

Corporate Profile

TBWA\

WE GO BY THE NAME OF

TBWA\South Africa

OUR CORE SPECIALITY IS

Using our collective creative capabilities to locate our clients' brands in culture

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

Winning the integrated, multi-national MTN account

OUR BIG CLIENTS

Our largest five are: MTN, SPAR, Standard Bank, Nissan and P&G

OUR OLDEST ACCOUNTS

SPAR, Standard Bank and City Lodge

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

MTN, Liberty, Lourve Abu Dhabi and Michelin Worldwide (brand development)

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

We unfortunately had to resign Tiger Brands and Distell

WHO OWNS US

Omnicom, Phembani and a local staff trust

OUR BEE RATING

Level 2

OUR REVENUE BAND

Large

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

550+

WHO'S THE BOSS

Sean Donovan and 21 talented leaders across the group

OUR BUSINESS IN 140 CHARACTERS

We are a creative collective powered by our operating system, Disruption®, creating work that seeks to make an impact in culture

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

Several: significant transformation progress through Phembani increasing its equity stake, securing the MTN and Liberty accounts, producing a body of work that resonates in culture, being recognised as the leading SA group at the Loeries, welcoming some great new talent, launching our regional data practice from SA, and launching The Disruption® Company

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

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With the industry in a state of flux – budgets are squeezed, clients are looking for new approaches, media is becoming ever more fragmented, and slowly reducing data costs are fueling an evolution in the way people consume media and content – all in all, agencies need to psychologically reframe the role they play, and structurally adapt to embrace this reality.

“Traditionally, agencies have focused largely on the end product they produced, as opposed to the impact that our work has on culture. We need to constantly remind ourselves that we are not the end, but rather the means to the end,” comments TBWA\South Africa Group CEO Sean Donovan. Ultimately, output, in the form of influence, is what counts, he maintains – and more investment in disciplines such as content creation and insights driven by data analytics are key. Agencies need to be comfortable with working in looser structures and using short-term collaborators.

From a TBWA\ perspective, Donovan reveals that the agencies within the group – Hunt\Lascaris, Yellowwood, GRID, HDI, OPENCO and Magna Carta – are working together more and more on accounts. Cases in point are the recent Liberty and MTN account wins, both of which allow TBWA\

to further entrench its African footprint.

The year has held a number of other major highlights. A BEE deal was recently concluded whereby the Phembani Group upped their stake in TBWA\, bringing it from 25% to 30% black ownership at a Group level, and ensuring that most of the agencies in the Group have Level 1 or 2 status. The establishment of TBWA\'s regional Data Science practice in South Africa, the launch of its in-house production facilities, *The End*, as well as the launch of The Disruption® Company have been other highlights.

The Disruption® Company takes the best resources and assets across the entire group to market to work together on a project basis. So, instead of using the resources from one agency that specialises in a certain discipline, the client gets to experience a multidisciplinary approach to solve a specific business problem. “It’s how we won and the way in which we have been servicing MTN, allowing for a fluid approach with less associated costs – essentially you pay only for what you need,” explains Donovan.

The establishment of The Disruption® Company is in line with the trend around collaboration, whereby the agency is able to pull in parties who may

not traditionally sit at the table, to change the focus. Donovan believes that younger, less experienced talent will start to play a bigger role in agency life through The Disruption® Company as they’re less constrained and more naïve, making their ideas that much more impactful.

Of course, the quality of the creative product remains a priority and whilst it is delighted to have been acknowledged as the leading South African Group at this year’s Loeries; what is particularly gratifying to the TBWA\ team is that many of the awards won were for experiential or content pieces, such as GRID’s award for Marble and Hunt\Lascaris’ award for Student Flights’ Baby Bot campaign.

Recently launched in-house content creation and production entity, *The End*, is a pivotal focus for TBWA\ over the next 12 months, as is upscaling its data science practice. For Donovan and the TBWA\ leadership team, continued investment into digital, talent training and leadership development, as well as continued transformation and breaking and recreating processes are all high up on the agenda.

TBWA The Disruption® Company