

Corporate Profile

Mediology

WE GO BY THE NAME OF

Mediology

OUR CORE SPECIALITY IS

Channel Neutral Full Service Media Strategy, Planning and Buying Agency

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Bridgestone/Firestone; BIC; Fertility Astrology; MNet Movies; Deezer; Ascendis Health; Twinsaver; Montego; URC; and USAID's Right to Care

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

During the Adfocus period of May'16 to Apr'17 we did not lose any accounts.

WHO OWNS US

Ana Carrapichano

OUR BEE RATING

2

OUR REVENUE BAND

Billings for the period - R 800 million

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

45

WHO'S THE BOSS

Ana Carrapichano - CEO

OUR BUSINESS IN 140 CHARACTERS

Mediology is a well-established agency, South Africa's largest media independent. Operating from offices in Johannesburg (2006) and Cape Town (2013), we employ a staff of forty-five fun and dynamic media execs and digital natives. We love creating brand stories and co-creating award winning campaigns!

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

The past year has been a year of re-structuring for the next big step! We appointed a very experienced and dynamic Group Financial Director, Graham Reynolds ex Saatchi & Saatchi Group. We became fully independent by bringing all our media buying in-house. We invested heavily in our Digital Division and our Consumer Insights division. We expanded both offices, having bought the JHB building and expanding our CT office space. Over and above this, we won new business and a couple of Apex awards.

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

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At Mediology, 2017 has been a year of looking internally, developing the team and enhancing systems and processes.

It was only towards the tail end of the year under review that the agency started to focus on pitches, with a subsequent busy period following with new business opportunities.

The climate at the moment is competitive, she says, because times are tough, aggressive because everyone is negotiating hard and opportunistic because clients are looking for strong strategic partners to help them negotiate the challenges and make their money work harder.

That said, Carrapichano is positive about the future, especially since so much work has been done on the agency itself over the past months - its positioning, product and culture and even its premises. As such, Mediology has cemented a fully integrated offering, with a digital first emphasis.

Media as a whole has become increasingly fragmented, she says, which makes it that much harder to attract consumers and build brand love. "In this space, agencies have to adapt quickly and communicate authentically - it's about keeping ahead of trends - which makes for both a challenging and exciting landscape," she reveals.

Ultimately, Carrapichano believes the only way to keep up in this environment is to work hard at building relationships with clients, sharpening skills and working effectively with both the media and creative agencies. "We have to prove that we add value via our ability to solve marketing problems," she says, adding that it is also important to develop award winning, effective media campaigns at the same time.

As South Africa's largest media independent, Mediology has honed its positioning to do all of the above. Its approach is channel neutral and the agency offers a range of integrated through-the-line services that ultimately deliver effectively on clients' objectives. Moreover, it's a service offering that has evolved

substantially over the years, with a heavy investment during 2016 into its consumer insights division. "Mediology will continue to adapt as the market shifts to meet requirements," informs Carrapichano.

Integrated media thinking, according to Carrapichano, relies on a media agnostic approach in order to be successful. She admits that television remains the highest reach medium but says the reality is that we cannot ignore social media. "Facebook has a larger population than any country in the world - now that is perspective," she emphasises.

At the heart of it, effectiveness is key in this environment and Mediology has excelled in this area - in the past year the agency won two Apex Awards together with Network BBDO for Libresse, plus second place in the Media Agency of the Year category at the Most Awards.

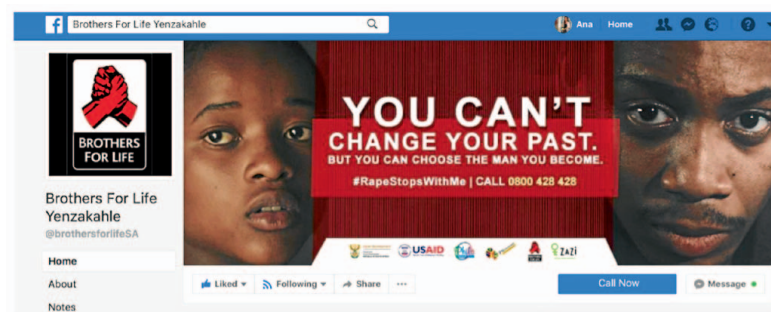
Mediology's philosophy: keep it



Ana Carrapichano - CEO

simple, read, debate, question everything and stay fresh and curious, is how the agency ensures that it delivers effective solutions to clients. "We care about our clients' businesses and what keeps them awake at night," says Carrapichano.

The agency is geared for growth and aiming to bring in substantial amounts of new business over the year ahead. "We're aiming for a good year and will work hard to achieve new business growth, whilst keeping a strong focus on existing clients.



OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

One of the campaigns that we are very proud to be associated with is CCI/USAID's Gender Based Violence campaign. Changing social norms is a very hard job to do, especially within tight budgets.

The Rape prevention ad was launched on TV in August 2017. The advert encourages men who need help to call the Department of Social Development's call centre. Social workers at the centre are trained to deal and guide the perpetrators.

The campaign is both complex and evocative. TV was the lead channel, owing to its mass reach capability. Content Integration was recommended by Mediology as a highly engaging but unobtrusive channel to portray the complex message of rape. Mediology, CCI, USAID, eTV and Rhythm City partnered to develop a rape storyline that explored the build up to a gang rape, the consequences for survivors and how communities, and individuals

respond to it. All communication during the six week storyline directed audiences to the call centre. The increase of male and female calls to the DSD call centre indicates campaign value.

The storyline was carried extensively on social media platforms. Facebook campaigns around the TV PSA and Rhythm City drew loads of engagement with audiences that needed help from having experienced rape or abuse. Guilty perpetrators called in too to ask for help.

A positive impact was made.



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