

## #ACACaresCovid19: The creative value chain, procurement and marketing working towards common goals

In the third episode of Bizcommunity and the Association for Communications and Advertising's video interview series, industry leaders Gareth Leck, group chief executive officer and co-founding partner of Joe Public United, Mpume Ngobese, managing director at Joe Public Connect, and Khensani Nobanda, group executive for marketing and corporate affairs for Nedbank discuss the creative value chain, procurement and marketing working towards common goals.

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*This industry-wide initiative for conversations around sustainable solutions to common issues facing SA's marketers and marketeers, to future-proof the industry, is made possible by the Association for Communication and Advertising.*

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