



## Corporate Profile



### MediaMix360

**WE GO BY THE NAME OF**  
MediaMix360

**OUR CORE SPECIALITY IS**  
Integrated media strategy, planning and buying, Insights and Analytics.

**OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS**  
RTIA

**OUR BIG CLIENTS**  
SANRAL, RTIA, RSB

**OUR OLDEST ACCOUNTS**  
RSB

**ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS**  
RTIA, Lonmin

**ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS**  
0

**WHO OWNS US**  
100% Local Independent.

**OUR BEE RATING**  
Level 1

**OUR REVENUE BAND**  
200 – 250m

**THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE**  
16

**WHO'S THE BOSS**  
Andile Kona

**OUR BUSINESS IN 140 CHARACTERS**  
MEDIAMIX 360 is one of South Africa's few 100% LOCAL 100% B-BBEE full service media agencies.

A dynamic and growing company that enables us to offer clients a bespoke and personalised service based on their unique needs. We integrate fully with client marketing teams to deliver a 360 communication solution.

Our team is strategic and

diverse; to be relevant in today's dynamic society we work with a combination of experts spanning digital marketing, offline classical media, social media marketing, SEO marketing, research/statistical analysts and data scientists. We believe that strategy is one thought process. Our work is informed by a deep understanding of the consumer's current needs and behaviours, and awareness of constant, active and instant change. What we don't know we research, using bespoke techniques and commissioned studies. Today, flexibility is mandatory. Our stream-lined model is more cost-effective than traditional models.

**OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS**

In the past 12 months there have been several key moments; most important is the development of our team. We've on-boarded senior specialists and our team has grown and developed from these specialisations. We have created jobs for several interns and put in place a nurturing and development programme. Our win of RTIA and Lonmin helped grow our business so that we can continue with our entrepreneurial spirit of growth and development. And lastly, we have achieved a fully integrated service offering to navigate a complex business environment with our clients.

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

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*At MediaMix360, the strategic and diverse team makes a point of adding value for its clients by looking beyond traditional advertising channels to amplify their communications strategies and enhance messaging.*

This approach is underpinned by a culture of entrepreneurship, which MD Andile Kona has inculcated in growing the agency and its client base. The agency understands its citizenship as a South African company and its role in contributing to job creation, upskilling the youth, and ultimately contributing to the growth of the South African economy.

Consequently, despite a challenging economic environment, the agency has grown over 100% this year through a combination of new and organic business.

Kona observes a resistance from clients to making long-term decisions, characterised by short term actions albeit with a long term view. In addition, procurement has taken a primary role in the decision-making process. Going forward, Kona expects this trend to continue. He explains that MediaMix360 will, in response, gear up to be proactive in responding to this trend, while enhancing its resources, processes and tools to deliver to clients.

Kona, who is also the deputy chair of the Advertising Marketing Forum, says industry transformation is imperative. "We all need to take part and be involved in the economy broadly and the industry specifically as equal indigenous citizens of South Africa. I want to see more black youth joining and thriving in the industry, people of colour and women taking up more senior positions, and more

importantly, local marketers having faith in local agencies, particularly black-owned agencies."

The agency's ability to stay on trend is enhanced by the fact that its team is lean and agile, meaning the job gets done and the team is highly responsive. "We connect brands with their consumers because our work is informed by a deep understanding of the current needs and behaviours of consumers and an awareness of constant, instant and active change," Kona explains.

Because MediaMix360 is actively engaged with the entire communication value ecosystem, Kona explains that the agency is able to provide grounded, practical and actionable solutions that are tailored to each client's needs.

The philosophy at MediaMix360 is one that promotes an independent, strategically motivated perspective. "We are not driven by annual production income targets," Kona maintains. He explains that the agency operates within a flat structure and every individual is an expert in their particular field, which allows the agency to access and leverage the expertise and capabilities of the team for the client's benefit. Having recently opened an operation in Cape Town, Kona says the agency has its eye on winning blue-chip clients over the next few months. The agency is building and growing its reach and offering across Africa, while continuing to drive new business growth and upskill expertise. "Our goal is to be the industry standard across the continent," Kona concludes.



# The right mix for your brand.

**We are South Africa's agile and expert media agency with innovative thinking and tools to connect your brand and consumers effectively and efficiently.**

Because we are 100% independent, we have the freedom and flexibility to tailor and adapt solutions to your needs, budgets or urgency, to get the right impact and best business results.

We are a truly South African company (Level 1 BEE) with an extensive African and global network to enable us to deliver your brand in South Africa and beyond.

GET THE RIGHT MIX FOR STRATEGY, PLANNING, BUYING.

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www.mediatrix360.com

