

Revamped agency sites demonstrate creativity

Recalling some of its great events, [H-Factor](#) has launched its new website, featuring some nostalgia-inducing videos from organising the 2010 Loeries, as well as Margate. They may not include Riaan Cruywagen in a jacuzzi, but should be worth a watch in the buildup to the Loeries this weekend. The [MediaShop](#) has revamped its website, too. [video]



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[H-Factor](#) has also launched a [Facebook page](#) and a [YouTube channel](#) featuring videos and photos from other big events of the last 12 years.

H-Factor describes its portfolio as being as varied as its clients and the clips recall the [Loerie Awards](#) in Cape Town and Margate; the Red Bull Mobile launch with Faithless; Cell C Sound of the City; the Castrol Chicken Run; the Rothmans Red Range launch; and the Mzansi Fo Sho channel launch of SABC1.

"Our reputation is built on understanding - you, your company, your brand, your consumers, your budget and your objectives - then we deliver a solution," says Heloise Fourie, who founded H-Factor with Andrew Shelly in 1999.

"We have come across every buzzword available in this industry - concept activation; experience design; content creation; market translation; brand communication..." adds Shelly. "All of these words are just words, if you do not have the guts and experience to know how to make them happen."

This year's Loeries "Rian Cruywagen" jacuzzi ads about bad TVC ads, with perhaps a passing nod to the Old Spice campaign

Tools improve website experience

The [revamped website](#) of MediaShop includes a 'Tools' section, which provides answers to frequently asked media questions, such as an indication of the comparative 'real' value of your media budget for 2011 or how many Audience Ratings could possibly be purchased on TV.

Updated advertising spend is also listed (these exclude media owner self-promotion) and vodcasts of the regular informative forums are also available.



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