

TCC selects On Shelf and Beyond for incubator programme

On Shelf and Beyond, a marketing agency that offers strategy development, shopper marketing and brand activation services, is the first company to be selected by the Creative Counsel (TCC) to benefit from its incubator programme to support black businesses in the marketing and advertising industry.



Lindiwe Kangai

The 100% black female owned agency develops strategies and campaigns that trigger change in consumer behaviour. Lindiwe Kangai, who heads the company, said while the framework for transformation exists, the execution and support from bigger business, is sluggish.

“There are many good black owned start-ups with potential but they do not have backing from the industry and have limited access to infrastructure and resources. While I am excited and grateful for the opportunity, it comes with great responsibility. I applied for this incubation, as I want to learn from the best and believe this will help me scale up my business,” says Kangai.

TCC’s group co-CEO, Ran Neu-Ner said On Shelf and Beyond had the right mix of talent, drive and potential, which would benefit from the mentorship, infrastructure, administrative and accounting processes offered by TCC’s management team under the programme.

“We believe this is a first step to fostering true empowerment in the industry. If we can successfully incubate these black owned companies and help them expand then we will have achieved our goal,” said Neu-Ner. “We have no interest in taking any equity in the businesses but are passionate about transferring knowledge and skills.”

TCC launched the project at the beginning of the year and plans to take on five start-up businesses under its wing, which will be supported and mentored by the agency's management team.

Applications are still open for black start-ups in media, marketing, digital, mobile and activations. Neu-Ner said to date a hundred applications had come in and the management team was still going through them.

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