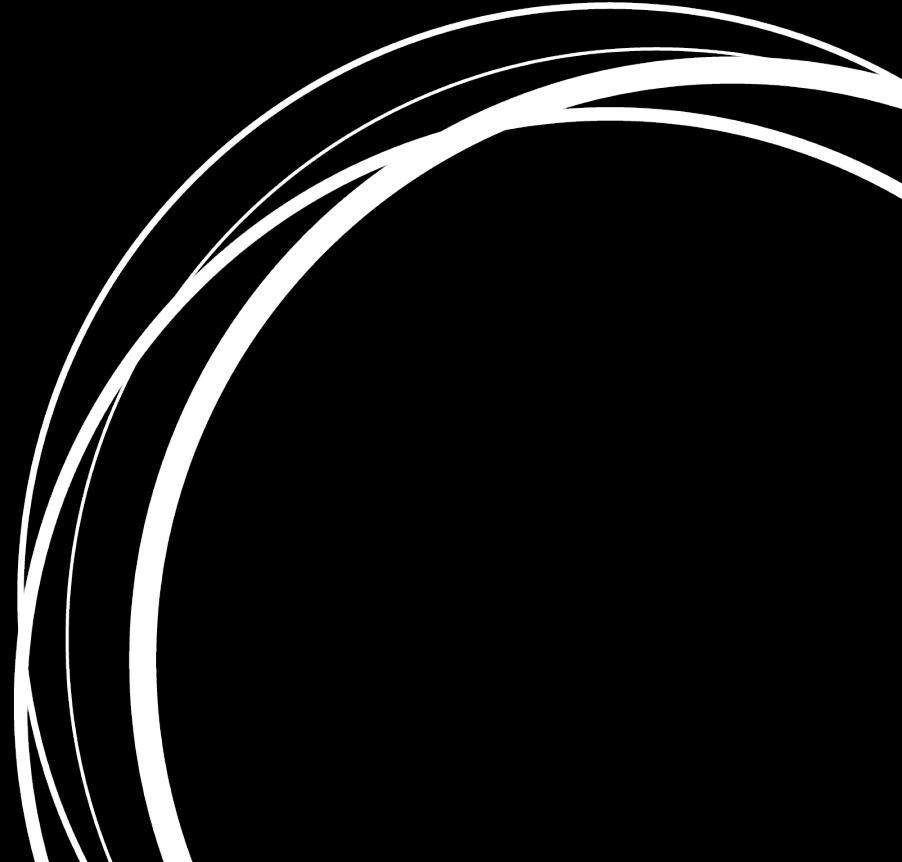


our **credentials**

simply**black.**

2022

about our **business**



who **we are**

We are a specialist media buying & local-strategy agency. Aggressive buying-negotiations are at our very core.

Our team has extensive Africa experience & strong local media relationships. Leveraging our local knowledge & presence, we work with ambitious brands to unlock local markets – ensuring campaigns that are truly locally relevant with tangible ROI.



what we do



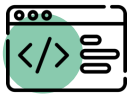
Media Buying & Selling

We buy and sell media through targeting the right people, on the right platforms, at the right time.



Creative & Content Production

Our specialized team creates online videos; social media content calendars; digital banners, etc.



Website

Our digital team develops the website and make the website functional and practical to use.



Influencer Management

Our influencer-team sources influential people; managing all communications, operations and reporting.



Translations

We have a team in each market that handles the process of translating text copy, scripts etc.



Social & Campaigns

Our media management team develops, maintain and nurture great customer relationships online.



Local Media Strategy

We have the local insights to use strategies and tactics to target local African audiences.



Voiceovers

The production team manages the sourcing and booking of voiceover artists for all platforms.

we are where **you are**

Simply Black has **35** registered businesses across the continent. These offices are **100%** owned by the business, allowing us deliver market-fit, on the ground service to our clients.

Core to our business is a **direct media-owner** relationship philosophy. This means we negotiate & buy all media directly from the media owners, and not via any brokers and affiliates.

