

# New home for Offlimit Communications' creative hub

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Offlimit Communications has an eight-year foundation of delivering strong experiential work, but the phenomenal growth the agency has experienced since 2010 has forced them to make a change. Exciting client demands, and the burgeoning staff complement required to fulfill them, has led them to their new home - a space double the size they used to occupy - and they are finally fully moved in.



Managing Director Jerome Cohen attributes the agency's rapid growth to what he calls their "creative hub" model. "Originally we created it by default. When we started out, we couldn't afford to employ the top strategists, creative or media specialists. Instead, we provided a space and convinced a number of the best to come and work together under one roof, while maintaining their autonomy."



With a collection of specialist partner agencies collaborating, alongside a strong internal team of creatives, Cohen says an environment was created from which outstanding work emerged, while the various partners organically assisted each other's growth. The specialists in question include:

- **W5**, a strategic agency on the forefront of youth insight and specialised research in the below-the-line space, headed by Lisa Cohen and Mzamo Xala.
- Graeme Hector's **Goodfoot Productions** which adds huge value in the multimedia and music space with over 25 years in events, entertainment and multimedia.
- The young and dynamic **Kool-Out** enterprise, a new addition welcomed by Offlimit as part of the move. This Johannesburg based nightlife brand focuses on the urban

market and specialises in live music events in hip-hop, jazz, and soul.

The above powerhouse combination places Offlimit Communications in a unique position, resource-wise, as the creative hub model continues to serve them and continues to grow. "It enables us to deliver break-through concepts and thinking in the experiential space," says Cohen.

The agency remains based in Hyde Park, shifting to a new block in the office complex they've occupied for the last two years. The move, says Cohen, has re-energised the team, and he believes firmly that happy staff breed happy clients. With a client base including Coca-Cola, MTN, Renault, Nestle, Nissan and Distell, it's not hard to see why this is a must for Cohen.

***For more information or to arrange an interview with Jerome Cohen, please contact Belinda Belseck on 082-850-7639 or email [belinda@offlimit.co.za](mailto:belinda@offlimit.co.za).***



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