

# New agency's success built on differentiated business model

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With the signing of Good Hope FM and Bicycling SA, Cape Town's newest advertising agency, JDB, has built up an impressive client roster in its first six months. What is the secret behind this start-up company's winning streak?

Owner MD, John de Bruyn, believes that the agency's success lies in the fact that they are incorporating global trends into their work ethic. Internationally the adoption of new technologies has directly resulted in changing agencies' business models.

Run from high-tech offices in Green Point's Sovereign Quay, JDB's operation is founded on a central team managing the creative process on behalf of clients. The office set-up acts as a hub where independent creative experts can smooth into the existing office structure, allowing the agency to adapt to the clients' workload.

"Occasionally using independent contract workers means that staff central to the business are still in touch with what's happening in the communication industry. They are more exposed to industry trends, which allow them to bring fresh ideas to the table when assigned to campaigns."

Secondly, de Bruyn believes in what he calls "creative high-gearing". Agencies need to move from just being creative to being very creative. This is especially true when it comes to profitably running the business while still responding to client demand for centralized and coordinated services."

Other accounts in the JDB stable include Robben Island Museum, IOL, Super Max and Coca-Cola.

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