

35 years of building connections: Sauce's birthday celebrations

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One thing about Sauce: we know how to celebrate. 2023 marks our 35th year in business, which is no small feat for a through-the-line agency. Against a landscape of huge conglomerates that have come to dominate the marketing industry through mergers and acquisitions, Sauce Advertising remains independent and committed to offering a personalised service.

We're extremely proud of our legacy and love celebrating it. We gathered the whole Sauce family, including clients, suppliers, and board members to mark the special occasion at the unique and quirky Sir James van der Merwe venue. As guests arrived, they were greeted not only with a party atmosphere, but with posters, banners, and videos featuring the faces of our team and hinting at a relaunch of the Sauce values and CI. More on that in just a bit...

Wise words from Shaun

Our founding father, Shaun McEwan, couldn't pass up an opportunity to reflect on the amazing journey he's guided Sauce through over the past 3 and a half decades. His speech reminded us all that with just a dream and a whole lot of hard work, anything is possible. Shaun ended his speech by unveiling the new Sauce values and CI with a stunning video, which we produced in-house of course! For those whose memories are a little fuzzy, here's a reminder:

Welcome to the team, Happy!

Happy Ntshingila is a giant in the South African advertising industry. He addressed us as our new chairman, highlighting some of the most illustrious moments of his career – from getting Nelson Mandela's stamp of approval on his SAA rebrand to rubbing shoulders with Roberta Flack and Alicia Keys in New York jazz clubs. Most importantly, he imparted on us valuable nuggets of wisdom he's picked up along the way. With this new advice on ways of working, sticking to commitments, and trusting your team, we have all the tools we need to thrive for another 35 years!

Here's to the next 35 years

We've worked hard over the past 35 years, and celebrations like this one are the ultimate reward we get to enjoy for all the blood, sweat, and ideas. We wish to thank everybody who attended on the night and made it magical, as well as all those who have contributed to our incredible legacy over the years but may not have been able to make it. We hope you're ready for the 40th celebration in 2028!

Until then, check out some of [our work](#).

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