COMPANY CREDENTIALS

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

Wetpaint since '97

100%

INDEPENDENT

FEMALE OWNED

AFRICAN GROWN

About Us

BEE LEVEL

2

FOUNDED
1997
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 — 29 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

CREATIVE & CONTENT

BRANDING

CONTENT DEVELOPMENT

CAMPAIGN CREATIVE

AUDIO & VIDEO

MOTION GRAPHICS

AUDIT & RESEARCH

BRAND

CONSUMER

PLATFORMS

KPI & ROI FORECASTING

DIGITAL & TECH

PPC CAMPAIGNS

LEAD GENERATION

SEO & GEO CAMPAIGNS

WEB & MOBILE DEV

APP & AGENT DEV

AI TOOLS DEV

STRATEGY

DEVELOPMENT

IMPLEMENTATION

MEDIA

PLANNING

BUYING

MANAGEMENT

SOCIAL

MEDIA BUYING

MANAGEMENT

INFLUENCERS

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.

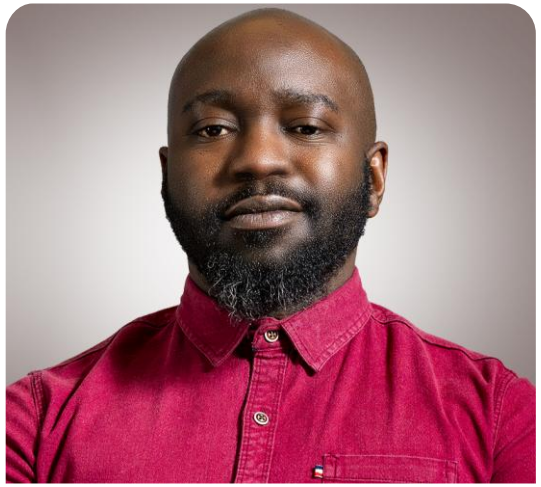
MEET YOUR – EXECUTIVE TEAM

Petra McCardle

Chief Executive Officer

Kerry Whyte

Executive Director



Einstein Mwaita

Chief Creative Officer

Ujala Moodley

Human Resources Executive

MEET YOUR – SENIOR MANAGEMENT TEAM

Suwilanji Kabwe

Head of Digital & Communications

Susan Nohumba

Head of Client Services

Casey Dare

Head of Traffic Management

Simba Mushunje

Head of Technology Research & Development

MEET YOUR – MIDDLE MANAGEMENT TEAM

Thato Mfumadi

Account Manager

Sphiwe Maluleka

Performance & Paid Manager

Morne Kruger

Creative Director

Lorna Banfield

Operations Manager

BRANDS

Massmart powered by Walmart

VUMA

PnA colour your world

Nestlé

DIESEL

CHAMBERLAIN

BEEFEATER LONDON

SASOL

Walmart

NATIONAL LOTTERY

pps FOR PROFESSIONALS SINCE 1941

pwc

G.H.MUMM CHAMPAGNE

SAAV

Cardies Sharing Life's Moments

HUAWEI

SUPABETS GAMING GROUP

ALLANGRAY

SOUTH AFRICAN RESERVE BANK

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

AWARDS : 2026

2026	Global 100	Most Innovative Integrated Marketing Agency — South Africa
2026	MEA Markets African Excellence	Most Trusted Advertising Agency – Johannesburg

TESTIMONIALS

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

ITHUBA®
EQUALITY IN OPPORTUNITY

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

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FOR PROFESSIONALS
SINCE 1941

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

"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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