

## Corporate Profile

### Demographica

#### WE GO BY THE NAME OF

Demographica

#### OUR CORE SPECIALITY IS

Full service Business-to-Business (B2B) marketing agency.

#### OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

The re-brand of Zurich Insurance to Bryte Insurance.

#### OUR BIG CLIENTS

Telkom/BCX, Nedbank, Old Mutual, Standard Bank, Bryte Insurance, Ascendis Health, Peermont

#### OUR OLDEST ACCOUNTS

Nedbank, Standard Bank, Bryte Insurance, Old Mutual

#### ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Telkom/BCX, Bowmans, Ascendis Health,

#### ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

None

#### WHO OWNS US

Independent, 100% South African owned. 60% black owned, 30% black female owned.

#### OUR BEE RATING

Level 1

#### Our revenue band

–

#### THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

45 +

#### WHO'S THE BOSS

Warren Moss

#### OUR BUSINESS IN 140 CHARACTERS

A full service Business-to-Business (B2B) marketing agency.

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

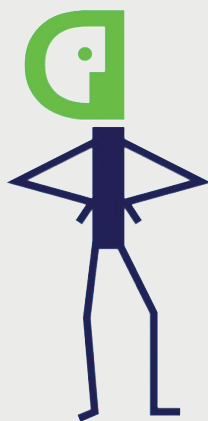
Our B-BBEE transformation deal.

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

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Demographica's head anthropologist - Claire Denham-Dysan

**It's been a long time coming, but** marketers are finally understanding that B2B marketing is an entirely different skills set from B2C. That's very positive for specialist B2B agency, Demographica.

"While the South African industry used to be heavily weighted in favour of traditional B2C agencies, we have spent time educating the market on the difference between the two approaches, global trends and why B2B marketing is its own category," reveals Demographica CEO Warren Moss, adding that the agency has benefitted from the recognition the industry is now giving to the B2B competency.

As a result, Demographica has experienced its most significant period of growth since the agency started 11 years ago; supported by account wins such as Zurich Insurance South Africa, Telkom/BCX, Bowmans and Ascendis Health. In each case, the accounts were awarded because of Demographica's specialisation in B2B marketing.

Moss argues that the constrained economy actually benefits Demographica, because of its offering. "Clients and agencies are under pressure and clients must be able to tie their marketing spend back to revenue and ROI. One of B2B marketing's core differences are that it is reliably measurable, which makes it a great bet when returns are of the essence," he explains.

Moss believes that the difficulty in measuring traditional big B2C campaigns is the very reason agencies are struggling to sell their ideas. Demographica, on the

other hand, has been designed to be accountable for spend and response rates.

The agency uses a progressive outcomes based costing model as opposed to time and material based models used by traditional agencies. "Our clients are not buying our people or our time. Rather, they're interested in the outcome of the work," Moss informs. This, combined with Demographica's anthropological approach (all strategies and communications must speak to the essence of the person, anthropology being the study of behaviour, culture and context). As per this approach, behaviour, culture and context are used to inform all communication; an idea that Demographica's clients have found extremely valuable.

Demographica's philosophy is very much centred around the fact that any work done must deliver a return – even branding and awareness campaigns. A campaign must have measurability at its core to justify its existence, Moss believes.

As such, the agency only enters awards that celebrate ROI. Demographica has shone at the Assegais over the last few years, winning multiple awards. This year, the agency has 12 entries.

Moss believes that if agencies across the board have any chance of thriving in the current climate, they need to shift their strategic

thinking around accountability for spend. "Strategists need to centre their plans around measurement right from the planning stages, using all the tools at their disposal and not bolt these on at the end," he maintains.

Another major hurdle in the advertising landscape at present is transformation, says Moss – and not just for the sake of ticking boxes. Demographica has recently concluded a BEE deal which brings the agency 60% black ownership, of which 30% is female. The deal was done in the spirit Moss believes all transformation should be actioned using 'Head' (understanding why transformation is important), 'Heart' (looking at what you can do for the agency and for the industry in this regard) and 'Hand' (actually doing a BEE deal). Moss maintains that Demographica's transformation deal is truly broad based in nature and will enable the agency to work meaningfully with independent black agencies.

The agency is now in a consolidation phase – after acquiring a number of accounts, it's now time to operationalise the new business, he says. This goes hand in hand with Demographica's "managed growth" approach – the agency is not averse to taking on new clients, but it is selective and won't take on new business at the expense of existing accounts.

# Demographica

We know people