The rationale is simple: We aim to deliver expectational value and market expertise to our clients. This is simply not possible if agencies follow an affiliate based mode.



simply black group credentials

Key numbers

\$65
million

2019-2020
ANNUAL BILLINGS

#1

media agency

Rwanda | Zambia | Angola
Mozambique | Malawi | Botswana
Namibia | Zimbabwe

top 3
agency

Ethiopia | DRC | Cameroon
Indian Ocean

34
languages

spoken by our
team from 22
nationalities

35
offices

in Africa and 6 new
offices in 2021
(West Africa)

**clients we have
partnered with for
more than 5 years**



Zimbabwe &
Zambia



DRC | CongoB | Cameroon |
Gabon | Chad & Cape Verde
In addition to Malawi, & Indian
Ocean Islands



DRC | Nigeria | Angola | Zambia | Mozambique |
Botswana | Kenya



clients we have **worked with** **across africa**



it's all about
people



our operating model

central hub

We partner with your Brand & Marketing team to develop continental strategies. And if need be, oversee the execution of these ideas across the respective markets via our SA based central HUB and regional in-market Offices.

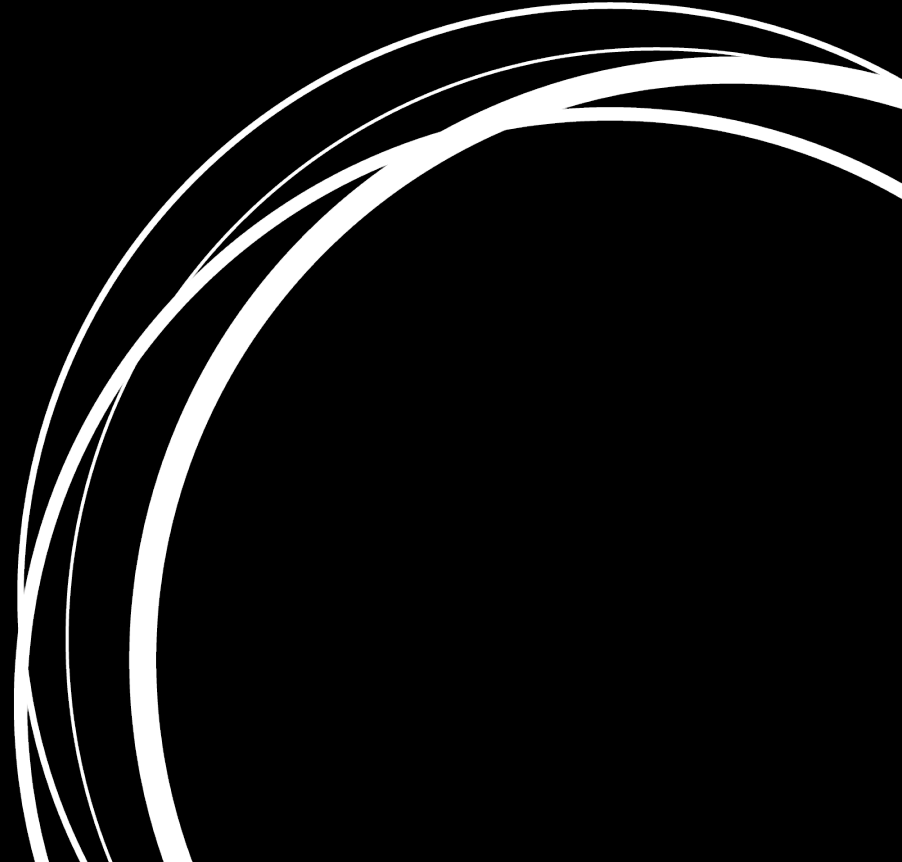
The Central HUB team is the heart of our strategic business: the champions of innovation, creators of brand-ideas & drivers of key initiatives. Importantly they are accountable for governance and reporting across all markets.

