

CREATIVE
STRATEGIC
PROFESSIONAL
EFFICIENT
RELIABLE*

An integrated communications agency, our mission is to help transform your brand strategy into an asset on your balance sheet.

We set out to achieve this goal by developing a sustainable communications strategy, one which embraces unique consumer insights and a memorable and pragmatic creative idea.

Our commercial goal is to deliver a surprisingly attractive return on your marketing investment.



A Gendel Strategic Marketing Group Company

gendel.com

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ABOUT GENDEL ADVERTISING



Advertising is a collective term which, today, has to cover a far wider canvas than the historical media menu of television, radio, print and out-of-home.

Therefore, in addition to delivering valuable strategic insights into both competitor and consumer behaviour, we are able to bring to bear expert knowledge of the Internet as a marketing and communications medium, thanks to our sister company – Gendel Interactive.

Our service model ensures tight integration with the marketer's own team achieved through a combination of exceptional client service and customised extranet technology. Our service philosophy includes pre-emptive planning across all consumer touch points, and we encourage clients to set measurable goals against which our performance and campaigns can be assessed.

THROUGH THE LINE FULL-SERVICE ADVERTISING AGENCY, STRATEGIC PLANNING AND RESEARCH, CROSS-MEDIA TACTICS AND PRODUCTION

You'd expect your ad agency to be obsessed with brand building, creativity, strategy. Agreed. But what would be of even greater value to you is an agency that is business-savvy, mature and intellectual, able to understand the dynamics of your business and the markets in which you operate, before they proceed

with the creative process. Consumers (including corporate consumers) are people, who need to be identified, analysed and profiled. We spend time on gaining these insights. The end result is that your budgets are sure to provide you with a superior return on your marketing investment.

KEY FACTS

- 100% South African, owner-managed, with a highly talented management team
- Founder member of the ACA Transformation sub-committee and a Level 2 BBBEE contributor
- Established 1987. As at 2015 we are proud to have a client portfolio stretching back 25 years
- 24 Permanent staff
- Sitting Vice-Chair of the ACA (Association for Communication & Advertising)
- Board member of the ASA (Advertising Standards Authority)
- Member of the ASA Final Appeal Committee

CORPORATE SELFIE

- Integrity is non-negotiable
- Professionalism and maturity
- Intellect, maturity and boundless imagination
- Creativity that is original, fresh and relevant
- Excellence in crafting and adherence to the highest production values
- Cost-effectiveness, driven by sensible business acumen
- Reputational pride
- Loyalty to our clients and our partners
- Passionate about what we do



* Gendel competency and service attributes most mentioned by our clients in an external ACA-endorsed survey conducted by Relationships Audit (UK)