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

September 2017



## Black Owned Agencies



#### **Black Owned Agencies**

How Many

Black Owned

Agencies

in

South Africa

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Advertising – Creative & BTL – 25
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Research – 2

Activations – 3

Media – 9

PR - 8

Point of Sale – 2

Events – 1

Design - 1

Printing / Production – 5

Digital - 8

### Approximately 64



#### 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**

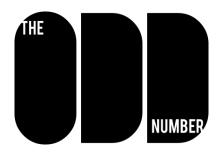
- Riverbed is a strategic
   Integrated Marketing
   Communications Agency
- 100% Black Female Owned and Managed



- 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







