

Wetpaint
since '97

CREDENTIALS



WORLD
DOMINATION

Bringing Africa to the World, and the World to Africa.

100%



INDEPENDENT

FEMALE OWNED

AFRICAN GROWN

About Us

BEE LEVEL

2



Founded in 1997

27

YEARS YOUNG



CAPABILITIES

AUDIT & RESEARCH

BRAND
CONSUMER
PLATFORMS
KPI & ROI FORECASTING

STRATEGY

DEVELOPMENT
IMPLEMENTATION

MEDIA

STRATEGY & BUYING
MANAGEMENT

SOCIAL

MEDIA BUYING
MANAGEMENT
INFLUENCERS

CREATIVE & CONTENT

BRANDING
CONTENT DEVELOPMENT
CAMPAIGN CREATIVE
AUDIO & VIDEO
MOTION GRAPHICS

DIGITAL & TECH

PPC CAMPAIGNS
SEO CAMPAIGNS
WEB & MOBILE DEV
APP DEV

MANAGEMENT & ROI

CAMPAIGN MANAGEMENT
REPORTING & OPTIMISING





METHODOLOGY

Utilising insights on a monthly basis, campaigns are optimised and improved upon, ensuring increased ROI.

Audit

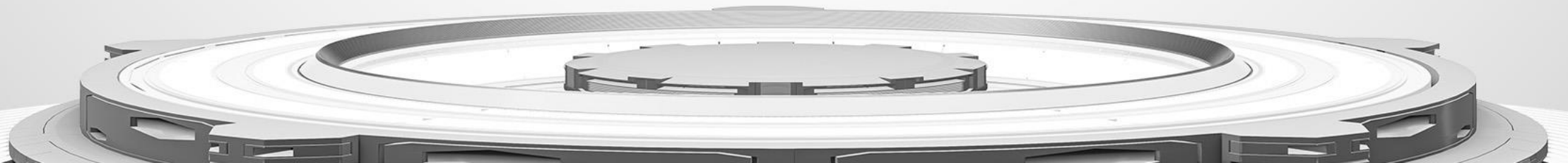
A detailed analysis showing your brand performance compared to its stated goals is our first step and is performed annually. It allows us to look at the wider landscape, to check how that performance positions you in the market.

Data & Insights

Insights from the audit fuel goal performance. Clients now have unprecedented opportunities to understand and address the needs of their customers. Integrating this into the strategy allows us to respond to specific business goals.

Strategy Development

Utilising the insights gained, a strategy is developed to address the business problem, rolled out and then monitored by the tribe. Measurable data and constant optimization is performed to ensure continued ROI.



AFRICAN FOOTPRINT

With a solid foundation in South Africa, we are active in 14 African countries.

- We have strategic alliances with offices in Botswana, Mozambique and Angola.
- In East Africa, we offer services to Kenya, Uganda, Tanzania and Rwanda .
- In West Africa, we are operational in Nigeria, Ghana and Cameroon, while French West Africa is managed from Nigeria and Cameroon.
- In North Africa, we work in Morocco, Algeria, Tunisia and Egypt.



INTERNATIONAL FOOTPRINT

With a solid foundation in South Africa, we are active in the following countries.

- Dubai
- United Kingdom
- Malta
- Australia
- USA
- Switzerland



MANAGEMENT



Petra Mc Cardle
Chief Executive Officer



Kerry Whyte
Executive Director



Suwlanji Kabwe
Head of Digital & Comms



Einstein Mwaita
Chief Creative Officer



Asuya Pemba
Growth Marketing Manager



Lucille Eve
Production Director



Ujala Moodley
Human Resources Manager

BRANDS

VUMA



DIESEL



ALLAN GRAY

Avroy Shlain

Tupperware

Nestlé



EOH





Our campaign was diligently crafted

From concept, strategy, artwork and media buying to implementation. The creative team continuously proposed and implemented new optimised ideas throughout the campaign journey that encouraged continuous engagement with our current and potential customers. What we enjoyed was a reciprocal partnership that saw both parties learn and benefit from each other. The campaign's consistent performance throughout the period, showed that the designed strategy and selected channels were effective, well co-ordinated and worked in sync to achieve our objectives and set goals in a highly competitive market.

