



## Corporate Profile

# MORTIMER HARVEY

**WE GO BY THE NAME OF**  
Mortimer Harvey (Pty) Ltd South Africa  
and Mortimer Harvey Africa Middle East.

**WE ARE A MID-SIZE AGENCY AND OUR CORE SPECIALITY IS**

We're a wholly SA-owned and locally grown, results-driven, OmniChannel, advertising, marketing and communications company that delivers hard-working creative solutions, strategy and consultancy.

**THIS IS HOW OLD WE ARE**  
26 years.

**OUR BIGGEST BRAG IN THE PAST 12 MONTHS**  
Absa's Thanks a Million campaign.

**OUR BIG CLIENTS**  
South Africa: Absa B2B, WIM and CIB Portfolios, Western Union (Africa), University of Johannesburg, Peermont Global, RCL Foods (Bobtail, Canine Cuisine, Ultra Dog). Africa Middle East: AXA Egypt, Total Egypt, Magrabi Optical, Groupe SEB, Ghabbour Auto.

**OUR OLDEST ACCOUNTS**  
Absa, Scripps Networks (Food Network and Travel Channel).

**OUR WINS OVER THE PAST 12 MONTHS**  
South Africa: Absa B2B, WIM and CIB Portfolios, Western Union (Africa), Broadlink, RCL Foods. Africa Middle East: Novartis, Groupe SEB, Careem, Zahran Group, Sico Technologies, Tristar Global Health, L'Oreal, Total Group (France), Lista AG (Switzerland), Vodafone Egypt, EU & Egyptian Government TVETII Programme (Technical and Vocational Education Training), Govad Music (Germany).

**OUR LOSSES OVER THE PAST 12 MONTHS**  
Absa Retail Portfolio.

**WHO OWNS US**  
Mortimer Harvey Investment Holdings.

**OUR BEE RATING**  
Level 3.

**OUR REVENUE BAND**  
R100m – R120m (gross).

**THE NUMBER OF PEOPLE WE HAVE**  
85 (South Africa), 35 (Egypt).

**WHO'S THE BOSS**  
Dave Mortimer, Gerald Harvey, Andrew Fradd, Katlego Moutlana, Scot Aitken and Andrew Ambrogioni in South Africa. Thibaud Weick in Cairo, Egypt.

**OUR BUSINESS IN A TWEET**  
26 years of never standing still, delivering OmniChannel solutions with all of our Heart and the very best of our Smart.

**WHAT INSPIRES US**  
Our clients.

**SO YOU LIKE US, ENGAGE WITH US**  
South Africa: +27 (0)11 996 2833  
Africa Middle East: +20 122 060 4047



### It ain't what we do, it's the way that we do it

This is a team that is not afraid. Not afraid to initiate change, not afraid to change as the world changes, and definitely not afraid of changing how we operate in order to get the best results for our clients.

We are a strong team of free thinkers that understands that we have to adapt to the local landscape and global opportunities if we are to continue being relevant. We are agile enough to refocus and repurpose our offering quickly – an ability that has served us exceptionally well over the past 26 years and, going forward, leaves us perfectly positioned to continue offering unique brand solutions and results.

"Standing still is for pot plants," says Andrew Ambrogioni, the new Chief Creative Director. "If we don't move forward, investigate, push limits and discover, then we shouldn't be in this business."

As anyone who has worked with, or for, MH knows, the emphasis is on creating a sense of family. The minute you walk through the door, there's a unique energy that envelops you.

There's an immediate sense of trust and loyalty, and it is this culture that forges strong partnerships and friendships that last long after people have left the building. There are folk who have been here since inception, and many others who have returned to the fold two to three times – so, we must be doing something right.

### Onwards and upwards

With remuneration models shifting across the industry, we have had to relook the way we optimise revenue, while at the same time avoiding the loss of creativity. Last year MH acquired Action Ambro's, which added yet another layer of exceptional creative talent underpinned by robust CRM expertise. This winning combination augmented MH's existing passion to produce campaigns based on unique customer insights that deliver real, measurable results for our clients.

We have always had a strong digital and social offering in terms of our content and analytics, but our new offering is now even stronger. By adding direct marketing and CRM to the mix, the two platforms converge to create a new discipline that can best be described as social CRM – a solution that offers our clients actionable results that go beyond page clicks and paid views.

With content very much at the heart of every industry conversation, late in 2016 MH launched GravitatE MVC (multi-video content) led by the highly respected and experienced trio consisting of Denys Webb, Freddy Louw and Quinton Jones. This powerful team delivers the full spectrum of content production for multiple channels (be it long- or short-format), from origination and production to distribution. "We can even create and broadcast videos and then seamlessly deliver them to a variety of devices, from traditional TV screens to digital and mobile. This means we can offer messaging not only across all disciplines, but also across the continent," says Andrew Fradd, Group MD.

## GRAVITAT E

To expand its capabilities and reach in the market, GravitatE is in the process of building a state-of-the-art production facility, the likes of which have not been seen by any agency in South Africa.

### Standing still is not part of our ethos

Instead of following the herd to East and West Africa, we looked north and opened a full-service agency in Cairo. It wasn't the obvious choice, but our vision has proven to be 20/20.

In September 2017 (three years after we set up shop) Egypt was rated by Bloomberg and A.T. Kearney's Global Services Location Index as Africa's number-one investment destination, showing, once again, that never standing still pays dividends. With an exciting mix of local and international staff members, we couldn't be better placed to serve

Africa, the Middle East and Europe – in their own languages and using their homegrown insights.

### Can do. Will do.

"The diversity of skills housed in MH ensures that the agency is able to attract new clients and is ready to handle any further changes in the industry," says Group CEO, Dave Mortimer. "Change doesn't come without pain, but without pain there is no growth."

There are very few locally owned agencies in the country able to deliver such a wide spectrum of services, and MH is well positioned to reap the rewards. However, the most important learning for the team has been that, in today's landscape, agencies need to be businesses before anything else. Well, businesses and great places to work.



Bobtail brand campaign



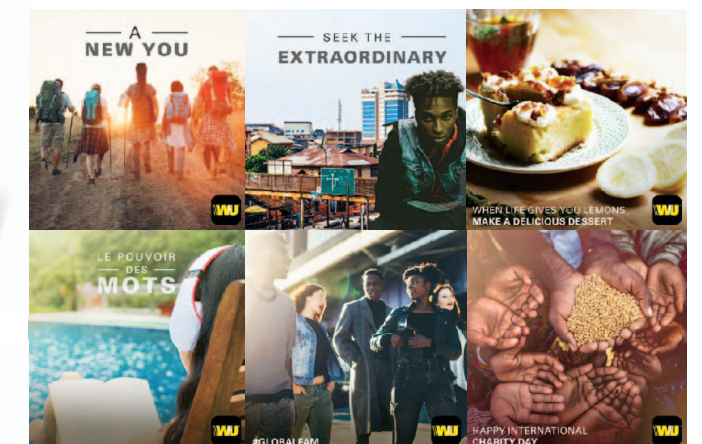
University of Johannesburg positioning



Peermont Metcourt Hotel campaign



Absa Corporate and Investment Banking acquisition brochure



Western Union social media engagement - Africa

