

Corporate Profile

Brand Union

WE GO BY THE NAME OF

Brand Union

OUR CORE SPECIALITY IS

Brand Strategy, design and employee engagement

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

Launching Arise, a new Pan-African development fund that combines the African investments of three cornerstone investors: Norfund, FMO and Rabobank.

OUR BIG CLIENTS

Vodacom, Standard Bank, MMI, SAB AB InBev

OUR OLDEST ACCOUNTS

Standard Bank, SAB InBev

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Allan Gray, Rickett Benckiser, Safaricom, Ascendis Health

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

n/a

WHO OWNS US

WPP

OUR BEE RATING

In review

OUR REVENUE BAND

R25m-30m

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

35

WHO'S THE BOSS

Mathew Weiss

OUR BUSINESS IN 140 CHARACTERS

We are a global brand agency that exists to ensure that the entire experience of a brand is both Brilliantly Designed and Beautifully Connected.

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

Combining with four other WPP branding consultancies and design agencies to create a global next generation brand agency. By combining Brand Union with The Partners, Lambie-Nairn, Addison Group and VBAT, it will enable clients to engage with a wider array of specialists, provide a more connected set of services, and will make the strategic, creative and client-focused excellence of each of the five agencies accessible at scale.

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

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Brand Union Africa is celebrating a remarkable past year - with the addition of blue chip local and international brands, its client base has extended to 18. In a sluggish economy, revenue has grown by 22% and the agency has retained all of its long-standing clients including Standard Bank, Vodacom, Ab-InBev and Metropolitan.

There's big news to celebrate too. MD Mathew Weiss reports that Brand Union will be combining with four of WPP's specialist brand agencies, resulting in the establishment of a dynamic, leading, global brand agency. Each of the four companies is a leader within its field. Factor in Brand Union's strategic strength and global influence and the result, he reveals, will be an entity able to provide clients with a wider, more specialised and connected set of services through a single point of contact. Amalgamating these companies will allow clients to access a breadth of services covering almost every aspect of brand and communications.

That's not to say that the past year has all been plain sailing. "Many companies are achieving margin growth by cutting costs, which has a negative impact on

marketing budgets," he points out, adding that it is taking clients longer to make decisions and every penny spent is scrutinised for ROI.

Brand Union, however, is not the kind of agency to sit back and complain. Weiss maintains that with challenge comes opportunity. Brand Union has gone back to basics, focusing on understanding consumer needs in order to help its clients ensure optimal relevance and distinctiveness.

As the needs of consumers change, so do those of clients and this is where agencies need to ensure they remain relevant, says Weiss. Because of client demands around ROI, it's critical to show real value. Moreover, innovation should be central to all major brand conversations.

In this environment, Brand Union is ideally placed to assist clients with its expertise in the area of brand strategy. The agency develops solutions based on its deep understanding of consumers. This information is used by creatives to produce exciting work that also solves business problems.

Brand Union is the only branding agency in Africa to offer a global network leveraged for global best practice and world

class solutions. "Because we're channel and media neutral - and the fact that our primary output is not advertising - we really are able to think brand and consumer first," he says.

Today's successful brands depend on powerful and connected experiences. "Increasingly, the way in which the brand is experienced, becomes the brand," he explains, adding that Brand Union aims to build brilliantly designed and beautifully connected brand experiences, whether it's a massive product launch or a tiny online interaction. Each experience is based on firm foundations and feels consistent, but not cookie cutter. Ultimately, Weiss believes that this type of brand experience would not be possible without close and sustained relationships with clients.

