



Corporate Profile

King James Group

WE GO BY THE NAME OF

King James Group (CT and JHB)

WE ARE A SMALL/MID-SIZE/ LARGE AGENCY

Large agency

OUR CORE SPECIALITY IS

Full-service communications and technology

THIS IS HOW OLD WE ARE

20 years old in January 2018

OUR BIGGEST BRAG IN THE PAST 12 MONTHS

Onboarding Pick n Pay. Winning a portfolio of exciting AB Inbev brands

OUR BIG CLIENTS

Pick n Pay, Santam, Sanlam, TigerBrands, Tyme Digital by Commonwealth Bank SA, Siemens and Visa

OUR OLDEST ACCOUNTS

Sanlam Group, Tiger Brands, Unilever, Visa.

OUR WINS OVER THE PAST 12 MONTHS

The Global Brands portfolio at AB Inbev
The return of Allan Gray

WHO OWNS US

We are independently-owned.

OUR BEE RATING

Level 2

OUR REVENUE BAND

Over R200 million annual turnover

THE NUMBER OF PEOPLE WE HAVE

300+ staff members

WHO'S THE BOSS

Alistair King, Chief Creative Officer and James Barty, Chief Executive Officer

OUR BUSINESS IN A TWEET

We take the best qualities of a brand and communicate it to a world that doesn't think in media silos. Great ideas are exploded into whichever mediums best maximise their power and effect.

THIS IS WHAT INSPIRES US

Exceptional work based on a great idea that has the ability to make a real difference to our clients' businesses and brands.

SO YOU LIKE US, ENGAGE WITH US

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King James: Independence as a South African Love Story.

"Other businesses may have a completely transformed local ownership but they work for short-term, quarterly profit for publicly-listed multinationals where the bulk of their income is sent to Europe or the US. We are a South African-founded business. We are independent. Our income stays in South Africa and benefits the local economy." Nimay Parekh, King James Digital CEO

For King James, independence is everything. It encapsulates the Group's deep love for and commitment to South Africa,

irreverent idea-led philosophy, dedication to nurturing local talent, drive to do world-class work, and pledge to prize cultural freedom above all else.

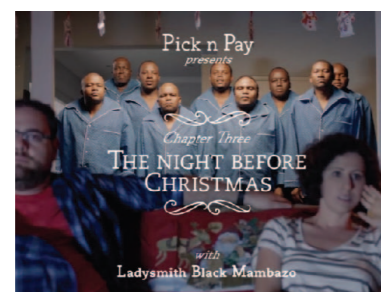
Not tied down by sclerotic processes, corporate red tape or global mandates, King James's ethos is entrenched in building the local economy and championing transformation with substance.

The money King James makes stays in SA. The skills and knowledge the Group nurtures stay in SA. The diverse South African companies comprising the King

James integrated group grow and flourish in SA. There's 100% investment – the kind of "all-in" approach the Group is known for.

The desire for independence was the seed that fuelled King James's founding and it's been at the root of everything the Group's done since. Celebrating its 20th birthday in 2018, the Group began as a madcap, magical idea from two young guns seeking unshackled freedom and exploding ideas.

Alistair King and James Barty scribbled their original budget and start-up conception on a yellow



sheet of paper. They quit promising careers at an already well-established advertising agency and took a leap of faith. One of those defining leaps of faith that changed the South African agency landscape in ways unimaginable at the time.

Fast-forward, and today King James still has no global affiliation, and its sideways expansion model means it's partnered with some of the best local entrepreneurs in the business. Choosing to champion South African-owned entities, King James comprises multiple specialist companies that operate as one.

The integration journey truly began with the 2010 World Cup, which saw a guerrilla-style print ad go viral, proving to the Group that

brands continue to be awarded to an independent agency. However, while the agency's work on Johnnie Walker, Allan Gray and Bell's has won multiple Cannes Lions and Loeries, the Group is particularly proud of its South African successes. Their work on Sanlam, Santam, Pick n Pay and kulula.com, among others, has been filling up the trophy cabinets for many years.

"As an independent agency with a diverse range of talents, the power, for me, is in the razor-sharp focus on creativity. Once an idea is cracked, you can sit in a room with experts of every discipline and explode into more platforms than you can imagine," says Nkanyenzi Masango, Creative Director.

its talent from within. Because you need the wisdom of experience as much as you need the exuberance and 'risk it all' nature of youth."

Sharleen James, Group Business Development Director, explains, *"There is a very deliberate focus on building diverse teams and competencies across the Group because we believe that it fuels creativity, which is the lifeblood of our industry. We have set up operational boards in both offices to ensure that ongoing training and development remain a top priority and also help to drive the agenda at an industry-wide level through my position on the ACA board."*

By growing talent from the inside out, King James is building

Devin Kennedy, Executive Creative Director, says that when he joined the agency some 18 years ago, it was a new breakaway independent agency with something to prove. *"There was a lot of self-imposed pressure to stand-out work on even the smallest of briefs."*

Today, the agency has flourished, grown, and produced award-winning work on numerous international and local accounts. It's developed into a group of "specialist executors" committed to building brands through excellent ideas. While many things have changed, the most important things stay the same. King James remains driven by transformation, with independence at its core. For this



Nimay Parekh
King James Digital CEO



Nkanyenzi Masango
Creative Director



Lesego Kotane
Strategic Director



Sharleen James, Group Business
Development Director

"For King James, independence is everything"

everyone wants to be involved when there's a good idea on the table. The most recent chapter is the collapsing of Punk, Punk Media and Society into King James Digital – symbolic of true ongoing commitment to collaboration and transformation. The world doesn't think in media silos and neither does King James. As Alistair King often says, *"The best ideas are flammable and should be spread to whoever can make them spectacularly memorable."*

This idea-led approach has been the reason that multinational

James Barty believes that being independent has meant the Group can build something special from within by investing freely in the things that contribute to agency culture. He says that culture is not imposed, but organically grown, and a large part of this comes from appreciating and investing in people.

Says Lesego Kotane, Strategic Director, *"We hold our independence dear to us, and it has allowed us to always stay true to the agency we choose to be. An agency that continues to grow and develop*

a legacy of young, home-grown leaders ready to take up the mantle and run the agency in the same fiercely independent, fiercely passionate way as its founders.

Testament to this is the staff investment company created to encourage senior management to buy into the future of King James.

agency, the people and culture will always be the priority, and South Africa will always be home.

KINGJAMES GROUP

