

Corporate Profile

DDB South Africa

WE GO BY THE NAME OF
DDB South Africa.

OUR CORE SPECIALITY IS
Integrated Communications.

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS
Telkom's 'FreeMe' Campaign.

OUR BIG CLIENTS
Nigerian Breweries, African Bank, Edcon, SANBS.

OUR OLDEST ACCOUNTS
Honda, Unilever.

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS
Edcon, Chesterfield, African Bank Digital.

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS
Telkom

WHO OWNS US
Omnicom & local shareholders.

OUR BEE RATING
Level 2

OUR REVENUE BAND
R50 – 70m

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE
50

WHO'S THE BOSS
The management team.

OUR BUSINESS IN 140 CHARACTERS
Integrated work that stands out and delivers.

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS
Yet again scoring most points of any agency at the APEX Effectiveness Awards in 2017 for our work on Telkom.

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

☎ +27 (0) 11 267 2800
✉ emmet.ohanlon@ddb.co.za
✉ louise.johnston@ddb.co.za
✉ contactdg@ddb.co.za
🌐 ddb.co.za
🐦 @DDBSouthAfrica
📍 DDB South Africa



Gold APEX Effectiveness Award for Telkom

Effectiveness and digital integration are the cornerstones of all work done at DDB. After all, in today's harsh business climate, clients do not go to ad agencies for the fun of it, but rather because they have a job to be done and a business objective to meet.

Coming from a strategic background, CEO at DDB South Africa, Emmet O'Hanlon maintains that effectiveness has always been paramount for him. He believes that creativity must drive effectiveness and more than that, not only must the agency take effectiveness seriously, they must deliver on it too.

DDB's performance at The APEX Awards proves just how focused the agency is on delivering effective work. While DDB has won at APEX every year since 2008; this year it was the only Gold winner at the awards for its Telkom FreeMe campaign. By this measure, it also scored as the most effective agency in South Africa for 2017.

O'Hanlon admits that the business climate is difficult; and with a host of agencies negotiating mergers or even closing down, he is pleased to note that DDB is keeping its head well above water. The agency has continued to win new business: a number of projects from Philip Morris International for Chesterfield, as well as the digital business from African Bank and Edcon.

The digital win from African Bank was particularly pleasing, says O'Hanlon, adding that they pitched against a number of pure play digital agencies and won. Digital integration is one of DDB's pillars for growth (the other being effectiveness), and winning the digital work for African Bank shows the agency is punching above its weight in this area. "It's also given impetus for continued digital expansion," he says.

Although DDB is part of a global network, O'Hanlon explains that the agency has never had the luxury of depending on network business. Instead, this has forced the South African agency to be lean, hungry, and aggressively go after business.

That said, he recognises the fact that there has not been much new business to go after over the past year for the market in general, something that he hopes will pick up in 2018. "Every pitch will be seriously contested, but we are happy to compete with our peers and confident that we'll hold our own," he says. This is in line with the agency's philosophy of 'talented and nice'. "We believe we can compete aggressively and win, while still being real and respectful."

In a climate that is constantly changing, O'Hanlon believes that agencies need to accommodate their client's demands for quicker response times. He maintains that

the industry needs to look at short circuiting its processes and strategies to produce 'quality, quicker' and react timeously to events taking place in the wider world. To this end, DDB is looking at forming partnerships and in-house services that will allow for quicker turnaround times, as well as the production of cheaper content.

In line with the current climate of change, O'Hanlon also points out that something has to shift in the awards ceremonies landscape. "There are too many awards ceremonies out there which don't provide any real value for agencies or clients," he argues, adding that awards must never lose sight of creativity driving underlying business success.

DDB did well at Loeries this year (winning a Gold, two Silvers and two Bronzes), as well as a Bronze at D&AD, keeping it in the top 10 creative agencies in the country.

Indeed, with its focus on effectiveness, together with its full suite of communications disciplines; DDB is primed for success both in terms of delivering for its existing clients; and further expanding its portfolio.

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