

Wetpaint steps out as the Little Big Agency

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Bryanston-based advertising agency Wetpaint Advertising is making waves throughout the South African advertising and media industry for branching out and diversifying its business model to include an Eventing as well as a Digital division which is incorporated into the services of its traditional agency offerings.



In this light, Wetpaint Advertising's services compete with those of larger advertising houses, both international and independent, and achieve the kinds of services offered by the likes of King James, but with far more competitive rates and an even smaller staff roll call. Established in 1997 by founder Petra Liu, Wetpaint Advertising the boutique-sized agency with the full service offering of a major advertising house, and has come far in its 15 years in the business since its humble beginnings in Strydompark to commanding advertising campaigns and marketing strategies for a formidable roster of blue-chip clients in South Africa and Africa, including Epson, Philips, Sun International, Huawei, Sasria and Sony.

Wetpaint Advertising boasts several distinctive business divisions within its overall organization. This includes an offering of a through-the-line creative agency that offers Marketing and Media strategies, design, copywriting, and web development. It also boasts a Social Media division as well as a full-service radio production house, called Wetpaint FM.

All of this is "single-handedly" achieved by a handful of dedicated, multitasking staff members, who affectionately refer to themselves as "Wetpaintians". Being a boutique agency that offers a full in-house service serves to dramatically cut down on the client's expenditure, thereby emphasizing Wetpaint's focus on a business model that provides clients with effective, strategic, "start to finish" solutions that maximize on budget and minimize of wastage.

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Wetpaint Advertising



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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