

2026 Agency Profile



2026 Agency Profile



Agency Profile

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O V E R V I E W

Agency *OVERVIEW*

● BACKGROUND | **OUR NETWORK** | MISSION

O V E R V I E W

INTEGRATED BY DESIGN

Tonkana Media Group is an integrated communications group offering end-to-end marketing, advertising and communication solutions through a suite of specialist agencies.

We exist to make complex advertising and marketing challenges clearer, integrated campaigns more manageable and public-facing communication more effective, without compromising on quality, compliance or accountability.

Our structure allows government and institutional clients to work with one coordinated partner, while benefiting from deep, specialist expertise across disciplines.

CSD registered supplier
– SARS tax compliant

100% Black-Owned
– Level 1 BBBEE



A NETWORK THAT WORKS



Tonkana Media Group operates a network of 3 specialist agencies.



creative*life*
studio.

At the core of our network is our flagship **Marketing, Advertising & Branding** agency. CLS is where insights, concepts and strategy-led campaigns are developed.

B+1

BOSSPLUS

BossPlus 1 is our **PR, Media and Events** agency, which is responsible for bringing branded experiences to life, and making sure that your brand is visible in the right media space at the right time.

**THE PRODUCTION
PEOPLE**

A Production agency that's dedicated to crafting **Film, Video, Photography and Content** that connects, whether in Digital & Social, Film, Print or Radio – we're on the ball.

A fashion studio scene with a model in a bright green suit sitting on a stool, surrounded by photographers and lighting equipment.

The Premium *PROMISE™*

Our mission is to consistently deliver on a standard beyond the extraordinary. **The Premium Promise™** we make is a commitment to servicing our clients with high-quality, integrated communication solutions that are grounded in Professionalism, Responsibility, Ethical Practices, Measured Delivery, Innovative Thinking, Unity, and Meaningful Impact. Every project we undertake reflects our commitment to clarity, accountability, and results that last.



THE PREMIUM PROMISE™

Our **values** define how we deliver on our **mission**, guiding every decision, every project, and every client interaction.

RESPONSIBLE

Clear ownership of outcomes, timelines, and client expectations.

MEASURED

Planned, tracked, and reported work that stands up to scrutiny.

UNIFIED

Specialist teams working together as one aligned group.

P R E M I U M

PROFESSIONAL

Disciplined, credible, and consistent in every engagement.

ETHICAL

Integrity, transparency, and compliant conduct in everything we do.

INNOVATIVE

High standards in thinking, creativity, and execution.

MEANINGFUL

Communication that informs, engages, and delivers public value.

P E O P L E

Our *PEOPLE*

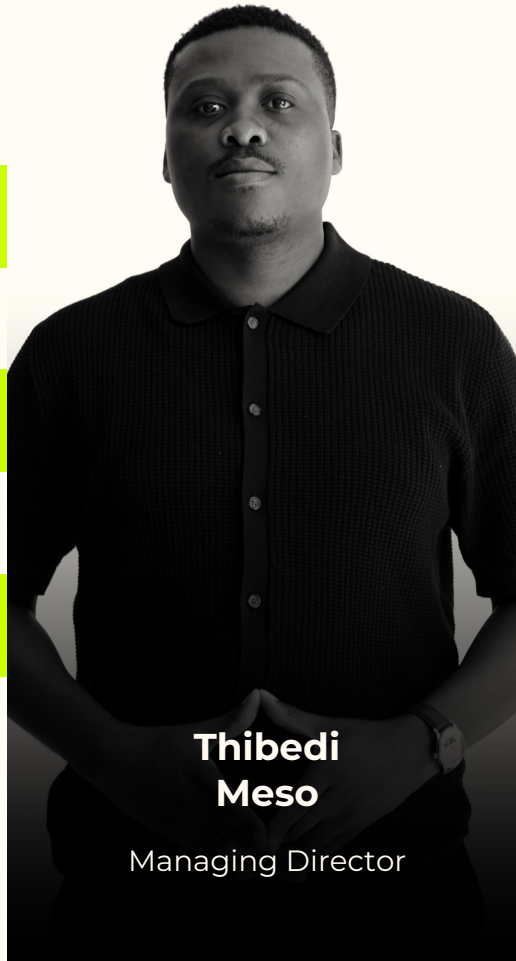
● CREATIVE | **STRATEGY** | PRODUCTION

D E O D I E



EXCO

Meet our talented team who are passionate about turning ideas into reality.



