Lane, Sandown - parking available at Village Walk

**Cost:** AMASA Members - Free; Non-Members - R50.00

## About Trigger

Trigger is positioned as a leading full service digital marketing agency launched by Gavin Rooke in 1999. The agency's focus on direct digital marketing with a key milestone being the launch of the MINI Cooper in 2002 using digital direct media. The agency developed a unique direct marketing model taking advantage of digital media. Key clients include Nike, Coca Cola, First National Bank, Absa, SAB, Winston, Camel, 20th Century Fox, The British Tourism Authority and Japan Tobacco. Trigger was recently awarded a Grand Prix at the 2008 Loeries for an integrated campaign for Nike.

" E-commerce landscape in SA - Insights and trends for marketers? 1 Dec 2021

" Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner? 9 Nov 2021

" Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021 18 May 2021

" Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm 28 Aug 2020

" Amasa Ignite Webinar Forum - Purpose-driven conscious marketing 28 Jul 2020



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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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