

Looking back on 15 years of advertising innovation

Issued by [Wetpaint Advertising](#)

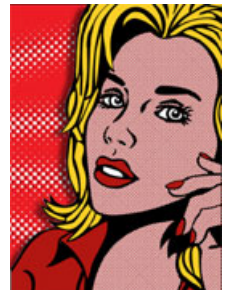
6 Sep 2012

The 1st of September 2012 marks 15 years of Wetpaint Advertising being in business. 15 years ago, our company started out life as a two-woman operation, with a single room for an office, and business cards printed on an omnichrom machine. Since then, we have grown into a miniature powerhouse: we are a full-service boutique advertising agency comprising of several distinct, yet inter-related, departments - all which serve towards providing our clients with a comprehensive, one-stop solution for their total marketing needs.



Our "top-to-bottom" approach includes everything from traditional above the line and through the line creative services to web and software development, marketing, events planning, publication relations management, strategic brand and campaign planning, radio production and media booking. We even offer all-inclusive, integrated social media campaigns, SEO and content strategy, paid search and advertising solutions and ad as well as web analytics. The old adage of "dynamite comes in small packages" may seem cliché, but it applies perfectly to what Wetpaint Advertising has developed into over the years, and what we stand for as a company.

We have still managed to remain a "small company" - and retain our "small company" spirit, ethos and working environment. This is what enables us as a team to focus on executing the total creative vision of a given campaign, and retain our artistic integrity, whilst delivering on the same kind of quality and return on investment to our clients that is expected of a major, international firm. We continue to retain our individuality, our edge, our "rebellious swagger", whilst simultaneously nurturing our ambitions for growth as a business. We never sacrifice our spirit, and we never forget our roots. This is what makes us stand out of the crowd. We truly are the definitive "little, BIG agency".



Despite, or perhaps because of, the decade and a half of dramatic changes, upheavals, smooth inclines and bumpy rides, our team has continued to drive the success of our company with loyalty, dedication, creative ingenuity and good, old-fashioned elbow grease! Our current player line up are as wildly diverse in the time they have been with Wetpaint as in their distinct personalities - some members have been with us for 15 years, some five years and some for only five months.

Together, we have achieved incredible accomplishments, overcome adversities and shared special moments that we will never forget. We were honoured by the opportunity to touch the lives of underprivileged school children with the importance of education and hope for their future careers as part of our Career Day charitable initiative, in partnership with Sasria and the Adopt a School Foundation. We were proud and inspired when we launched the first ever print ads in South Africa to incorporate 3D Augmented Reality technology, as part of an exciting integrated campaign for Qualcomm's Snapdragon mobile chipset. These significant milestones, like so many others, continue to prove to us just what a "small company" like ours can truly achieve.

Here's celebrating 15 years of Wetpaintian magic: just like the edgy, urban art form of graffiti, which continues to inspire our brand ethos, we have, and continue to, leave our mark on the advertising industry landscape: redefining borders, breaking the rules and leaving the environment around us indelibly transformed.

"Is everyone a social media specialist? Unpopular opinion by a head social media specialist" 2 May 2024

"When did clients become advertisers? Unpopular opinion by a chief creative officer" 3 Apr 2024

"The vanishing act of decent interns: Unpopular opinion by a CEO" 6 Mar 2024

"The World Domination blueprint: Wetpaint is taking over the world one brief at a time" 22 Nov 2023

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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>