

Corporate Profile

M&C Saatchi Abel

WE GO BY THE NAME OF
M&C Saatchi Abel

OUR CORE SPECIALITY IS
Beautifully simple ideas.

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

Conceptualising the logo, branding and communication for the Zeitz MOCAA – the first and largest museum of contemporary African art in the world. Beyond being a global icon, it is a significant catalyst for a new story of what African creativity is about, and showcasing it to the world.

OUR BIG CLIENTS

Heineken South Africa
Takealot Group
Sun International

OUR OLDEST ACCOUNTS

MWEB, Heineken and Takealot

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Windhoek
WWF
Nando's Grocery
Nando's IMEA Region

ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

None

WHO OWNS US

We're owner run and operated with M&C Saatchi PLC having a major shareholding that connects us to a network of people across 26 offices globally.

OUR B-BBEE Rating

Level 1

OUR REVENUE BAND

-

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

158

WHO'S THE BOSS

The Partners

OUR BUSINESS IN 140 CHARACTERS

We're in the business of creating beautifully simple solutions for an increasingly complex world. We call this Brutal Simplicity of Thought.

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

Achieving our transformation goal of Level 1 B-BBEE – beyond delivering on the important numbers, it is about delivering true, impactful diversity of thought on our Client's business and transformation in the industry through things such as our internship programme which has seen 90 students being trained and entering the industry.

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

Johannesburg: +27 11 268 6388
Cape Town +27 21 421 1024



Home to a federation of entrepreneurs. M&C Saatchi Abel's Joburg Creative Campus

For last year's overall AdFocus

Agency of the Year winner, M&C Saatchi Abel, born seven years ago in the midst of an economic downturn, resilience and agility are second nature to the business.

As chief executive partner Mike Abel explains, it's not that the agency is impervious to the economic climate – nobody is – however, despite pressures on budgets, the agency has managed to navigate the climate cautiously and steadily, in the process showing continued growth.

Abel points out that clients, who are undoubtedly also feeling the pressure, are looking for smarter, better, harder and more innovative solutions with an emphasis on ROI – all areas in which M&C Saatchi Abel is a focused player. "Naturally, when you have less money, you become more cautious about where you spend it," he maintains.

A great deal rides on the ANC's electoral conference in December, he points out. "On the upside, many say that if it took one man to break a country, it could take one man to fix it. New leadership in South Africa would mean increased foreign investment and corporate spending. However, without a change in the leadership of South Africa, the current economic problems are only likely to worsen," he says.

In this landscape, Abel believes that agencies need to choose whether they're in the

advertising/communications game, or the business of marketing. As a marketer, he says, you need to use every tool available to survive and thrive in this environment, which means you cannot rely solely on ads to grow a brand. "Being brand-centric is no longer the way to go. Being customer-centric, offering innovative solutions that illustrate that brands understand their consumers and the challenges they face, makes them more relevant and useful to their customers," he says.

To this end, the agency's philosophy, 'Brutal Simplicity of Thought', continues to serve its clients well. "Simple messages enter the brain quicker and stay there for longer," says Abel. While the agency has done well at awards shows this year – an impressive showing at APEX for Nando's and Strongbow, and a Gold at Loeries for Nando's – the biggest test, says Abel, is where the agency lies in the hearts and minds of its clients and consumers. "Not only is our work creative, but it is effective and delivers on its business objectives, and that is what counts the most for us," he reveals.

The fact that Heineken – a challenger brand – was the winning beer brand in the Brands and Branding Survey (a category dominated for years by Ab InBev brands) is testament to the powerful work done at M&C

Saatchi Abel.

"We've proved that we are a powerful home for challenger brands, helping them to become dominant in their categories – in addition to Heineken, just look at brands such as Takealot.com and Hollard," says Abel, adding that the agency is one that prides itself on making an impact. "We challenge the status quo – and we usually win."

Perhaps this is due to the fact that the agency is structured more like an accounting or law firm than an ad agency. "The senior partners work in and on the business with clients. We have brought in significant senior talent and are focused on bringing in more. We are also powerful players in the transformation space, and have been from the outset – it's a matter of conscience. We hold level 1 B-BBEE status – a remarkable achievement, considering that we are only seven years young. To this end, 26% of M&C Saatchi Abel is black-owned, with over 52% distributable equity made available for local black ownership with specific emphasis on employees," Abel reveals.

Looking ahead, he reports that there will be a great focus on building the agency's design capability, corporate identity and reputation management offering.

M&CSAATCHI ABEL

“Every CMO I come across is saying they want more simplicity.”

SIR MARTIN SORRELL

M&CSAATCHI ABEL

BRUTAL SIMPLICITY OF THOUGHT SINCE 2010