

Corporate Profile

DUKE

WE GO BY THE NAME OF
DUKE

OUR CORE SPECIALITY IS
Integrated campaigns

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS
DebtBusters TV ad

OUR BIG CLIENTS
Truworths, RCS, DebtBusters, Heart & Stroke Foundation SA, SAB Foundation

OUR OLDEST ACCOUNTS
Cheapflights, YPO

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS
Truworths, RCS, DebtBusters, Heart & Stroke Foundation SA, SAB Foundation, Moonlighting Films

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS
None

WHO OWNS US
100% Independent

OUR BEE RATING
Level 1

OUR REVENUE BAND
R5m – R10m

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE
8

WHO'S THE BOSS
Wayne Naidoo - CEO

OUR BUSINESS IN 140 CHARACTERS
DUKE is an integrated marketing agency that puts the best people in the corner of contender brands so they can win the fight for customers' attention

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS
Winning Truworths after a competitive pitch

So you like us, this is how you get in touch with us

+27 (0) 21 421 4239

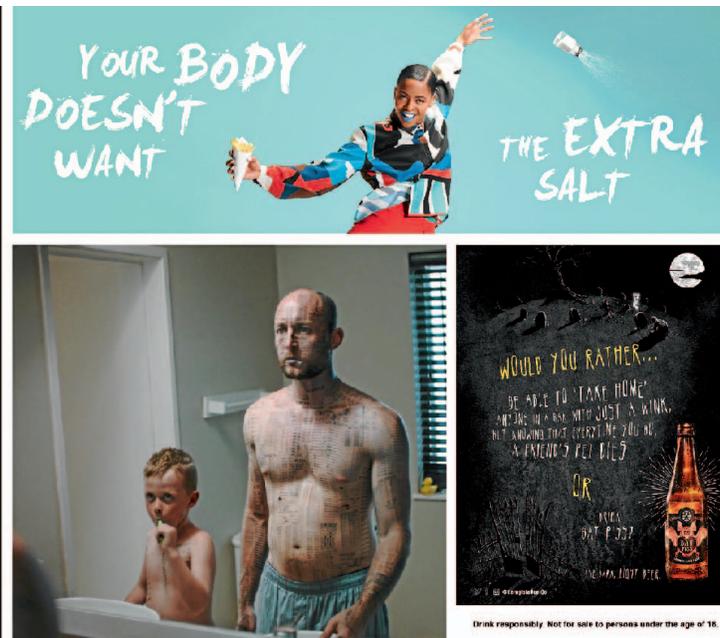
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@dukevertising



DUKE is an agency that is built for clients and which sees selling as its primary responsibility. The agency was founded by Wayne Naidoo, after he had spent 15 years at Lowe + Partners SA. It was the time Naidoo spent on the client side between leaving Lowe and starting the agency that really informed the approach to business that DUKE is using to make some serious waves in the industry.

Naidoo maintains that clients don't have the time or the inclination to consider whether or not an ad is cool, or whether it will win awards. "Clients are in a completely different head space to most ad industry players; and it took a stint in corporate for me to realise how truly divorced the ad world and the business world are from each other," he explains.

As a result, when it came to starting his own agency, Naidoo ensured that he took an entirely different approach. "The ad industry shouldn't be about selling services and structures to clients. Rather, we should focus on what we can do for our clients to make them more effective. Clients don't ask an agency how many awards it has won, or even what services it offers. Rather, they want to know how the agency can add real value, in a business sense. We have conversations with our clients about strategy, market share, solutions and building a better world. Then we take the ideas to

market," Naidoo says.

He adds that clients are not fools, and what's more they know when an agency is trying to sell them something, and they don't like it.

DUKE's approach is different and resonates with clients in a way that shows the agency's credibility and sincerity. It's about making clients better at what they do – a path that client and agency discover together. That said, Naidoo is quick to point out that the agency certainly doesn't profess to know everything about every sector or category.

To this end, perhaps the agency's most powerful offering is the "DUKE Brain Trust" – a direct result of DUKE's unique way of approaching business. The DUKE Brain Trust is based on the thinking that all too often, people are too close to their own companies to think differently about the challenges and opportunities they face. And, often, the best person to come up with the freshest way of thinking about that specific challenge won't be working at an ad agency either.

"If the client is open to it, we have access to a large network of amazing thinkers, who we put together in the room and get them to come up with the solution," Naidoo reveals, adding that these people are not part of the ad industry at all, and can be anyone from a CEO to a neuroscientist.

"The point is that the client normally wouldn't be able to access these resources, yet he will ultimately benefit from their fresh, unprecedented ways of thinking and their abilities to shift the problem in a more creative way.

The fact that the agency consists of senior people who have all been in the industry for an average of 20 years, and that each of them takes a very hands on approach when dealing with clients, means that they generally also get to deal with senior people on the client side such as CEOs and senior marketers.

Naidoo points out that while the agency is intentionally lean, its fire power is significant and it's seldom that DUKE loses a pitch to a larger agency. He's proud that the agency has successfully passed its 1 000 day mark, an auspicious milestone in any business.

Ultimately, it's a tough climate, but one which Naidoo says is the new norm. "We cannot be paralysed by this, we simply need to realise that the old ways of doing things won't work anymore. The old agency model has been under siege forever and the time has come to forge new ways of doing things. Which is exactly what we're doing at DUKE," he says.

DUKE.