

## RMS Media

**TYPE OF AGENCY:**

Specialist Media Agency

**NUMBER OF ACCOUNTS/CLIENTS:**

35 +

**BIGGEST SPENDING CLIENTS**

Estée Lauder Group  
Silversands Poker School  
DigiCore c-track

**ACCOUNTS WON IN 2009**

AHN Pharma: Swimseal  
Allergan : Optive  
Apex Brasil  
Byrne Flemming  
Foord Asset Management  
Play Lotto World  
SA Motor Loans  
SEDA Hotline  
Zouk Mobile

**ACCOUNTS LOST IN 2009**

One realignment, one loss

**COMPANY OWNERSHIP**

100% local Independent

**CONTACT DETAILS**

Tel: +27 11 884 9282  
robsmuts@rmsmedia.co.za  
merissa@rmsmedia.co.za

**AGENCY BILLINGS**

R100million +

**KEY AWARDS IN 2009**

N/A

**NUMBER OF STAFF**

8

**KEY AGENCY STAFF**

We are all key! Delivery of our product is a team effort.

**KEY MOMENT IN 2009**

Celebrating record annual billings in our new custom-built Wierda Valley offices

**THE AGENCY SNAPSHOT IN 50 WORDS**

We're a team passionate about media and communication. Passionate about identifying the right communication solution to clients' marketing challenges. Wherever that solution may lie – we'll find it!

**PLEASE LIST YOUR TOP 15 CLIENTS**

Estée Lauder  
Aramis and Designer Fragrances  
Clinique  
Silversands Poker School  
DigiCore c-track  
ACSA  
Daily Sun  
Yamaha  
Zouk Mobile  
General Health Medical Scheme  
Foord Asset Management  
Sports Health and Fitness Technologies  
Regus  
Jacaranda FM  
Kenya Airways  
Pro Bono: SPCA



Merissa Himraj. Turning innovative strategy into reality

In the foyer of RMS Media's airy new offices in Sandton stands a Daily Sun-branded foosball table – one of several to be seen in agencies across the country. The difference is that RMS Media initiated the Daily Sun 'foozi' league – and in so doing, forged an innovative communication solution by planting a constant visual reminder of its client in key spaces.

This is an example of how RMS Media, founded by Rob Smuts over 16 years ago, approaches media strategy, combining the art and science of media in an innovative fashion, packaging it with the personal service that comes with operating a relatively small but robust agency.

"We've been around the block once or twice, and we have a proud heritage," relates Smuts, the managing director of this full-service media agency.

"Being fiercely independent, we have no big brother international network feeding business to us. We have no cross-shareholdings with other agencies guaranteeing us business.

"We do, however, boast long-standing relationships with both creative agency partners and our direct client base – but they work with us because they want to, not because they have to. This means that we thrive purely on the quality of our media service and our sheer hard work."

Having built a solid business through nurturing long-term client relationships, and gaining new business largely through word-of-mouth referrals, RMS

does a lot more than book newspaper advertisements and place television campaigns. The agency consults to its blue-chip client base across a wide range of communication issues – and its recommendations do not necessarily include the use of traditional media.

"The world is moving into a new marketing and new media era, and we too have crossed the digital divide, developing multi-platform communication strategies," says Smuts. "From our perspective, the media plan must consider the three screens: TV, laptop and mobile. Communication must be able to live across each of these platforms."

In a country with cellphone penetration in excess of 90%, of which a growing proportion are 'smart phones' with Internet access – the mobile platform is becoming increasingly relevant. However, good old-fashioned print media is far from dead in a nation that straddles the developing and developed world – as evidenced by RMS client the Daily Sun.

Only a few years old and already the biggest daily English-language newspaper on the continent, this juggernaut is, like many of RMS Media's clients, a sector leader. "The Daily Sun has cracked the code – the Du Plessis Code!" quips Smuts (Deon du Plessis is the paper's founder and publisher.) "He knows how to communicate to the mass market."

The objective for Daily Sun was to maintain a constant presence in agencies,

promote the newspaper's sports section and align the publication with the 2010 World Cup hype – and the marketing solution was to deliver 'foozi' tables to agencies and create the hugely popular (not to mention fun) Daily Sun League. Mission accomplished!

Other high-end clients include the Estée Lauder Group, one of the world's most respected cosmetic and fragrance houses; DigiCore C-track, the JSE's best-performing stock over five years; and the online Silversands Poker School, for which RMS Media is rolling out a nationwide radio serial, starring comedian Michael Naicker, complete with product placement and audience interaction.

Clearly, innovative all-round communication solutions – as opposed to purely mass media-centric strategy – are the order of the day at this agency, which continually adapts its business model in line with the evolving media landscape.

Respected industry authority Smuts recently completed a three-year tenure as chairman of the Advertising Media Association of South Africa and remains a director of this Section 21 company. At RMS, he oversees strategy, complemented by a red-hot team that includes his right-hand woman, Merissa Himraj, who manages the day-to-day implementation of campaigns.

Other key staff members include Belinda Kruiskamp, who worked at the agency during her university vacations and is now celebrating 10 years with the firm, and Shirley Jooste, an animal lover who is relishing handling RMS Media's pro bono SPCA account. Accountant Gloria Larkan ensures that the cash keeps flowing!

While 2008 was a record year for RMS Media, growth has inevitably slowed in 2009's compromised economic climate but the agency is confident in its ability and capacity to grow – with spacious new offices to prove it.

"Having met and exceeded client expectations for 16 years, we still have the energy and innovations of a young hotshop that's starting out on an exciting journey," says Smuts.



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RMS  
MEDIA

Specialist Media Agency

Innovative Communication Solutions since 1993

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