

Corporate Profile

BWD Advertising

WE GO BY THE NAME OF

BWD Advertising

OUR CORE SPECIALITY IS

Marketing, Advertising and Communication Services

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

Thebe Excellence Awards

OUR BIG CLIENTS

T-Systems, Thebe Investment Corporation, Aha Hotels, Menlyn Maine Central Square

OUR OLDEST ACCOUNTS

Pioneer Wealth Mangers, Dariel Solutions

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Thebe Investment Corporation & aha Hotels & Lodges

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

Pareto Limited

WHO OWNS US

Independent

OUR BEE RATING

Level One Contributor

OUR REVENUE BAND

-

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

15

WHO'S THE BOSS

Bongani Gosa

OUR BUSINESS IN 140 CHARACTERS

BWD Advertising is a modern advertising agency that relentlessly pursues new frontiers of creativity by embracing an ever state of evolution to promote the growth of our clients.

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

BWD celebrating 10 years of helping our clients grow. Today, we are a full service digital agency that offers a complete range of digital communication services. With an established network of specialist associates, our client portfolio not only boasts SMMEs and start-ups, but also a myriad of blue chip companies and conglomerates across all industries.

SO YOU LIKE US, THIS IS HOW YOU GET IN TOUCH WITH US

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BWD Advertising



Bongani Gosa, Founder and Creative Director of BWD Advertising

Since the dti gazetted the new

B-BBEE Sector Code for the South African Marketing, Advertising and Communications (MAC) industry, agencies have been forced to revisit their transformation policies. Not BWD Advertising (BWD), as BWD has been one of the few 100% independently black owned and operated agencies all along.

Bongani Gosa, Founder and Creative Director of BWD Advertising is of the opinion that the MAC industry has some major catchup to do. Explains Gosa: "According to Nielsen AdEX, the total ad spend in South Africa in 2016 equated to R43 billion, of which only one percent was incurred with black owned agencies."

Gosa however believes that it is not the lack of capability, but rather the lack of opportunity that is prohibiting black owned agencies from getting ahead. "There is still very much a culture of supporting the 'Big 5' in the MAC Industry, even though there are a league of smaller agencies that are as capable as the rest. I humbly believe that BWD Advertising for example, is proof of exactly that."

BWD's story is certainly one of that tells of a tenacious hunger for

success. BWD grew from a one-man band that landed its first client via a pay phone and operated from a garage, to a full-service, through-the-line agency that services a multitude of blue chip and multinational clients, within a record time of just over ten years.

Today, the agency is geared with a full suite of services in digital, traditional and emerging marketing tactics to successfully deliver on any MAC project, right through from the R&D of strategies and campaigns, to the full roll out thereof.

In addition, BWD boasts several accolades, including featuring in key publications such as the *Financial Mail*, being listed in the SA Digital Landscape, speaking at conferences of global stature, and creating award-winning work that amongst other earned the University of Johannesburg (UJ) a MACE Award.

Gosa believes that the reason for the agency's success is captured in its brand positioning, which is: "We grow when you grow." He enthuses: "Essentially, every communication element should achieve one goal: to yield business growth. Driving results, is therefore the driving force

behind everything we do at BWD."

Another main element that places BWD at the cutting edge, is its unparalleled in-house resources and capability to create engaging digital content. This includes an in-house photography studio and high-tech equipment for creating multi-media components, animations and corporate videos.

Gosa however believes that the agency's most important key to success has been its ability to adapt to change. Change is also what lies at the heart of the new MAC Charter and it is against this backdrop of transformation that BWD has set its next ambitious goal: to be the largest, independently black owned and operated agency in the country by 2025. "We are willing to work as hard as it takes. Now all we still need is for those companies with significant marketing spend, to give us a fair and equal chance," he concludes.

bwd
ADVERTISING