

# COMPANY CREDENTIALS

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

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*Wetpaint*  
since '97

# 100%

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INDEPENDENT  
FEMALE OWNED  
AFRICAN GROWN

About Us

# BEE LEVEL

2



FOUNDED<sup>1997</sup>

29

YEARS YOUNG



# WHO WE ARE

## ✓ Independent Full-Service Agency

100% female-owned, independent and owner-led. No holding-company red tape, no competing mandates, and direct senior access from strategy through to delivery.

## ✓ Founded 1997 — 28 Years Operating

One of South Africa's most enduring independent agencies, with the stability and commercial maturity required for large-scale, always-on clients.

## ✓ BEE Level 2 Contributor

A verified transformation partner aligned to procurement, supplier development and enterprise objectives.

## ✓ Headquartered in Johannesburg

Based in Bryanston, Gauteng — centrally located to service brands and marketing teams across South Africa and SSA.



## Full-Service Capability Under One Roof

Strategy, creative, digital, social, media, content, production, animation, sound, reporting and account leadership — integrated into one accountable team.

Ensuring quality control and accountability.



## Senior Management Stay Close

The team that shapes the thinking remains involved in delivery, governance and problem-solving.

This can be easily verified with any of our current clients — upon request.

# CAPABILITIES

## AUDIT & RESEARCH

BRAND  
CONSUMER  
PLATFORMS  
KPI & ROI FORECASTING

## STRATEGY

DEVELOPMENT  
IMPLEMENTATION

## MEDIA

PLANNING  
BUYING  
MANAGEMENT

## SOCIAL

MEDIA BUYING  
MANAGEMENT  
INFLUENCERS

## CREATIVE & CONTENT

BRANDING  
CONTENT DEVELOPMENT  
CAMPAIGN CREATIVE  
AUDIO & VIDEO  
MOTION GRAPHICS

## DIGITAL & TECH

PPC CAMPAIGNS  
LEAD GENERATION  
SEO & GEO CAMPAIGNS  
WEB & MOBILE DEV  
APP & AGENT DEV  
AI TOOLS DEV

## MANAGEMENT & ROI

CAMPAIGN MANAGEMENT  
REPORTING & OPTIMISING





# METHODOLOGY

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

## Audit

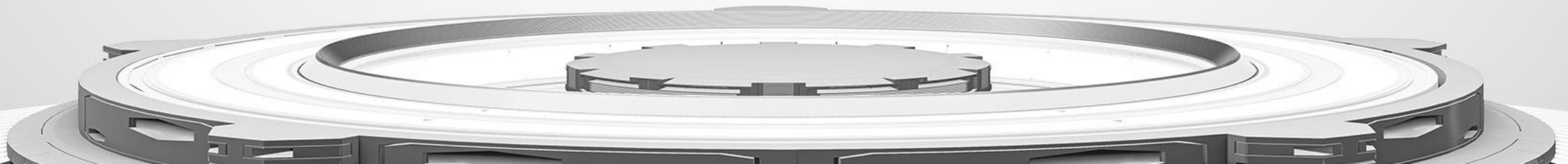
A detailed analysis showing your brand performance compared to its stated goals is our first step and is performed quarterly. It allows us to look at the wider landscape, to check how that performance positions you in the market.

## 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



# OUR AI ADVANTAGE

## Wetpaint operates its own custom-built system: The Command Centre

An operating system: improving speed, intelligence, scale and consistency while keeping human judgement and accountability at the center.

### 01 Creative acceleration

Concept territories, copy routes, campaign versions and adaptation.

### 02 Volume support

Resizing, localisation, product copy variation and always-on content.

### 03 Quality control

Brief alignment, brand consistency, CTAs, platform suitability and tone checks.

### 04 Insight + trend monitoring

Consumer signals, competitor activity, search behaviour and platform shifts.

### 05 Reporting intelligence

Automated summaries, dashboard feeds, campaign learnings and recommendations.

### 06 Knowledge management

Reducing scavenging by making brand rules, assets and history easier to retrieve.

*AI does not replace strategic judgment, creative leadership or human accountability. Every AI-assisted output remains reviewed and refined by Wetpaint specialists.*

# MEET YOUR – EXECUTIVE TEAM

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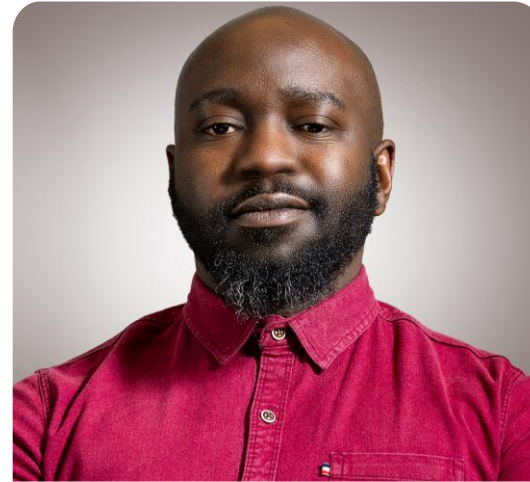
Petra  
McCardle  
Chief  
Executive Officer

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Kerry  
Whyte  
Executive  
Director

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Einstein  
Mwaita  
Chief  
Creative Officer

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Ujala  
Moodley  
Human Resources  
Executive

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# MEET YOUR – SENIOR MANAGEMENT TEAM

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**Suwilanji  
Kabwe**

Head of Digital &  
Communications

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**Susan  
Nohumba**

Head of  
Client Services

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**Casey  
Dare**

Head of Traffic  
Management

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**Simba  
Mushunje**

Head of Technology  
Research & Development

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# MEET YOUR – MIDDLE MANAGEMENT TEAM

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**Thato  
Mfumadi**

Account  
Manager

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**Sphiwe  
Maluleka**

Performance &  
Paid Manager

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**Morne  
Kruger**

Creative  
Director

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**Lorna  
Banfield**

Operations  
Manager

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# BRANDS

Massmart  
powered by Walmart\*

VUMA

PnA  
colour your world



DIESEL



BEEFEATER<sup>®</sup>  
LONDON

sasol



Walmart\*



pwc



Cardies  
Sharing Life's Moments



SUPABETS  
GAMING GROUP

ALLAN GRAY



# AWARDS : 2021-2025

|      |                                                                                     |                                |                                                            |
|------|-------------------------------------------------------------------------------------|--------------------------------|------------------------------------------------------------|
| 2025 |    | Global 100                     | Most Innovative Integrated Marketing Agency — South Africa |
| 2025 |    | TechBehemoths Global Awards    | WordPress   Advertising   Digital Strategy (3 categories)  |
| 2024 |    | Success Knocks                 | Innovation Excellence Award                                |
| 2024 |    | CEO Views                      | Best Inspiring Women Leaders                               |
| 2023 |    | The Inc Magazine               | 10 Most Creative Graphic Design Firms                      |
| 2022 |    | CorporateLiveWire Global       | Integrated Marketing Agency of the Year — SA               |
| 2022 |   | SA Prestige Awards             | Advertising Agency of the Year                             |
| 2022 |  | Ad World Masters               | Agency of the Year                                         |
| 2022 |  | MEA Markets African Excellence | Best Global Integrated Marketing Agency — Africa           |
| 2021 |  | MEA Markets African Excellence | Most Innovative Integrated Marketing Agency — Johannesburg |

## 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



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

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THANK YOU



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