

Corporate Profile

Decimal Agency

WE GO BY THE NAME OF

Decimal Agency

WE ARE A SMALL/MID-SIZE/ LARGE AGENCY

Growing agency

OUR CORE SPECIALITY IS

Strategy, concept, creative, video, digital & social media.

THIS IS HOW OLD WE ARE

3 years

OUR BIGGEST BRAG IN THE PAST 12 MONTHS

Bosch ATL campaign

OUR BIG CLIENTS

Bosch, Siemens, Soviet, Arrow, Plusssz, Prosils, Activo, Drimac, Mimmos, News Café, Gauteng Tourism

OUR OLDEST ACCOUNTS

Soviet, Drimac, News Café, Activo, Mimmos

OUR WINS OVER THE PAST 12 MONTHS

Gauteng Tourism, Elle, Karrimor SA, Ready Click Go

OUR LOSSES OVER THE PAST 12 MONTHS

None

WHO OWNS US

Privately owned

OUR BEE RATING

Level 2

OUR REVENUE BAND

We increased our turnover by 45% over the last year.

THIS IS HOW MANY PEOPLE WE HAVE

16

WHO'S THE BOSS

Raffaele McCreadie (MD)

OUR BUSINESS IN A TWEET

An innovative team of creative minds adding value to brands regardless of budget.

THIS IS WHAT INSPIRES US

Winning two pitches despite having been up against three other international, world-class agencies.

SO YOU LIKE US, ENGAGE WITH US

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"The trick to growing an agency in a recession is being small enough to care, but big enough to matter." Founder and MD, Raffaele McCreadie.

Decimal Agency, which opened its doors three years ago when many agencies were feeling the pinch, has seen steady growth in terms of profit point, winning new accounts and building the staff complement. If Decimal's performance over the past few years is any indication, the future is only going to get brighter. It is safe to say that an unpredictable operating climate has not been enough to halt Decimal Agency's continued upward trajectory.

McCreadie attributes the agency's sustained evolution to clients' recognition of the inherent value of partnering with smaller agencies. Small agencies are committed to providing the best work and solutions because they realise the importance of cultivating and maintaining strong relationships with clients that are truly their bread and butter. "As a small agency, Decimal has an advantage that comes from being totally committed to clients, at the same time as being willing to take risks and propose creative solutions that will add value to their bottom line."

In order to drive the ability to produce the highest quality creative work, a particular focus for the agency has been on developing and retaining the best talent. The agency has worked hard to inculcate a progressive company culture that prizes employee engagement and happiness in the pursuit of producing top-notch work that contributes positively to clients' business objectives. As such, all staff members understand the wants and needs of their clients to the extent that it facilitates a close and open working relationship with all concerned.

It is this relationship of trust and partnership that enables the Decimal team to take risks in order to deliver creatively – assisted by its arsenal of weapons, which includes tools such as virtual reality. Virtual reality is increasingly taking the brand communications space by storm and, says McCreadie, it provides even more opportunities for creative engagement than augmented reality, which is another trend that agencies and brands are using to good effect. "Virtual reality offers opportunities for agencies to create work that has the power to captivate and engage audiences. We are currently involved in three different virtual reality projects that will be completed before the end of the year."

The push towards ever-stronger creative is integral to the agency's bigger goal of growing its footprint, first nationally and then internationally. The agency is in the middle of setting up and solidifying its Cape Town operations, which it will prioritise in the next year before turning its attention to Australia.

"Decimal's priority in the year ahead is to establish a solid national footprint in order to ensure that its international move is seamless," says McCreadie, adding that the strength of the country's creative abilities will ensure that the move goes as smoothly as possible. "SA is home to exceptionally talented creatives with the ability to produce and deliver high-end work that can be sold globally. Decimal has the potential to be a successful global agency, and our focus going forward will be on achieving that goal."

DECIMAL
AGENCY.COM

SOVIET

DRIMAC

NEWS CAFE

PLUSSSZ

MIMMOS

finish

SIEMENS

BOSCH

GAUTENG