It is also here that we consolidate your buying to leverage your consolidated spend volumes for aggressive regional and local buys.

country teams

Our local market teams help craft group strategy by inputting at a local level. These teams also play an important role in the post campaign feedback loop, to deliver key market insights that are built into our annual-planning feedback loop.

why sb and **why your business?**



solutionist thinking **around your business**

We believe we have a compelling offer & solution, unique to only our business

Here are some reasons why we believe we are the perfect partner



Simply Black is a numbers business.

Accessing the available market reports and pioneering new markets with our Media Intelligence Partners, MediaMeasure, we are able to deliver Share-of-Voice & Share-of-Spend data in all the key markets in Africa



Using our in-market intelligence we offer **spend and value modeling**, to ensure your message reaches audiences at optimal levels.



Our **teams are on the ground** and experienced in delivering value driven insights that can be translated into tangible input within your business.



Although not part of the scope of this project, we offer **aggressive media rates** due to our extensive buying power across the continent.

media innovation is our passion



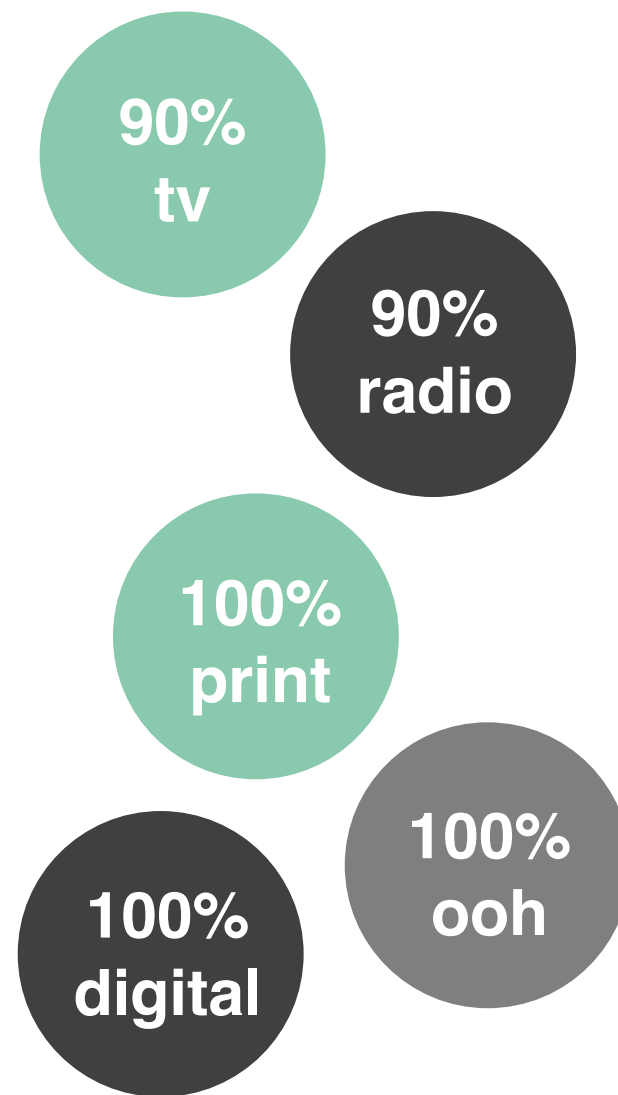
campaign reporting: **ensuring you get value for your media investment**

our compliance commitment

Simply Black **guarantees** the compliance & compensation of all campaigns.

International campaign compliance methodologies are followed, and billing is strictly applied on this basis. Any missed placements or incorrect placements will be compensated for by the agency within the campaign period or alternatively credited to the client .

All campaigns are invoiced **POST compliance reporting.**



the MediaMeasure compliance model

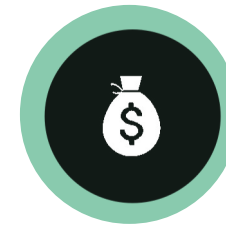
Competitor reporting at your fingertips

MediaMeasure is a custom developed media tracking and reporting Smartware solution, built specifically for **Africa!**

How are we different?

