

## Corporate Profile

### The Odd Number

#### WE GO BY THE NAME OF

The Odd Number (Pty) Ltd

#### OUR CORE SPECIALITY IS

Through-the-line Advertising

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

Brand South Africa – Constitution Campaign | Heineken SA – Miller Genuine Draft and Sol Beer Campaigns

#### OUR BIG CLIENTS

BBC Worldwide | FNB | Heineken SA | Brand South Africa |

#### OUR OLDEST ACCOUNTS

BBC Worldwide | FNB | Brand South Africa

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

Heineken SA – Miller Account and Sol Account, Aspen Pharmacare – Borstol Account

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

None

#### WHO OWNS US

Nobody. We're an independent 100% black-owned and managed advertising agency.

#### OUR BEE RATING

Level 1

#### OUR REVENUE BAND

R15m – R20m

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

20

#### WHO'S THE BOSS

Xola Nouse (Managing Director) and Sibusiso Sitole (Executive Creative Director)

#### OUR BUSINESS IN 140 CHARACTERS

We're an independent 100% black-owned and managed through-the-line agency that uses powerful, nuanced mass market insight to connect brands to people.

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

Winning a Gold and Bronze Loerie for BBC Worldwide in 2016, a Gold Pendoring as well as the coveted Umpheta Award for BBC also in 2016. A Gold and Silver Loerie for Brand South Africa in 2017, as well as two Radio Craft Awards for Performance for BBC Worldwide and Brand South Africa.

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

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#### In this market, agencies need to

be future fit and risk ready, says Xola Nouse, MD at The Odd Number. As a newly established player, the agency has used this approach with much success, reaching its first and second year targets, and is well on track to surpass its third year target.

The new business market has been tough, admits Nouse, adding that the agency has grown its relationships, and book of business with existing clients. He says advertising agencies are operating in an environment dictated by global conditions, which has placed strain not only on clients' budgets, but also on small and emerging agencies.

In this climate, it pays to be flexible. Some agencies have had to change their operating models by necessity to remain profitable and sustainable, as well as relevant to clients and consumers, says Nouse.

Profit margins are strained and this has changed the creative industry in a number of ways. In the first place, reveals Nouse, budgets are smaller which has forced agencies to become agile and tactical in order to communicate with consumers in a way that is appealing.

Another change has been that clients are splitting an account across the agency spectrum – a shift in the mindset that big accounts must go to big agencies, as they would be the only ones who could manage the output. It's meant that legacy agencies now have to compete with smaller,

more entrepreneurial agencies whose work is sharp and innovative, delivered with shorter turnaround times.

Thirdly, lead times for ideation and implementation of work has required on-trend understanding of market shifts that influence consumer behaviour from agency side. Moreover, clients rely on their agencies to be agile, providing proactive responses to opportunities, which makes the agency accountable for staying ahead of shifts and trends.

Managing these changes is best done through the establishment of strong agency client relationships. "It's about open, honest relationships and clear networks of communication so that expectations can be managed and so that all parties benefit," says Nouse.

Adapting to these changes is key, and an important aspect of this is around scenario planning, Nouse reveals. He explains that there is a consistency in the patterns and trends emerging at the moment, which makes it possible to predict what the agency landscape will look like in a few years' time. There are an increasing number of factors which have influenced how doing business has changed, including the economic slow-down, the abundance of communication platforms, not to mention innovation in technologies. These factors too have increased the need for solid, sustainable and mutually beneficial agency/ client relationships.

Despite the challenges in the industry, The Odd Number is primed for success. Creatively, the agency has been well-awarded over the three years since opening shop. In 2016, it won a Gold and Bronze Loerie for BBC Worldwide and a Gold Pendoring as well as the Umpheta Award, also for BBC. They brought home a Gold and Silver Loerie for Brand South Africa this year and two Radio Craft Awards for BBC Worldwide and Brand South Africa. MarkLives has recognised the agency as one to watch in 2017. Nouse says they're working hard to maintain this positioning, as well as to attract, nurture and maintain the best talent in the industry.

Nouse predicts a busy 12 months ahead at the agency. "We plan to maintain our position as the leading black-owned and managed agency in South Africa; we also have our eyes on some international award wins as well as growing our clients' businesses. Keeping the winning culture the agency has established – where both our staff and our clients come first – will be fundamental to our continued success," Nouse concludes.

