

entrepreneur

Absa Entrepreneur Award

winner

**GIL SPERLING, DANIEL LEVY
AND RYAN SILBERMAN**
popimedia



Gil Sperling, 30, Ryan Silberman, 34, and Daniel Levy, 36, are the brains behind Popimedia - a South African Social Media and Adtech Company who provide cutting edge social media services and technology platforms to blue chip multinationals as well as companies in Africa, the Middle East and Europe.

Popimedia Innovations is a social media and technology company that builds and sells social media solutions.

"We live, breathe and eat Social Media. A culture of Innovation and idea generation are at the core of the company, always keeping us ahead of the pack," say the team.

"In 2007 we began to develop various products we would later licence to agencies and the like. This approach allowed us to gain significant traction within the realms of Social Media both locally and abroad.

"After assisting many reputable agencies both ABL and Digital to fulfil their clients' social media needs, we moved to client direct," they say.

In late 2011 they sold a stake of the company to The Creative Counsel, South Africa's biggest below the line-marketing agency. Why? Because The Creative Counsel's "footprint in the industry is formidable, with arguably 65 percent of all FMCG brands on their books."

The Creative Counsel's owners, Ran Neu-Ner and Gil Oved, were themselves winners of an Absa Jewish Achiever Award in 2013 and have sponsored a new prize for Young Jewish Entrepreneurs from 2014.

A dynamic relationship ensued between Popimedia and The Creative Counsel and, today, Popimedia is at the forefront of activations incorporating social media strategy down to execution.

As a result of Gil, Ryan and Daniel's efforts, Popimedia is Africa's

only Facebook PMD (Preferred Marketing Developer). The PMD program is an exclusive community of best-in-class developers focused on making social marketing easier and more effective. PMD's are the social experts at the forefront of helping marketers and advertisers establish and grow lasting connections with customers. PMD's build apps on Facebook, optimize social plugins, manage ad campaigns, measure performance and develop effective marketing strategies for Facebook. Popimedia is also listed on Facebook's global agency directory.

"Our competencies encompass; amongst others; holistic strategy; media buying (direct); community management; application and platform development. We have proprietary systems designed to deliver ROI from social networks or mobile devices to point of sale," say the guys.

And who can argue with that. The three have managed to elevate themselves to the highest position of recognition above their competitors in the crowded digital marketing space.

Not only that, but they beat out some very strong competition to win the 2014 Absa Jewish Achiever Entrepreneur Award - some very strong competition indeed!

Popimedia is all about ensuring that social media campaigns, while strategic, "must also be precisely measurable in terms of the conversations a brand has with its consumers and, specifically, how those conversations convert into bankable sales for clients," they believe.

This led to the in-house development of the acclaimed proprietary tool, meedee8, which has piqued the interest of social media's largest players, including Facebook itself.

2014 has seen Popimedia sign strategic deals with major media agencies and multi-nationals, including L'Oreal, Clover, Energizer and Unilever.