Non-compliance is more serious than just the money lost, the opportunity cost might be even higher.

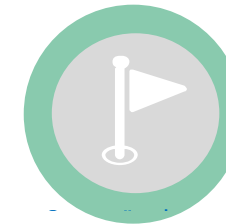
At MediaMeasure, we work **with** our clients and media owners to not only report on compliance but find solutions to **IMPROVE compliance** - through promoting best media management practices of our media partners.



Campaign value tracker for over and under delivery



Time of day and Day of Week matching



Media owner "make good" for under delivery



Contextual clippings

the MediaMeasure compliance model

**behind the scenes
the magic happens**

Hardware loving Smartware!

Cutting-edge, audio identification technology, soundwave finger printing and incredibly robust but compact hardware, and the latest GSM broadcast technology.

Media Measure is able to reach local markets that were previously hard to monitor.



Signal Capture

Our robust technology capture broadcasts as they happen in more than 10 key African markets

Safety Storage

Our world-class network then delivers the broadcast content into a secure, central data warehouse.

Audio Matching

At the core of the MM-Engine, lies our cutting edge propriety software: fingerprinting and tracking all commercials found with the broadcast streams.

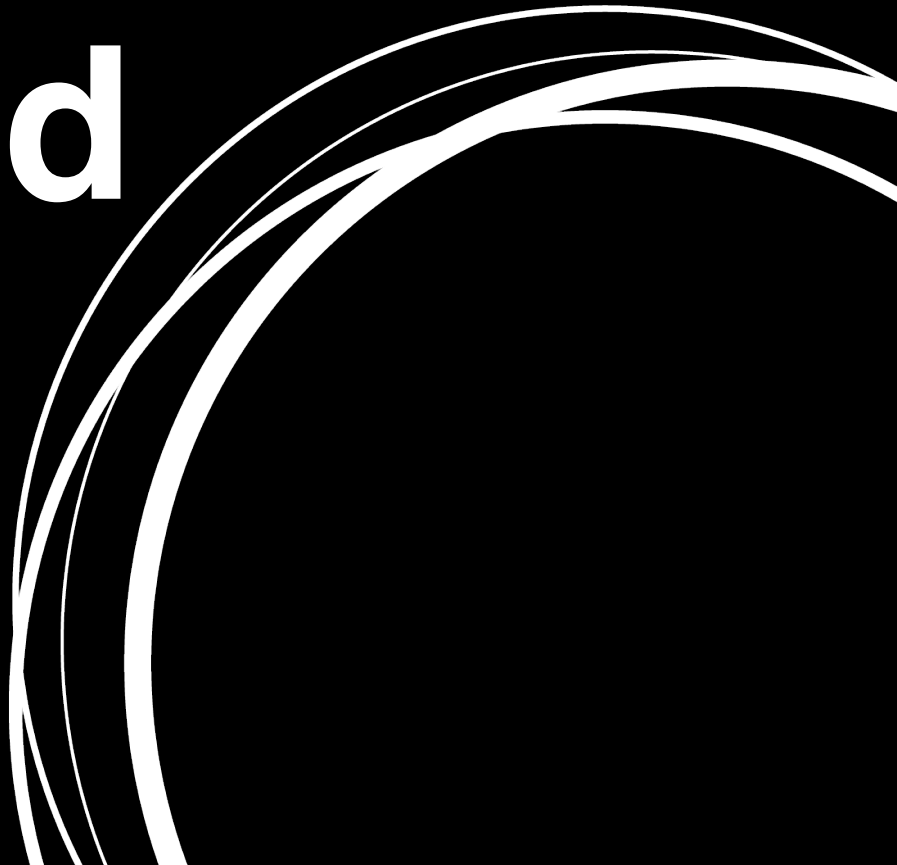
Report Delivery

Based on client media plans, we deliver a variety of compliance reports.

