



## Corporate Profile

### FCB

**WE GO BY THE NAME OF**  
FCB AFRICA

**OUR CORE SPECIALITY IS**  
Creating behaviour

**OUR BIG PROJECT IN THE PAST 12 MONTHS**  
They're all big in our eyes

**OUR BIG CLIENTS**  
ABSA Barclays, South African Tourism, Toyota, Cell C, Distell

**OUR OLDEST ACCOUNT**  
Toyota

**ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS**  
ABSA Barclays, Nederburg, RAF, Wesgro, Ascendis Health

**ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS**  
Old Mutual, Engen

**WHO OWNS US**  
Bourasque 26%, staff 19,06%, Invincible People 15% and IPG 39,94%

**OUR BEE RATING**  
Level 1

**OUR REVENUE BAND**  
Over R550m+

**SO YOU LIKE US, THIS IS HOW YOU GET IN TOUCH WITH US**  
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Email: Brett.Morris@fcb.co.za  
Website: fcb.co.za  
Twitter: @FCBafrica  
Facebook: facebook.com/FCBafrica

**THIS IS HOW MANY PEOPLE WE HAVE**  
650+

**WHO'S THE BOSS**  
The consumer

**OUR BUSINESS IN 140 CHARACTERS**  
A network of independent specialist agencies offering diverse skills including advertising, promo, design, retail, PR, experiential, digital and content production

**OUR KEY MOMENT IN THE PAST 12 MONTHS**  
Winning the Sunday Times Top Brands Robyn Putter Agency of the Year for the third year in a row

# ALWAYS NEVER FINISHED



FCB AFRICA HAS HAD SOME VERY IMPRESSIVE THIRD INTO THE NUMBER TWO SPOT IN REVENUE PROBABLY BE ATTRIBUTED TO

GROWTH IN TOUGH ECONOMIC CONDITIONS, MOVING FROM TERMS AS A GROUP IN SOUTH AFRICA. MUCH OF THIS CAN THEIR ETHOS OF NEVER FINISHED.

"We have many long-standing relationships with our clients but we never take those relationships for granted. We are always looking for better ways to do things. For ways to improve the quality of our work and how we deliver it. We strive to create exponential value for our clients and we see this as a 'never finished' pursuit," says Brett Morris, FCB Africa's Group Chief Executive. "We believe as an agency in a fast-changing environment there is always more to learn, more potential to unlock for our staff and

our clients, and more that we can do to transform the industry." The agency has certainly come a long way in helping transform the industry with its journey having started long before B-BBEE was legislated. For FCB, transformation is not just about the numbers. "It's about using all of our available resources, knowledge and creativity to help redress the injustices of the past and create an inclusive economy that is sustainable for all South Africans," says Morris.

"That is easy enough to say but to achieve it requires an unwavering commitment from all levels of the business, both philosophically and financially. This has been the case at FCB for decades. We are currently the only large black-owned network agency not reliant on modified flow through. But, we believe we can always do more," he adds.

There were also a number of impressive accolades for the group, winning the Robyn Putter Sunday

Times Top Brands Agency of the Year for the third year in a row. The agency also had an impressive tally of creative awards including the first One Show Best of Show in Africa's history. FCB picked up three Cannes Lions and a substantial Loeries haul, including Gold. FCB Joburg also won AdFocus Large Agency of the Year, and Hellocomputer was named Digital Agency of the Year.

The group adopted a new global tool for reviewing creative work called

The Never Finished Scale, which aims to foster more legacy-making, equity-building campaigns – a hallmark of FCB Africa. "The scale has elevated our discussions around creative work in the agency and with our clients, and works hand in hand with our proprietary tools, Brand Bedrock™ and the Big Easy™," says Rita Doherty, Chief Strategy Officer. "It's an exciting time for agencies that are able to mine meaningful insights and tap into the power of emotional storytelling," she continues.

On top of its accolades, the group had a very impressive new business run, winning the ABSA Barclays account along with another global campaign for Coca Cola, Ascendis, Nederburg, Wesgro and PPC digital.

The group also made a number of significant appointments with Alarece Eaton being promoted to Group HR Director, Romaine MacKenzie being promoted to Chief Account Leadership Officer, Joey Khuvutlu as MD of Hellocomputer Johannesburg

and Robyn Campbell as MD of Hellocomputer Cape Town. Group Chairperson, Maserame Mouyeme says: "These appointments reflect our passion for growing our internal talent and reflect our commitment to gender and racial diversity."

FCB may be the longest-standing agency in Africa at 91 years but it seems to be of the mind that it is just getting started. That it really is "always never finished".

## FCBAFRICA