**Thibedi
Meso**

Managing Director



**Onthatile
Makgalemela**

Operations & Events Director



**Lebogang
Mokwena**

Executive Producer



**Lungile
Meso CA (SA)**

Financial Director



CORE TEAM

Meet our talented team who are passionate about turning ideas into reality



Ilze Sobeich
Creative Director



Katlego Ditlhokwe
Strategy Director



Romeo Sibaya
Business Development
Manager



Farwi Ralushayi
Senior Account Manager



Thabang Manyelo
Senior Graphic Designer
& Animator



Hunadi Mashilo
Senior Copywriter



Letsholo Kgosimore
Senior Art Director



Lethabo Malakalaka
Social Media Manager



Robyn Jones
Senior Account Manager

O F F E R I N G

What *WE OFFER*

● **INTEGRATED** CREATIVITY

O F F E R I N G



INTEGRATED CREATIVITY

As an integrated network of independent agencies, we can provide a comprehensive range of services, delivered individually or as an integrated solution.



Advertising,
strategy and creative
development



Branding and visual
identity systems



Public relations and
media management



Stakeholder
and internal
communications



Media planning
and buying



Print production
and logistics



Event planning,
management,
and activations



Film, video,
photography, and
content production



Digital content and
campaign assets

W O R K I N G

Ways of *WORKING*

● FRAMEWORK | **TOOLS** | PHILOSOPHY

W O R K I N G



THE 4D FRAMEWORK

Our approach to every project is guided by our **4D Framework**, ensuring that we deliver innovative solutions that drive tangible results.





OUR TOOLS

We leverage cutting-edge tools and platforms to enhance our creative process, streamline project management and deliver exceptional digital experiences.



- Detailed insights into website traffic, user behavior, and conversion metrics.
- Data-driven decision-making for optimizing digital strategies.
- Customized reporting to track the performance of specific campaigns.
- Integrates with other tools and platforms for a comprehensive marketing analysis.



- Comprehensive tool for SEO, content marketing, and competitive analysis.
- Improves search engine rankings and visibility in South Africa's digital market.
- Provides keyword research, backlink analysis, and content optimization tools.
- Supports building a strong online presence and gaining market insights.



- Advanced social listening tool that monitors brand mentions and sentiment across various online platforms.
- Provides insights into consumer opinions, trends, and competitor activity.
- Helps businesses stay on top of brand reputation and customer feedback.
- Enables data-driven decision-making by analyzing social media conversations and emerging trends.



- Unified social media and customer experience management platform.
- Combines social media listening, publishing, advertising, and analytics in one tool.
- Manages the entire social media lifecycle efficiently.
- Offers comprehensive audience insights and performance tracking to enhance customer engagement.

Quality Is *NON-NEGOTIABLE*

We believe that Government and public institutions deserve the same level of strategic thinking, creative craft and executional care as any leading commercial brand.

Our philosophy is simple: We don't adjust our standards based on who we're working with; we deliver quality consistently to best interest of our clients and their requirements.

