

Motsepe takes on advertising with a new, fresh and dynamic business-to-business agency

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Advertising and communication pioneer duo Gee and Boitumelo Motsepe build an agency that "will change the advertising and economic game for the betterment of this country". With a fundamental focus on Business-to-Business clients, Motsepe Advertising has taken off the ground quickly to add value to their clients and staff.



"Since Motsepe's inception, we wanted to become the agency that will provide a solution to large companies' marketing needs," said Gee Motsepe, managing director at Motsepe Advertising. "Since then, we've realised that building a business in our already struggling economy is beneficial because it also adds value to the families of the people we employ - which is ultimately the main reason we are in this business".

Motsepe Advertising is committed to making a superlative change in the advertising and marketing industry across the world. This through-the-line business-to-business focussed agency aims to help large companies grow their revenue through concentrated effort in digital services. "Our mission is based on four pillars;

1. People – motivated by us being able to create jobs and empower women and youth.
2. Purpose – Creating measurable and successful campaigns for our clients
3. Perception – To be perceived as the defector choice in B2B communication
4. Profit – To yield a profit to enable our mission, purpose, perception and success", adds Boitumelo Motsepe, co-founder and client service director.

B2B being such a niche market, Motsepe's focus and speciality care in the following industries:

1. Banking and Finance

2. Mining and Machinery
3. Logistics and Supply Chain
4. Telecoms and IT
5. Automotive and Engineering
6. Government and Parastatal

"We are fortunate to also have a team that believes in the vision of Motsepe Advertising. It's in our DNA to have a can-do attitude. We are a team that constantly innovates, solves, makes a plan, ploughs through and shines," Boitumelo concludes.

For more information on Motsepe Advertising, contact:

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