MediaMeasure Smarts

Competitor reports including Share-of-Voice, Share-of-Spend and special reports like seasonal advertising patterns and New Campaign alerts.

examples of **App download case studies**



Airtel Malawi

App Download

The Brief

In the height of the pandemic Airtel launched an app allowing their customers to buy voice, data and SMS bundles online as well as transact on their money platform. The challenge was to garner downloads for this new app in the Malawi market.

The Solution

We developed a multichannel digital campaign to:

1. Test where we can drive the highest volume of downloads at the lowest cost
2. Drive in app actions and revenue for the Business
3. Creative optimisation to drive most cost effective download and sale across channels

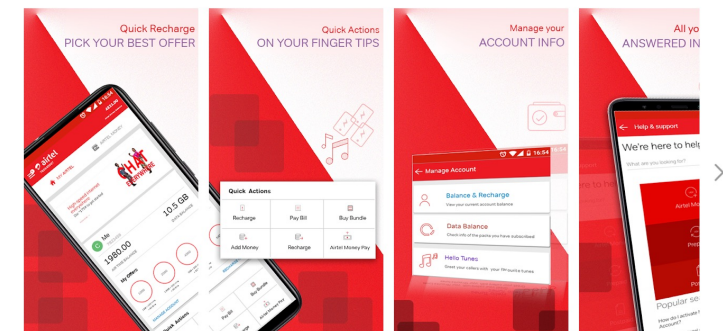
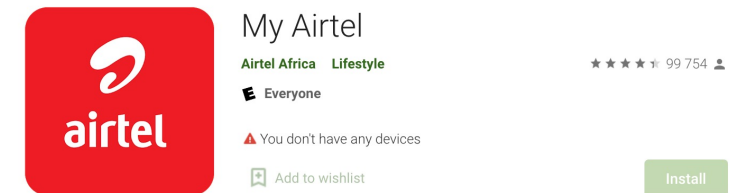
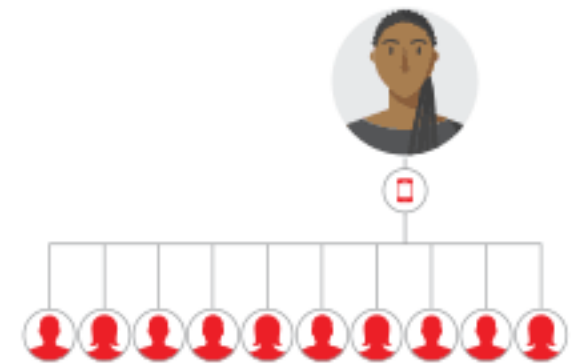
The Results

Average of **20 000 new downloads a month** since inception at an average cost of **\$0.5 cost per install**

