

Corporate Profile

Ebony+Ivory

WE GO BY THE NAME OF

Ebony+Ivory

OUR CORE SPECIALITY IS

As an integrated advertising and media agency, we consider, create & amplify

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

JSE

OUR BIG CLIENTS

Profmed, JSE, Brand South Africa

OUR OLDEST ACCOUNTS

De Beers, Pentair International (Kreepy Krauly), Creamer Media

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Transunion

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

-

WHO OWNS US

100% by local management & 100% South African

OUR BEE RATING

Level 2

OUR REVENUE BAND

R8m – R12m

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

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Email: paul@ebonyivory.co.za

Website: ebonyivory.co.za

Twitter: @ebonyads

Facebook: facebook.com/Ebony+Ivory

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

15

WHO'S THE BOSS

Paul Middleton

OUR BUSINESS IN 140 CHARACTERS

As strategic, media & creative specialists, we capture, craft and enable clients to develop compelling brand stories

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

E+I has grown Noted Thinking, our in-house marketing intelligence division, which has added business value to clients operating in the challenging environment. Working synergistically with our established Media and Creative divisions, this team of strategic, research and content specialists has helped clients to better address their business and marketing challenges.

Not surprisingly, after 47 years in this rapidly evolving industry, Ebony+Ivory is again metamorphosing into a new vibrant entity to thrive in the next 50 years.

The industry at the moment is certainly the slowest in two decades, says founder Paul Middleton, "This is the new normal," he says. "If anything, the operating environment is only going to get harder. The world has become far more complex which requires advertising agencies to be more focused and more adaptable."

Despite the difficult operating environment, Middleton is optimistic about Ebony+Ivory's future prospects. "Succeeding in this day and age is about foregoing ego, ensuring you stay ahead of the curve, continually adding in new skills, having a good understanding of your customer and consumer, ensuring you have a strong strategic arm and importantly, keeping your overheads low."

Clients are increasingly looking to creative teams to push the boundaries of communication, reports account director, Gail Pearman. While insights are critical, they're looking for more. "They're questioning and interrogating their businesses, posing increasingly more challenging questions to their advertising agencies and not surprisingly, becoming more focused on return on investment," she reports.

Similarly, says head of strategy,

"The only way to do great work is to love what you do."

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Andrew Barnes, clients are interrogating what their brands stand for and demanding a more intelligent response from their agencies. "The result is more upstream engagement with clients."

Historically, says Middleton, a creative solution was all clients looked to their agencies to provide. However, creative is increasingly having to answer to both business and brand challenges with the result that the agency is refocusing its efforts on upstream delivery, specifically a vigorous approach to adding strategic value. "We're engaging with clients at a deeper level than previously which is where we believe we add far greater value," he says.

As disciplines merge, reputation management has never

been more important, says Pearman. "For many years public relations has been the ugly sister in the background, but it, together with content and digital has started to come out of the shadows." In this new era, she says, clients are requiring more than just crisis communication.

Ebony+Ivory prides itself on its ability to respond quickly to consumer trends. These trends, they say, create messaging opportunities. This is, in part, due to the establishment of the Hlumani Empowerment Trust, a hybrid empowerment model which the agency provides support to previously disadvantaged

independents in the advertising and communication industries. "The Trust has provided the agency with access to really exceptional people including copywriters, art directors and filmmakers – all of whom have a strong entrepreneurial mindset – which is certainly giving us an edge," reveals Barnes.

Having the necessary empowerment credentials – the agency is a Level 2 but soon to be Level 1 contributor – has been hugely advantageous for Ebony+Ivory the past few years and more so in the future.

EBONY +IVORY

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