That consistency is how we deliver
The Premium Promise™



Our *WORK*

● RELEVANT | **CUT-THROUGH** | EFFECTIVE

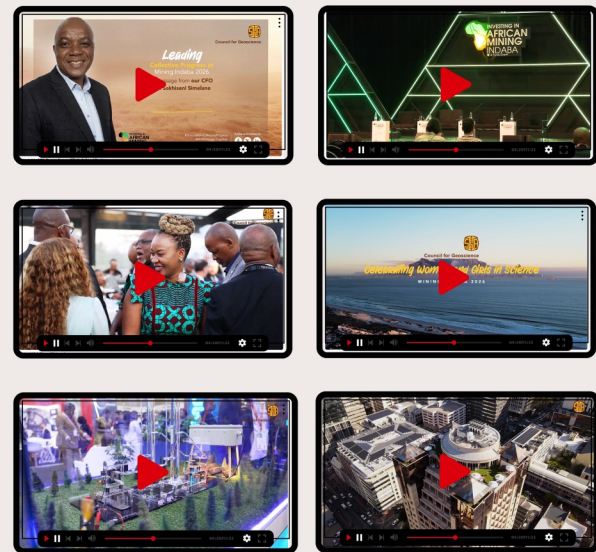
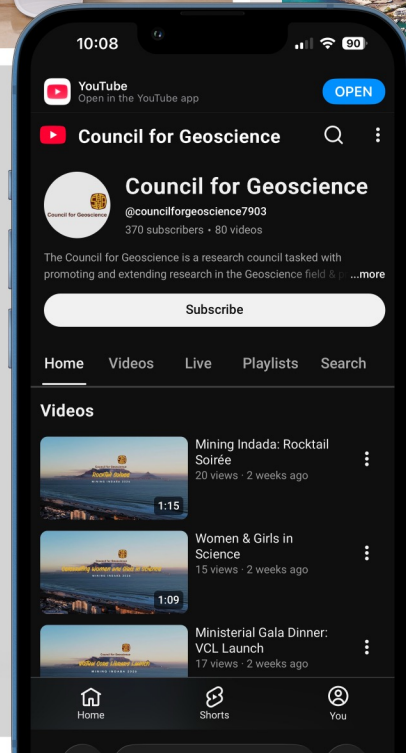
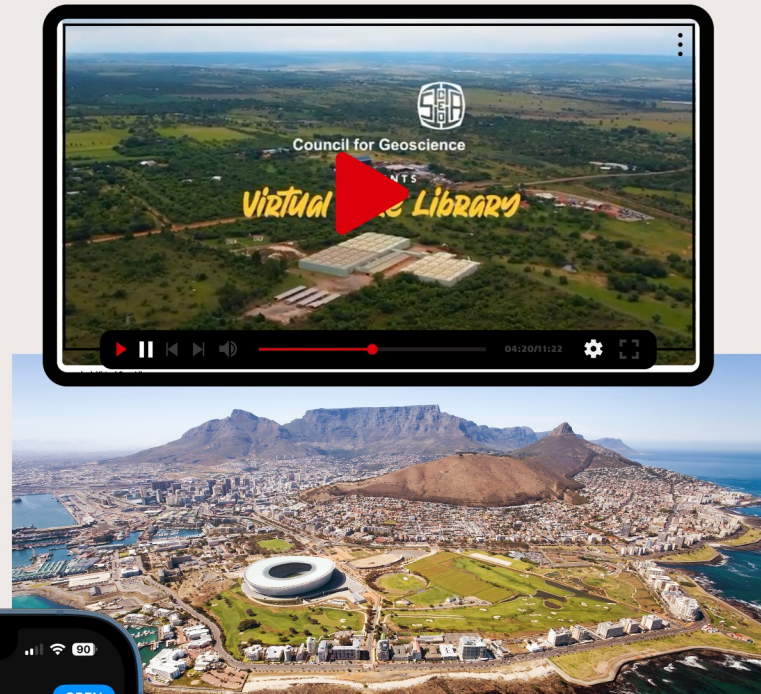


Council for Geoscience

MINING INDABA 2026

SCOPE:

Concept & Branding
Public Relations & Event Management
Live Social Media Management
Live Streaming
Photography & Videography



