

People: The heart of Demographica's direct communications

 By Leigh Andrews

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Demographica CEO Warren Moss on 'The Demographica Way', the full-time anthropologists they employ and the importance of people in targeting direct communications...

Today, Demographica is known as South Africa's most progressive direct marketing advertising agency with all the Bookmark and Assegai Awards to prove this title. It also boasts a client list representing the likes of Standard Bank, Nedbank, [BMW](#), [MINI](#), Peermont and [Zurich South Africa](#) - the last four won this year alone.

Moss tells us about the early years, when the agency went by a different name entirely, and gives us a glimpse into the daily functioning of this direct marketing agency that's truly all about the people...



Lipstick art

■ 1. When and how did the agency get started?

Moss: The idea for Demographica started in early 2006, when my then business partner and I decided to quit our jobs and start a company. We were both pretty much anti-establishment and wanted to be masters of our own destiny. We started out in November 2006 and operated as an email and SMS marketing company. Over the next six years the company grew and evolved until we discovered that our real expertise lay in managing large data sets, writing marketing strategies and the execution of world-class campaigns. The goal is to be the most effective advertising agency in Africa.

With this in mind, we restructured our business in early 2013 to reflect the type of work we wanted to do. This took roughly six months and it was a very tough time for all involved with the company. 2014 was therefore a year where we needed to prove that the decision to restructure was the correct one. We did just that and we haven't looked back since, so that was my highlight for 2014 - staking our claim as a true category leader in the direct marketing advertising space.

■ 2. A rollercoaster ride of note! Explain the origins of the name 'Demographica', and what came before...

Moss: The company actually started out with the name 'Acquisition'. The idea then was that we would help companies acquire new clients. When my business partner joined, we had ideas to go global, and so the company was renamed to Global Acquisition.

For five years we operated under that name, then in May 2010, it was changed to Demographica. Externally, our company has always been about the smart targeting of communications to people. Demographics play a major role in deciding what message goes to which person at a given time. Internally, our most significant competitive advantage is our people. Anyone that has worked at or with Demographica will tell stories about the culture at this company. Take a look at [our Facebook page](#) for some glimpses of this.



Demographica Senior Account Directors debating client strategy

■ **3. What's the basic work flow or creative process in the agency?**

Moss: We have created a methodology called 'The Demographica Way'. In a nutshell, it covers the process that we take our clients through when we solve their business problems. It starts off with an understanding and analysis of data and then moves on to research in the form of anthropology. We employ full-time anthropologists to inform our work. We then write the strategy, which provides the framework for our campaigns. The next step is creative, where we are blessed to use some of the smartest direct marketing creatives in Africa. We then produce, execute and measure campaigns.

■ **4. You're clearly people-centric. Tell us about exciting new developments in the team that have enhanced your overall skillset recently.**

Moss: Well, we're a very small agency in terms of the number of people that we have. We total out at about 45 people who work across the business. Our biggest move this year was to bring in an experienced Client Service Director to look after our major clients.



Time out at the Demographica office in Illovo, Johannesburg

■ **5. You've alluded to this in previous answers, but what makes you stand out from the rest, especially as the field of direct marketing differs so much from the rest of the marketing realm?**

Moss: Our clients feel that they are dealing with an agency that is refreshing. We take accountability for their business objectives. If they need more customers, we get them more. If they need more sales from their existing customers, we do that! We are a no frills, premium and results-driven agency.

■ **6. Sounds good. What's next for your agency?**

Moss: We are strong in the financial services and automotive space. We are on the hunt for a major telecoms client and a major retailer. Internally, we are on the lookout for heavyweight account management talent.

There you have it, interested parties. For more on Demographica, visit [their website](#) or [follow their Twitter account](#).

ABOUT LEIGH ANDREWS

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