

## Corporate Profile

### FoxP2

#### WE GO BY THE NAME OF

FoxP2

#### OUR CORE SPECIALITY IS

Creative solutions that deliver a disproportionate return on investment.

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

Hyundai

#### OUR BIG CLIENTS

FNB, Hyundai, Namibian Breweries, Diageo

#### OUR OLDEST ACCOUNTS

Sampro, National Geographic Kids, Diageo

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

Hyundai, Edward Snell, Camelthorn (NBL), Tiger Brands (Jungle Oats, Morevite, King Korn), Hungry Lion (Shoprite), Kauai, Duram Paints.

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

-

#### WHO OWNS US

Independently owned.

#### OUR BEE RATING

Level 2

#### OUR REVENUE BAND

R60 – R80 million

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

80

#### WHO'S THE BOSS

The work.

#### OUR BUSINESS IN 140 CHARACTERS

We leverage the power of strategically driven creativity to deliver exceptional business results.

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

We believe in making every day count.

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

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**From a flat in Sea Point to two** fully fledged offices in Cape Town and Johannesburg and clients across the African continent, FoxP2's mission to create culture-permeating work that delivers exceptional business results has proven a long term success.

The agency was founded on the belief that creativity is often the most undervalued tool for any business. Despite being in business for over a decade, effective creativity continues to be the cornerstone of the business and this year the group finished third in the SA Creative Circle rankings ahead of significantly larger agency groups.. FoxP2 was also ranked second in the 2016 Gunn report.

"In a tough economic climate, consumers, and in turn marketers, are adopting a wait and see approach and not spending as much," says CEO Charl Thom. "When marketing spend is under pressure the effectiveness of creativity that cuts through the noise and ensures greater return on investment becomes apparent. In challenging economic times it's more important than ever to ensure advertising works – there is no rising tide to float all boats."

The agency is particularly proud of the fact that it continues to win awards not only for its creativity but also for effectiveness at both Loeries and the Apex awards in the past year. "We've worked really hard to utilise creativity to deliver business results," reports executive creative director, Justin Gomes. "The fact that as a medium sized agency (FoxP2 has a combined staff count of around 80 people) we're so highly ranked ahead of much larger agency groups is a significant accomplishment and testament to the fact that we have remained true to the essence of our DNA."

The FoxP2 group currently consists of a Cape Town and Johannesburg office. The most recent addition to the group has been Cape Town-based FoxP2 Design under the leadership of



The FoxP2 Johannesburg team



The FoxP2 Cape Town team

Andrew Whitehouse. "From a design perspective we try to be as progressive as possible with the result that FoxP2 Design has almost become an experimental space with technology playing an increasingly more important role as we transform existing media spaces," reveals Whitehouse.

FoxP2's integrated offering, strong digital capability and ability to work across media platforms is a compelling proposition for many clients, including Kauai and Hyundai, the two most recent additions to FoxP2's stable.

The agency is cognisant of the fact that talented people are essential if the business is to deliver on its mandate to deliver hardworking creative work. "In an industry which is experiencing a great deal of churn from a people perspective we have done well to both attract and retain top talent," reports Grant Jacobsen, FoxP2 JHB executive creative director. "Our leadership team is very experienced and seasoned, a fact which clients appreciate."

From a transformation perspective Thom reports the

agency is on track to meet its targets and is managing to retain diverse talent through an inclusive and transparent culture.

The agency has a number of exciting plans in the pipeline – at the time of publication still under wraps – so watch this space, says Thom.



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