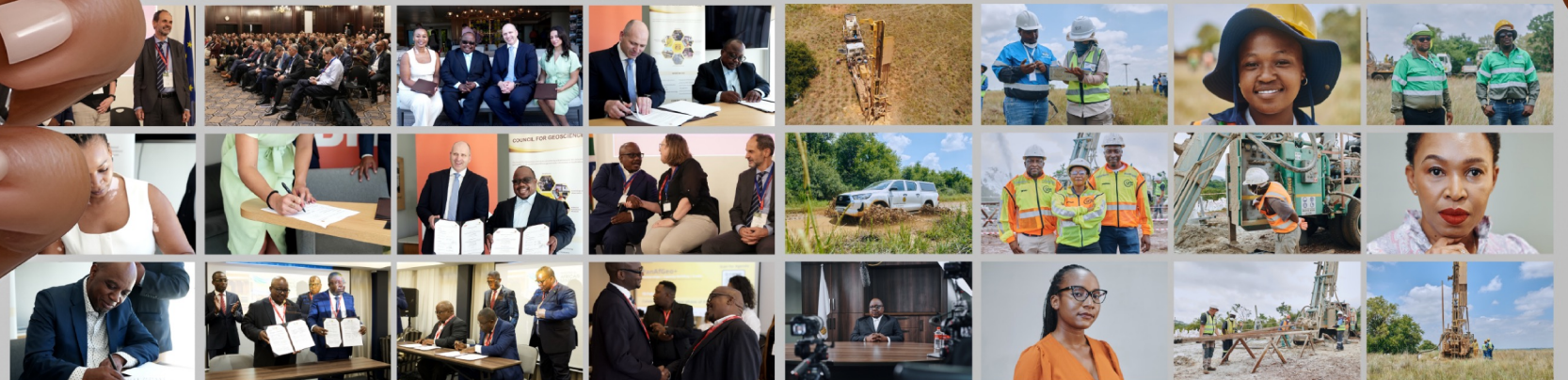
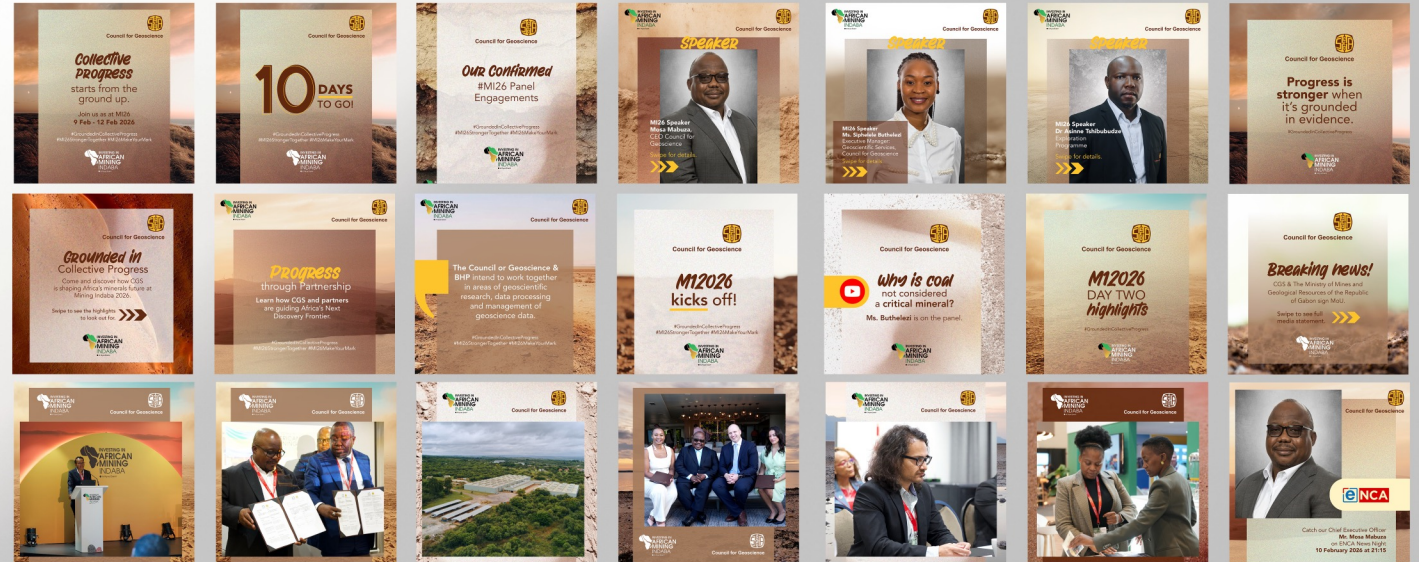
210 551+
IMPRESSIONS

