

Being distinct in advertising now demands being not just brave, but *fierce*

 By [Jessica Tennant](#)

28 May 2020

Fierce is a new model of creative and technical delivery targeting international clients seeking creative and technical expertise from a cost-effective market.

It targets clients that own their customer's decision journey and analytics but require specific support services, as well as agencies that require access to specialist skillsets on a per-project basis.

The network comprises over 50 strategically aligned creative, technical and analytics experts, and its strength lies in the ability of the team to identify specialists to address core challenges optimally across the marketing spectrum. Offering strategy services, marketing data and analytics, comprehensive creative and content production (UI & UX design, video, film and animation), and digital product development across the full spectrum of scripting languages.

We chat to founder and CEO David Moffatt, who was previously the CEO and Group MD of digital agency Hellocomputer, which he exited in 2017 after completing his management commitment to its acquirer FCB...

■ **What caused you to leave Hellocomputer and start your own thing?**

Leaving Hellocomputer was not easy, nor a light decision! With my team, we built an amazing culture that led to years of great work. I remain proud of the role we played, after selling to FCB, in transforming it into an integrated agency. However, when my five-year management commitment ended, I decided to shift my focus towards my family and some adventurous travelling. So, we took our three kids out of school and travelled around the world for six months.



Fierce founder and CEO, David Moffatt.



#Bookmarks2017: Digital download with...
Hellocomputer

Leigh Andrews 27 Mar 2017

■ **Looking back, aren't you glad you travelled the world with your family before embarking on this new venture?**

Yes! Naturally, this conversation came up amongst us. We briefly placed the scenario on a pedestal extolling how wonderful it would have been locking down in some majestic tropical paradise. However, the reality of being far from loved ones during an unprecedented crisis swiftly dawned upon us. Not to mention the implications of a year's worth of planning going out the window!

■ **Comment on the timing of this coinciding with the launch of Fierce.**

Everyone has a war story and Fierce is no different. Fortunately, the model is designed to be both highly efficient (no permanent production resource) and operate remotely so it will weather the storm.

■ **How has Fierce responded to the lockdown and global crisis?**

We've redesigned the new business strategy and shifted focus away from the USA. Plans to establish relationships at key industry events such as SXSW (Austin, USA), Creative Week (New York, USA), Festival of Creativity (Cannes, France), etc. have been kiboshed for 2020, and developing ad network partnerships appears improbable as they are understandably focused on retaining revenue within their networks.

■ ***Comment on the impact of this on the business and industry.***

The global slowdown will bring severe pressures on businesses and the marketing industry especially. Budget cuts, looming retrenchments, depressed consumer demand and an increasingly complex industry will make marketers' lives increasingly difficult. Businesses will expedite their digital transformation in both their workflow processes and their marketing. Correspondingly we're anticipating an uptick in the adoption of marketing data analytics to track returns and limit wastage.



[IMCC] Creativity through hacking

Sindy Peters 12 Jun 2014



■ ***Comment on the gap in the market you identified and how your business seeks to solve this problem.***

South Africa possesses outstanding creative and technical expertise that easily competes with the best in the world. But at a fraction of the cost. Fierce is a trustworthy and experienced conduit through which international agencies and clients can do business with this talent.

Equally relevant is the fact that complexity of the martech landscape demands deep expertise in certain disciplines. These are best served by companies or individuals with a laser focus on a specific skill set. Fierce assists brands, clients and agencies to unlock solutions on a project basis.

Permanently hiring capabilities for these passing requirements doesn't make financial sense for agencies or clients that have in-housed their marketing.



■ ***How did you come up with the name?***

“ I’m a musician and can’t help but make up band names. So, consider it a South African electro-indie rock band that has global ambition. But if you’re looking for an adman response, I’d say something like being distinct in advertising now demands being not just brave, but fierce! ”

■ **What barriers have you had to overcome to get to the launch phase?**

The main challenge is to create awareness and build credibility in foreign markets, and perhaps to ingrain the behaviour change to outsource to South Africa.

■ **Given the global crisis, what has changed in terms of your next steps/vision for the company?**

The vision remains firm, which is to build an offshore network of talent to service international agencies and marketers. I’m conscious of Fierce’s determination being misconstrued as an under-appreciation for the severity of the situation we all find ourselves in so we are cautiously testing demand. However, trading and contributing to stimulating the South African economy is essential. So we have to push on.

■ **What is your view on the future of work?**

Data-led creativity that is digital-first, contextual and personally relevant.

■ **Any trends in this space that you’re particularly excited about?**

The martech gold-rush is fascinating. I’m excited by the potential of data to provide one view of the customer experience and actionable insights to continually improve the return on marketing investment. This is a key strategic area for fierce.

Creativity remains the most transformative power on the planet. Humans are fundamentally creative. Yes, all of us! And I believe that South Africa should aspire to be the most creative country in the world. That will lead to immense progress on many fronts, and I hope that Fierce plays a small part in that.

For more info, visit www.fierce.global.

ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. marketingnews@bizcommunity.com

- Have You Heard’s in_Broadcasting launches conference series - 23 Nov 2021
- Kantar study looks at changing media consumption - 22 Nov 2021
- #Loeries2021: Grand Prix winner Joe Public United’s ‘Unity Laces’ for Converse - 19 Nov 2021
- #Loeries2021: Grand Prix winner Havas Creative Middle East’s ‘Liquid Billboard’ for Adidas - 18 Nov 2021
- Carl Willoughby comments on TBWA and Toasted Samish’s Pendorong Umpetha win - 16 Nov 2021

[View my profile and articles...](#)

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