

Corporate Profile

Edelman

WE GO BY THE NAME OF
Edelman

OUR CORE SPECIALITY IS
Communications Marketing

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

We firmly believe in the old quote from Constantin Stanislavski, "There are no small parts, only small actors."

OUR BIG CLIENTS

Deloitte, Nissan, Telkom, Unilever

OUR OLDEST ACCOUNTS

GE, PayPal, Shell, Telkom, Tsogo Sun

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Deloitte, HP, Mars, Nissan, Unilever

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

Barclays

WHO OWNS US

Independent

OUR BEE RATING

Level 1

OUR REVENUE BAND

R40 Million – R50 Million

This is how many permanent employees we have

40+

WHO'S THE BOSS

Jordan Rittenberry

OUR BUSINESS IN 140 CHARACTERS

Our programmes reach across our clients' business, creating conversations that help evolve, promote and protect brands and reputations.

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

We doubled our staff in the last nine months and moved into a creative, new office space to accommodate the team needed to handle our growing client portfolio.

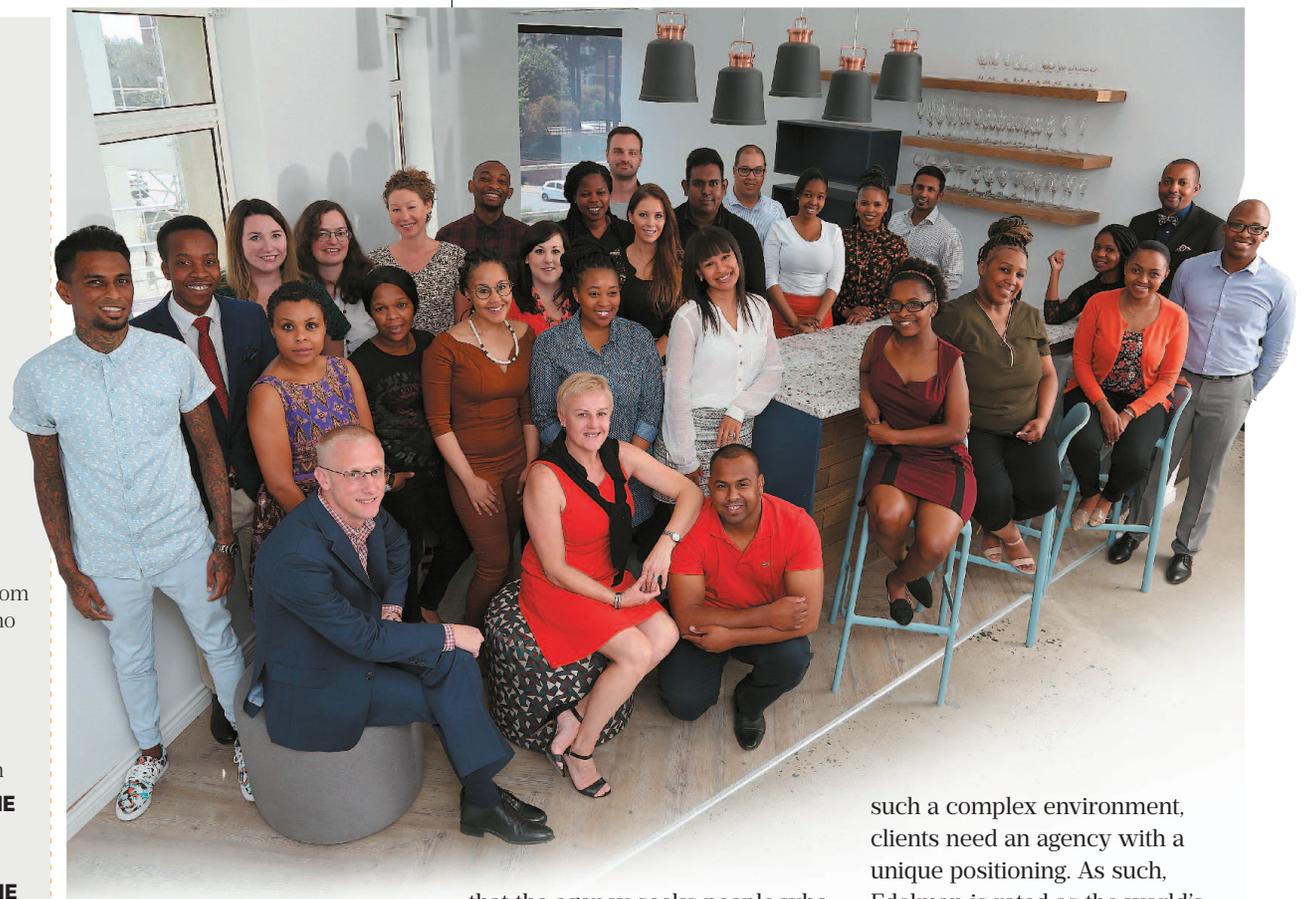
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Edelman's focus on

communications marketing differentiates it from other traditional PR agencies, aligning it with what clients are looking for in an environment where budgets have to stretch that much further.

As such, MD Jordan Rittenberry reports that Edelman South Africa has capped off a remarkable year, far exceeding the agency's expectations of modest growth. Picking up projects from new clients such as HP, Nissan and Unilever has meant the agency has more than doubled its head count and moved to larger offices.

Rittenberry describes the climate as a difficult one, where clients have cut their budgets and agencies are forced to think differently about the ways in which they can help clients meet their KPIs and objectives. He also points out that with smaller budgets, clients are no longer able to work with a host of different specialist agencies. Rather, they are seeking one or two strategic partners that can offer a variety of services, which will ultimately make their money go further.

To this end, Rittenberry informs that Edelman is well down the road to focusing on a broader offering than PR alone – and has been for some time. "This starts with the way in which we hire talent," he says, explaining

that the agency seeks people who don't come from a traditional PR background, but have different skills such as strategic planning, digital expertise and design, which allows Edelman to provide an extensive offering to clients. As such, they look to hire talent from advertising, digital and creative agencies, as well as traditional PR businesses.

This approach is also what led to Edelman's focus on communication marketing. Rittenberry explains that communications is at the core of building relationships with consumers, only after which marketing should play a role.

Adding to the challenges in the current operating climate are increasing media fragmentation and consumers' growing distrust of media platforms. The Edelman Trust Barometer is a study which has been measuring trust in media globally for the past 17 years, and for the past four years in South Africa. Rittenberry reveals that in the South African market, trust in media is down to 38 percent, six points lower than it was in 2016. In fact, South Africans' trust in media has been declining every year over the past five years. Interestingly, with the advent of 'fake news' social media has moved from being one of the most trusted media platforms, to the least trusted.

Rittenberry believes that in

such a complex environment, clients need an agency with a unique positioning. As such, Edelman is rated as the world's largest PR agency by revenue, according to the Holmes Report. He points out that while the top 10 global PR agencies are all owned by multinational holding companies, Edelman remains fiercely independent, reporting only to its clients as opposed to shareholders and investing money back into the business instead of paying out dividends.

Its global structure – 65 offices in 35 countries worldwide – means that it has access to global opportunities for its clients and can integrate meaningful insights from across its global network.

He explains that the agency still operates according to what he calls "Dan-isms" – principles to live by that were the brainchild of founder Dan Edelman. "My favourite two are 'everyone is an account executive,' which describes the culture of the agency where everyone is expected to get their hands dirty and work with clients; and 'it is good to be the biggest but one should strive to be the best', which talks to Edelman's relentless pursuit of excellence and its freedom to take risks."