107346+
PROFILE VIEWS
DURING MINING INDABA

2668+
MINUTES OF
VIDEO WATCH TIME

404+
NEW FOLLOWERS
ACROSS PLATFORMS

9278+
TOTAL
ENGAGEMENTS





PUBLIC RELATIONS

Collective Progress
starts from the ground up.

#GroundedInCollectiveProgress
#M126StrongerTogether #M126MakeYourMark

The Mining Indaba 2026 campaign was executed as a fully integrated communications initiative, strategically leveraging media relations, social media, leadership profiling, partnership announcements, event activation, and stakeholder engagement to maximise visibility and impact. Through coordinated pre-event anticipation, live coverage, programme launches, MoU signings, the Rocktail networking event, and post-event amplification, CGS ensured consistent messaging and sustained momentum across all campaign touchpoints.

SOCIAL MEDIA



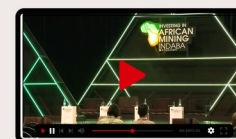
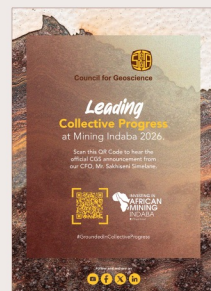
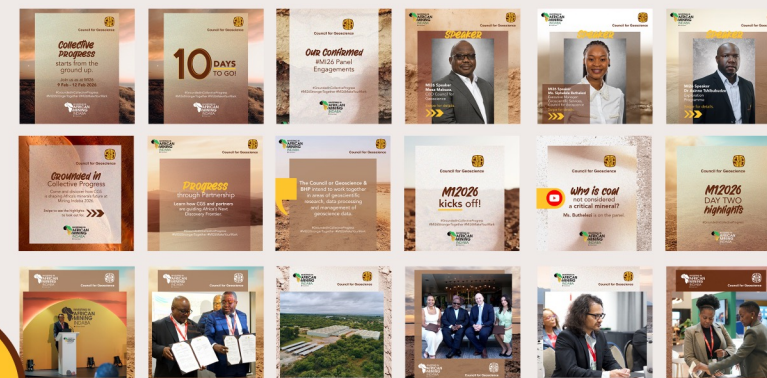
EVENT: ROCKTAIL



