



McCann Worldgroup

WE GO BY THE NAME OF
McCann

OUR CORE SPECIALITY IS

We help Brands play a meaningful role in people's lives.

OUR BIG PROJECTS IN THE PAST 12 MONTHS

The repositioning of one of South Africa's most loved Brands, Cremora. The launch of the #TravelHater campaign for kulula.com

OUR BIG CLIENTS

Chevrolet, Cereal Partners Worldwide, Diageo, FedEx, kulula.com, L'Oréal, Nestlé, MasterCard, Maybelline, Reckitt Benckiser, Smeg, Transnet.

OUR OLDEST ACCOUNTS

Chevrolet, Cereal Partners Worldwide, L'Oréal, Nestlé, MasterCard, Maybelline.

ACCOUNTS WON OVER THE PAST 12 MONTHS

Diageo, FedEx, kulula.com, Reckitt Benckiser and Smeg.

ACCOUNTS LOST OVER THE PAST 12 MONTHS

Zurich (withdrew from South Africa) and General Motors (withdraws from South Africa at the end of 2017).

WHO OWNES US

Interpublic Group 49%
Identity Partners 30%
Staff Trust 21%

OUR BBBEE RATING

Level 1

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

Call us on +27 11 235 4600

Mail us at fraser.lamb@mccann.com

Visit us at 22 Westbrooke Drive, Sandown (enter off Katherine Street)

Stalk us on www.facebook.com/mccannjhb

Tweet us on www.twitter.com/mccannjhb

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THIS IS HOW MANY PEOPLE WE HAVE

139

WHO'S THE BOSS

Fraser Lamb & Mick Blore

OUR BUSINESS IN 140 CHARACTERS

All agencies pretty much say the same thing here in different ways. If you'd like to take a look at your business in a completely new way, we'll come show you who we are and what we do. We promise that it will be worthwhile at least, and a real eye-opener at best.

OUR KEY MOMENT IN THE PAST 12 MONTHS

Johnnie walked to McCann - Winning a 5-way pitch for the Diageo Scotch Portfolio and being rewarded with the Gin and Reserve Portfolios too, bringing iconic brands like Johnnie Walker, Bell's, J&B, Tanqueray, The Singleton and more into the agency.

TIRED OF READING PROFILES YET?

So try something different

GIVE US AN HOUR OF YOUR TIME

We'll give you 20 minutes back

And it'll be the most valuable time you spend this week

Email us at fraser.lamb@mccann.com or mick.blore@mccann.com and we'll set up (a short) time to talk about how we approach your business differently. Like giving you access to hundreds of thousands of \$ worth of case studies and insights, relevant to your brand, free of charge. Sound interesting? We promise it will be worthwhile.