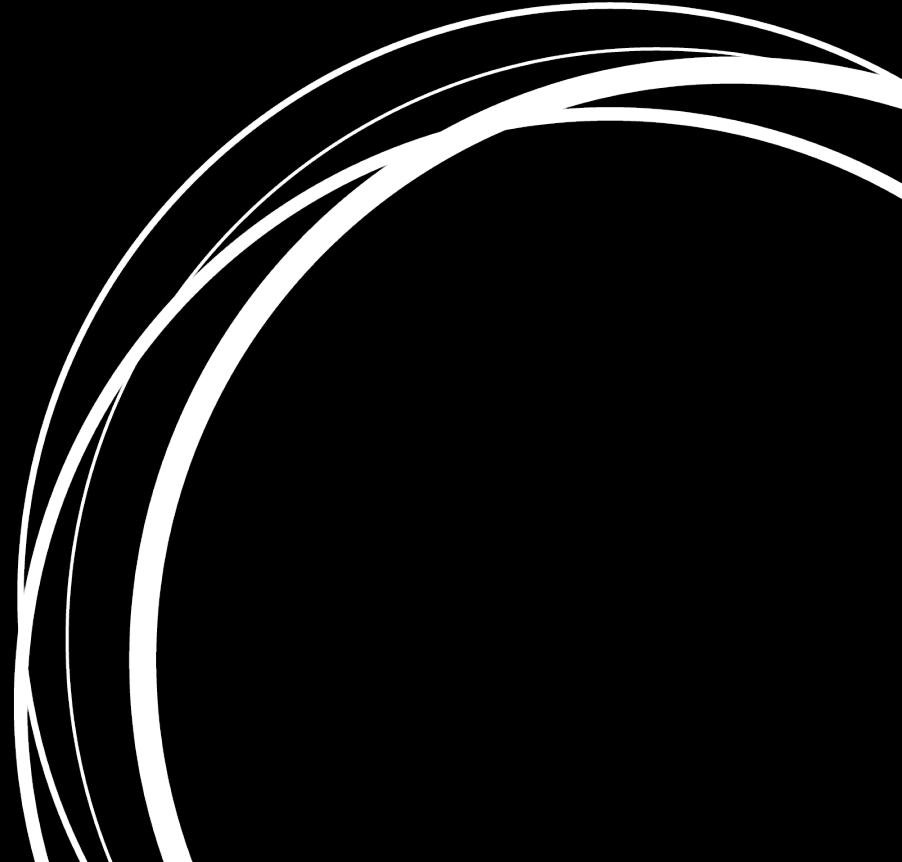
60% total audience transactions from paid media



**MORE FRIENDS.
MORE DATA**



examples of **campaign case studies**





Tanqueray Influencers Driving African Affinity

The Brief

The Iconic *Tanqueray* wanted to reach and engage 7 key markets in Africa with their Iconic Gin. To do this they wanted to partner with chic, stylish and iconic influencers in each market.

The Execution

We sourced and contracted influencers in Gabon, DRC, Congo B, CDI, Zambia, Mozambique and Angola to create Glamorous social media posts that highlight and hero this Iconic Gin in a local context.

The Results

To date we have delivered **4 million impressions across markets** with a 5% engagement rate and a 98% positive sentiment towards the brand and influencer partnerships.



Durex Africa Day

The Brief

Durex wanted to encourage young Africans to have conversations around safe, consensual and enjoyable sex.

The Execution

We created a campaign where influencers started the conversation through a series of posts and stories.

We then created an Africa Day live stream online through Facebook and Instagram and simulcast offline in commuter hubs and taxi television. Our influencers across the continent joined Dr T, a sexual health expert, to have conversations around what empowered safe sex looks like to African Youth.

The Results

2 million impressions of influencer content as a lead up to Africa day.

1 Million online views of the live stream and a 10% engagement rate on the day of the live stream through chat and reactions.



Johnnie Walker: The Man Who Walked Around the World

The Brief

Johnnie Walker, along with its production partners had created an independent feature documentary, The Man Who Walked Around The World, that explores everything from the brand's origins to the part it has played in famous Hollywood films and in music that has defined generations over the 200 years it has been in existence. We wanted to celebrate the brand through Africa and encourage African audiences to watch the documentary and celebrate with a Johnnie Walker highball.

The Execution

We partnered with over 150 influencers, media personalities and celebrities in 7 key regions in Africa. To start the conversation we arranged a special Johnnie Walker 200 year "The Man Who" Gift box to be delivered to all the partners with a custom link to view the documentary premier online. They were then to share posts of them enjoying the film and celebrating the brand with a High Ball.

The Results

- 500 000 people reached organically through the campaign. .
- 12.3% influencer content engagement rate



airtel

The Brief

How Airtel Malawi can make use of Twitter to drive awareness and engagement of their new social bundle.

