



Corporate Profile

Group Africa Marketing

WE GO BY THE NAME OF

Group Africa Marketing (Pty) Ltd

OUR CORE SPECIALITY IS

Sponsorship, Brand Activation, Digital, Content, Public Relations, Eventing, Branding Logistics Warehousing and Staffing Solutions

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

MTN Springboks Sponsorship, MTN8, Castle COSAFA Cup, Sasol Banyana Banyana Sponsorship, Philip Morris International, MTN Fibre Campaign, Kimberley Clark (Huggies)

OUR BIG CLIENTS

MTN, Sasol, AB InBev, Kimberly Clark, Philip Morris International, NBA

OUR OLDEST ACCOUNTS

MTN, Sasol, NBA, AB InBev

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Philip Morris International, PepsiCo Brand Activation, PepsiCo PR, MTN Fibre

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

N/A

WHO OWNS US

Experiential Marketing & Brandhan Investments

OUR BEE RATING

Level 2

OUR REVENUE BAND

150m – 200m

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

70 permanent
80 contractual

WHO'S THE BOSS

Sandile Ndzekeli

OUR BUSINESS IN 140 CHARACTERS

GAM, through the EXP Group serves 19 African markets: a leader in areas of Sponsorship Management, Brand Activation, PR, Events, Branding, Logistics & Warehousing

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

MTN sponsorship of the Springboks

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

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Back row: Steward Masela – MD, EXP; Etienne Karsten – Head of Content Worx
Front row: Sandile Ndzekeli – CEO, GAM; John Argyle – MD, Turnkey Logistics and Farhaad Bux – FD, GAM

It took close to three years for Group Africa Marketing (GAM) to build a stable of specialist agencies under its umbrella and for this strategy to finally come into full effect. It's a strategy that has certainly paid off with the Group revenue up by an impressive 40 percent despite a challenging operating environment.

Through the EXP Group GAM operates in 19 African markets. It consists of five independent specialist agencies which include LIVE+, a connected activation agency focusing on both live and digital experiences; a sponsorship agency trading as EXP; the public relations company The Grind PR; Turnkey Logistics Solutions offering branding, logistics, procurement and warehousing

services; New Era, a tailored staffing solutions agency; and the Group's ideas think tank, !A (Ideas Accelerator) which also includes a content laboratory, Content Worx. Each specialist agency operates independently with its own clients although some clients are shared.

Clients have responded positively to GAM's specialisation strategy that is based on offering clients' greater value. "We are finding that even when clients approach us for just one offering, once they find out about our full suite of agency offerings, they tend to take advantage of other specialisations at the same time," reveals Group CEO Sandile Ndzekeli. "We've also won a number of pitches based on our specialisation strategy."

The Group's philosophy, he

says, is "we do not sell crap. Our goal is to always add value to our clients' businesses and provide a quality service."

This past year, he says, has proved to be a much more stable year than either 2015 or 2016. "Although, we are finding that clients are still cautious about their spend and still expect more for less, 2017 has proved to be far less restrictive than the previous two years. In fact, we've had a very positive year with nearly every business unit within the Group busy with several exciting projects from both new and existing clients."

New business wins in the past year include Philip Morris International, PepsiCo PR (Food), PepsiCo Brand Activation (Beverage) and the MTN Fibre to



Miranda Lusiba - MD, The Grind PR (TGPR)

Home Project.

Significant existing clients include MTN, Sasol, AB InBev, Kimberly Clark, Philip Morris International and NBA. "We're particularly proud of the work we've done for MTN's sponsorship of the Springboks, MTN8, Castle's COSAFA Cup, Sasol Banyana Banyana Sponsorship, the MTN Fibre to Home campaign and the work we've done for Kimberly Clark on Huggies," reveals Ndzekeli.

Despite a number of projects, 60% of the Group's business is fees based, ensuring a stable pipeline of business.

New additions to the Group's senior management level include the appointments of Sarel Delpoit as Creative and Strategy Director and Miranda Lusiba as the new Managing Director of The Grind PR. "While 2016 was about



Sarel Delpoit - Creative & Strategy Director, IA

bedding down our strategy and consolidation, this past year has been about keeping up with the volume of work we've been fortunate to have," says Ndzekeli.

Tight budgets, he adds, are the new normal and will continue to be a reality for at least the next two to three years as a result of uncertainty both locally and globally. "As an agency group, we are vigilant about our cost to revenue ratios," reveals Ndzekeli. "In our favour is the fact that when we approach a client we have a number of different disciplines to sell: sponsorship management, brand activations, digital, content, public relations, events, branding logistics warehousing as well as staffing solutions. While our aim is to offer more value for less cost, we ensure that in every area we're able to offer legitimate and

genuine expertise, which will add value to our clients' businesses."

One of the biggest challenges facing the industry generally, he maintains, is a dearth of talent. "Marketing is no longer a glamorous or sexy industry to belong to and among the new graduates coming through each year, there is only limited talent and this, coupled with a lack of experience, is problematic. Compounding the problem is the fact that what talent there is, is often attracted to the higher salaries offered by clients."

In order to address this lack of experience, GAM has placed a renewed focus on its internship programme to upskill recent graduates and provide them with the necessary experience to be more effective in the industry.

"The marketing industry is what it is: it requires long hours and passionate people with a can-do attitude," says Ndzekeli. "Unfortunately, many of the younger generation who are attracted to the industry, while they tick all the right boxes in terms of their out of the box thinking, fall short when it comes to application and having the right mindset."

The creation of relevant and authentic content continues to be an important trend which the Group capitalised on with the establishment of Content Worx, a content generating hub which falls

under the auspices of !A. "Two years ago, we were producing content for just one client," reveals Ndzekeli, "whereas now we are doing content for clients across the board. The ability to tell authentic and human stories is one of our key strengths."

The sponsorship industry has been under increased pressure in recent years as a result of rapidly escalating costs. In response, clients are increasingly wanting to create their own sponsorship properties to curb the high cost of rights fees. "As sponsors start to question the high cost of properties and as the available pool of money decreases, we are seeing rights owners prepared to accept lower sponsorship fees," points out Ndzekeli.

The Group will soon be launching its own in-house call centre as an added service to clients. Future growth plans for GAM include further diversification, particularly in the areas of sales and distribution. "We're already providing sales and distribution services for certain clients including for MTN's Fibre to Home and Philip Morris South Africa which is capitalising on the trend of moving from conventional to reduced risk smoking devices. Going forward, we hope to do distribution for more clients, in the process capitalising on our warehousing, vehicles and available manpower."



ContentWorx

