

A fresh coat of Wetpaint

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Ever since Isaiah Mustafa told the world, "I'm on a horse," in what would become one of the most iconic campaigns in advertising history, Old Spice went viral and ceased to be the scent that most reminds you of your grandfather. Such is the impact that a carefully managed rebranding strategy can have on the message that a brand communicates to its audience.

Following in the well-worn footsteps of powerhouse brands such as Pepsi, Old Spice, and Starbucks, we at Wetpaint Advertising have recently undertaken an exciting rebranding.

More than slapping a topless NFL benchwarmer on a horse in hopes of attracting a younger market, though, Wetpaint has repainted, rebranded and rereleased itself as something of an agency of agencies – our clients' doorway to a full spectrum of creative, advertising and marketing services.



The awesome is still central to our identity, but 19 years in the industry have given us the experience and the clout to stretch beyond our original boundaries, and become a part of something bigger – both for our own growth and for the benefit that a networked Wetpaint can offer to our clients.

At our core, Wetpaint is still the 'little big agency'. More than that, though, we are now a part of a line-up of cooperative, autonomous boutique agencies each dedicated to meeting the specialised needs of diverse clients, in a technologically ever-evolving world.

Wetpaint: Advertising strategies, digital solutions

With a fresh coat and a shiny, new logo that reflects our uniquely creative attitude and abilities, Wetpaint is still the boutique advertising agency that provides as much punch as the biggest boys in the business.

Wetpaint's role is that of a brand mechanic, providing strategic, digital and integrated marketing solutions to take your brand further.

This means we handle everything from every facet of marketing (search engine, content, video and more) to social media management and across-the-board integrated advertising campaigns.

Forever giants: Conceptual development

As something of a sister agency to Wetpaint, Forever Giants specialises in the nuts and bolts of production, as well as handling event and project management with a flair and aplomb that Wetpaint is proud to associate with the brand.

3rd Eye Studios: Animation and design

3rd Eye Studios are Wetpaint's animation and design partners. With the world-class talent on board, the studio breathes life into storyboards that dazzle on the screen.

3rd Eye Studios specialises in motion graphics, design, and 3D modelling and animation.

Enjoy media: Photography and film

Enjoy Media brings photographic talents and a filmmaking eye to the group. Whether it's storyboarding for live-action television commercials, or producing powerful images for a full-page spread, Enjoy Media is the division that will make it happen.

Blimp productions: Sound production

Making sure that our messages never fall on deaf ears, Blimp Productions provides our group with the sound studio with which to produce jingles, radio adverts and sound production for television.

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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 band's success on a global scale.

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