

Partnering With Black Owned Agencies With An Entrepreneurial Mindset To Change Your Minds About BEE Overnight

September 2017



IAS

Independent Agency Search
and Selection Company



Our vision is simple:

To help clients and agencies achieve the best possible results

Black Owned Agencies



IAS

Independent Agency Search
and Selection Company

Our vision is simple:

To help clients and agencies achieve the best possible results



Black Owned Agencies

How Many
***Black Owned
Agencies***
in
South Africa

Approximately 64



Advertising – Creative & BTL – 25
Research – 2
Activations – 3
Media – 9
PR – 8
Point of Sale – 2
Events – 1
Design – 1
Printing / Production – 5
Digital - 8

Some Major Agencies That Have Truly Transformed



BEE Level 2
55.3% Black Owned
32.44% Black Female Owned



MMS Communications South Africa – To include Saatchi & Saatchi, Leo Burnett

BEE Level 1
51% Black Owned
30.91% Black Female Owned



BEE Level 2
51% Black Owned
30% Black Female Owned



Notable Success Stories

RIVERBED

- Riverbed is a strategic Integrated Marketing Communications Agency
- 100% Black Female Owned and Managed



- Avatar is a full service marketing agency with digital at the core
- 100% Black Owned and Managed



- FOGG is a digitally led strategic and creative marketing agency with strong digital innovative capabilities
- 100% Black Owned and Managed
- 50% Black Female Owned



- The Odd Number is an integrated advertising agency
- 100% Black Owned and Managed



Profiling Of Agencies

The IAS has helped profile Black Owned Agencies as follows :

- Profiles in Destiny Connect
- Radio interviews with Power FM, SA FM, Radio 702
- Putting agencies forward in pitches – for example - Diageo



HOME > **ENTREPRENEUR** > MEET THE GUYS BEHIND AVATAR – SA'S BIGGEST BLACK-OWNED INTEGRATED MARKETING AGENCY

Meet the guys behind AVATAR – SA's biggest black-owned integrated marketing agency

BY THANDI SKADE
November 30, 2016



Veli Ngubane, a founding partner of digital marketing agency AVATAR, shares what it takes to be a successful entrepreneur

