

Southern Power Maintenance on air for another year

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SPM provides substation maintenance and refurbishment for many of South Africa's largest municipalities. They are in the business of keeping the lights on.

One of our longest standing clients at the moment we have used content like this year's campaign to assist in growing their annual turnover by over 400% in the years that they have been on our books.



Our radio campaign for 2013 ties into the overall advertising campaign tagline "Lighting up the nation, one community at a time". The campaign is running on Classic FM and 702 in Gauteng entrenching their existing brand leadership in the Gauteng region.

Check out the adverts here:

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- **When did clients become advertisers? Unpopular opinion by a chief creative officer** 3 Apr 2024
- **The vanishing act of decent interns: Unpopular opinion by a CEO** 6 Mar 2024
- **The World Domination blueprint: Wetpaint is taking over the world one brief at a time** 22 Nov 2023
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At the core of our vision lies a commitment to redefine the global advertising landscape. Drawing from deep-rooted African perspectives while maintaining a steadfast global outlook, we emerge as a dynamic, full-service agency, offering comprehensive solutions to ensure your brand's success on a global scale.

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