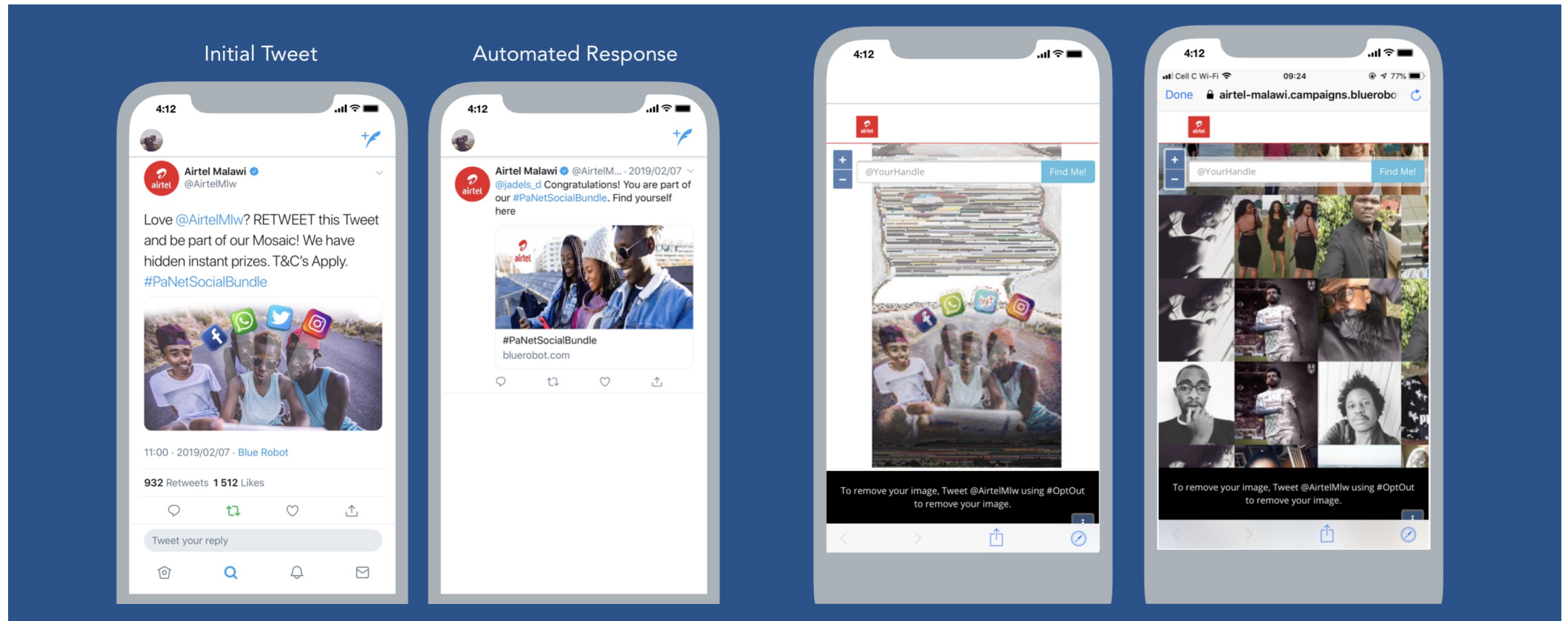
The Solution

The Twitter Mosaic is the perfect way to provide users with a visual reward for their engagement with the brand.

Using the curious nature of humans, the brand has the opportunity to allow the user to search through the mosaic to see what others have contributed to the mosaic as well as drive excitement through hidden prizes.



twitter mosaic airtel



Airtel started the conversation asking customers to engage with their PaNet Bundles mosaic by retweeting the initial post for their profile picture to be added to the mosaic.

Once the users image was approved they were sent an automated

response to visit the mosaic and find their picture.