Christine Roux
Marketing Manager



SOUTH
AFRICAN MINT



Wetpaint continue to deliver

Wetpaint continue to deliver; display versatility and creativity to answer business challenges whilst exceeding expectations. Wetpaint has consistently achieved positive results for National Lottery as well as ITHUBA CSI initiatives bringing a high level of value to our end user consumers. At no one time have they failed me, and they have always been on time, making them a reliable partner to us.

Michelle Van Trotsenburg
Head of Marketing



Always prepared to go the extra mile

We have been using Wetpaint for all our digital, online, creative, above the line as well as below the line needs as a new entrant in the Short-term Insurance arena, and we are more than satisfied with their services. They do an excellent work, meet their deadlines and targets and are always prepared to go the extra mile for us.

Yolanda Patiniotis
Head of Marketing:
Short-term Insurance



TESTIMONIALS



We made more progress than our previous agency had in a year.

We are exceptionally pleased with the service we receive from Wetpaint. The team provide an exceptional level of marketing & digital knowledge alongside practical hands-on day-to-day support. They very quickly understood the uniqueness of our business and nothing, no job, no suggestion or concept from our side is too big a deal. After just months together, we had already made more progress than our previous agency had in a year.

Roger Munitich
General Manager: Sales,
Marketing and R&D



CREDIT GUARANTEE
ENABLING GROWTH WITHOUT RISK

ROI



CLIENT'S CHALLENGE

Ithuba needed to implement an increased PowerBall matrix successfully in the market-place and reposition the PowerBall Brand as the premier life-changing jackpot game

OUR APPROACH

A predominately digital strategy driving players to now play on your Banking app, National Lottery's App or Online service – to reduce the time and convenience it took to buy a physical ticket at a retailer. We further reinvigorated the creative positioning and messaging to be more inclusive and appealing to the target market.



which is the highest ever jackpot for Africa.



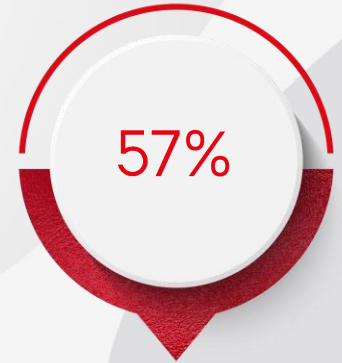
generating the highest ever weekly sales.



Increase in player participation, from 2 million to over 13 million tickets per draw!



in PR value



overall sustainable increase in PowerBall participation

ROI



SOUTH
AFRICAN MINT



South African Reserve Bank

CLIENT'S CHALLENGE

The client approached us to assist with engaging the youth market and getting an upturn in collectable coins collection and interest among the born frees in South Africa. The collectable market was in a downturn and brand awareness was poor.

OUR APPROACH

A launch of a new range of collectable coins celebrating our 25 year democracy that were in circulation – with a limited print amount. A through the line strategy approach was taken to market the concept with a strong social and digital skew. It was further supported by on the ground activations and PR.

82%

Increase in their
social audience

52%

Increase in positive
sentiment

R1m

In Mall Activation
in sales

35%

Increase in website
traffic

R44m

PR value generated

RECOGNITION



MEA Markets 2021
AFRICAN EXCELLENCE
AWARDS
Most Innovative Integrated
Marketing Agency –
Greater Johannesburg



South Africa
Prestige Awards
2022
Advertising Agency
of the Year



MEA Markets 2022
AFRICAN EXCELLENCE
AWARDS
Best Global
Integrated Marketing
Agency – Africa



Ad World
Masters
Agency of the
year 2022



CorporateLiveWire
Global Awards
2022
Integrated Marketing
Agency of the Year –
South Africa



The Silicon Review 30
Fastest Growing
Private Companies
to Watch:
2022 Awardee



The Inc Magazine
The 10 Most
Creative Graphic
Design Firms
in 2023

“No one can tell you how the world is – because the world is defined as you go.”

THANK YOU

Wetpaint
since '97

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