From here, users could find their image and see what others had contributed as well.

twitter mosaic: **overall results**

1,010

TOTAL IMAGES CONTRIBUTED

2,825

TOTAL IMAGES INCLUDED

1,108

MOSAIC PAGEVIEWS

2m 47s

TIME SPENT ON MOSAIC

297,911

PROMOTED IMPRESSIONS

10,148

PROMOTED RESULTS

7,740

BILLED RESULTS

\$0.15

COST PER RESULT

3.41%

PROMOTED RESULTS RATE

united nations **environment**



The Brief

Reach and engage a global audience around the topic of Air Pollution to:

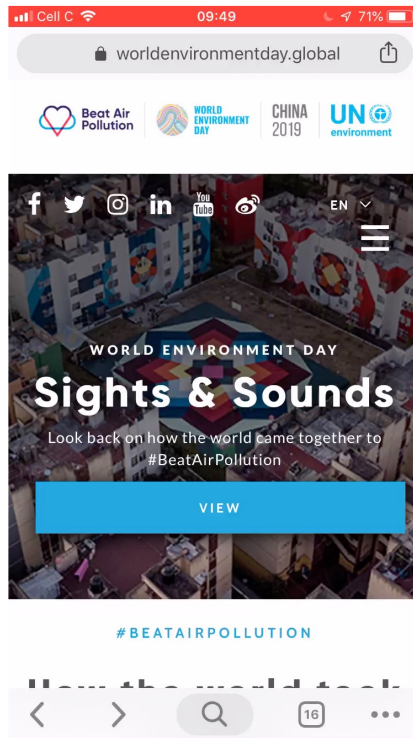
1. Register an event for WED 2019
2. Drive 2 million engagements on Social Media

The key was to communicate in the 6 official languages of the UN with a message that can be adapted across the world.

The Solution

1. Engaged with partners in areas ranging from education to big business, the private sector and policymakers. Together, bringing diverse perspectives and unique approaches to contribute to eliminating Air Pollution.
2. A Viral Mask Challenge asking a global audience to take the challenge to spread awareness of air pollution issues and steps we can take to solve them. Seeded by influencers and supported with easy to use lenses on Facebook and Snapchat.

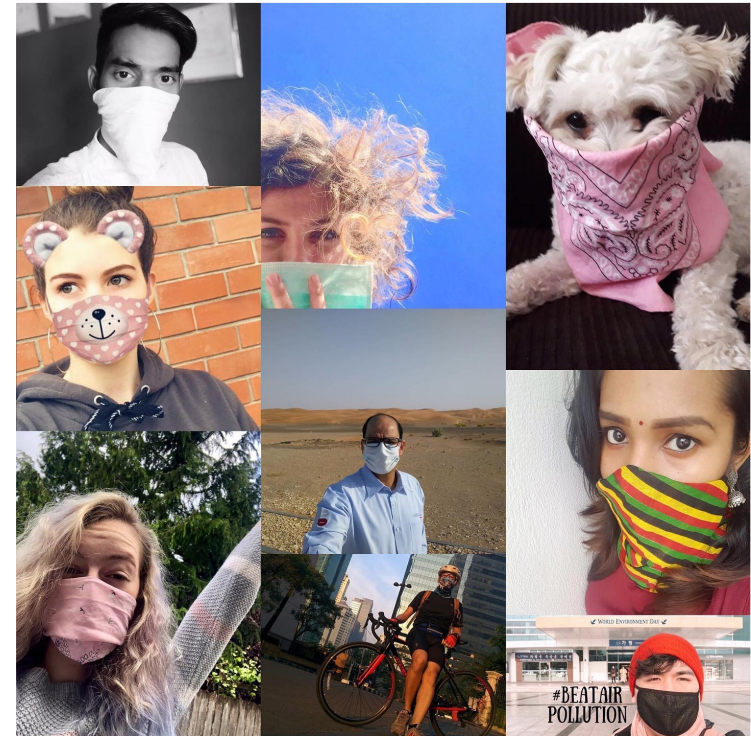
united nations **environment**



Global website to register events



Facebook and Snapchat lenses



Infuencer Mask Challenge

united nations environment the results

2,886

REGISTERED EVENTS

2,8 million

MASK CHALLENGES TAKEN

1,000,000

GLOBAL REACH (PEOPLE)



thank
you

Andrew Busingye – Country Manager
andrew.busingye@simplyblackmedia.com

Kirsten van Rooyen
kirsten.vanrooyen@simplyblackmedia.com

simply**black.**