Council for Geoscience

INTERNAL COMMS

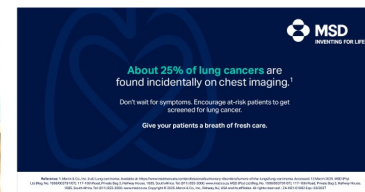
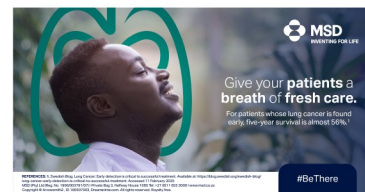
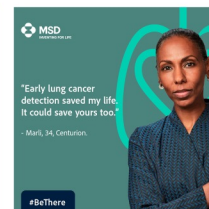
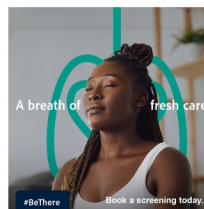
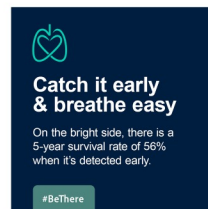
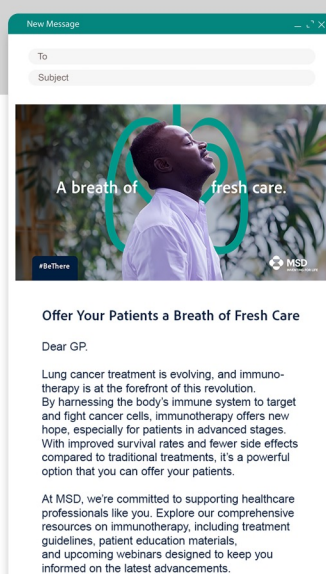
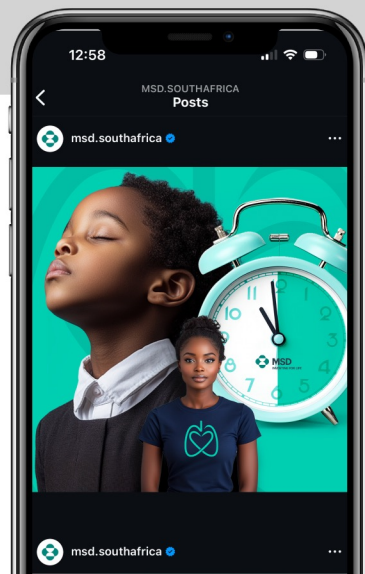
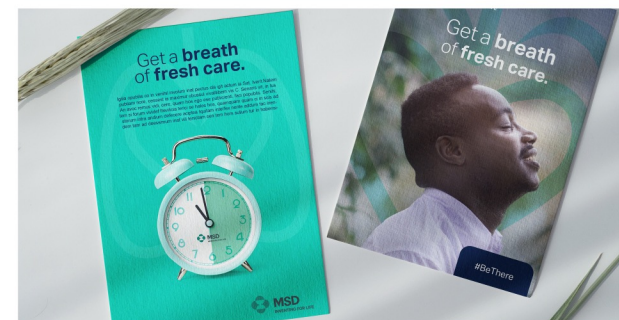
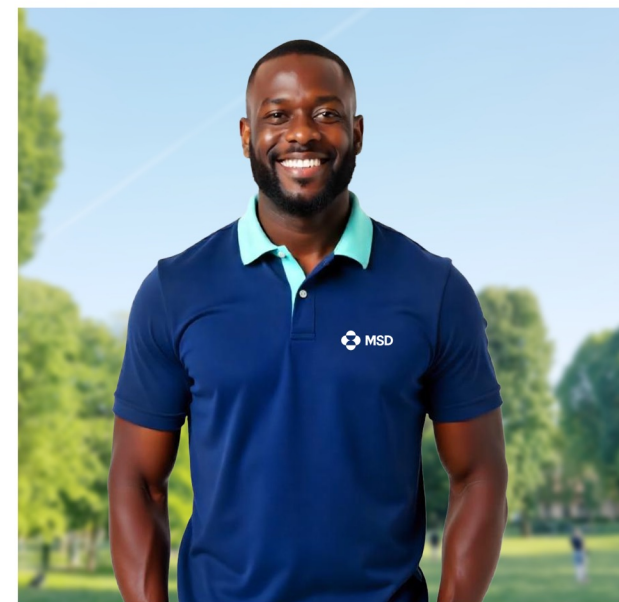
YOUTUBE





A BREATH OF FRESH CARE

Concept & Branding
Digital & Social
Activation





Offer your **patients a
breath of fresh care.**

Dear GP

DID YOU KNOW?

Immunotherapy uses our immune system to fight cancer. It works by helping the immune system recognise and attack cancer cells. You might have immunotherapy on its own or with other cancer treatments. immunotherapy is a standard treatment for some types of cancer. And it is in clinical trials for other types of cancer.²

The Immune System and Immunotherapy.

Our immune system works to protect the body against infection, illness and disease. It can also help protect us from the development of cancer.²

The immune system includes the lymph glands and white blood cells. Normally, it can spot and destroy faulty cells in the body, stopping cancer developing. But a cancer might develop when:²

- You have a low number of white blood cells, so the immune system is too weak to be able to recognise and kill the cancer cells.²
- The cancer cells produce signals that stop the immune system from attacking it.²
- The cancer cells hide or escape from the immune system.²

Find out more about immunotherapy [here](#).

#LungCancerAwareness #Immunotherapy



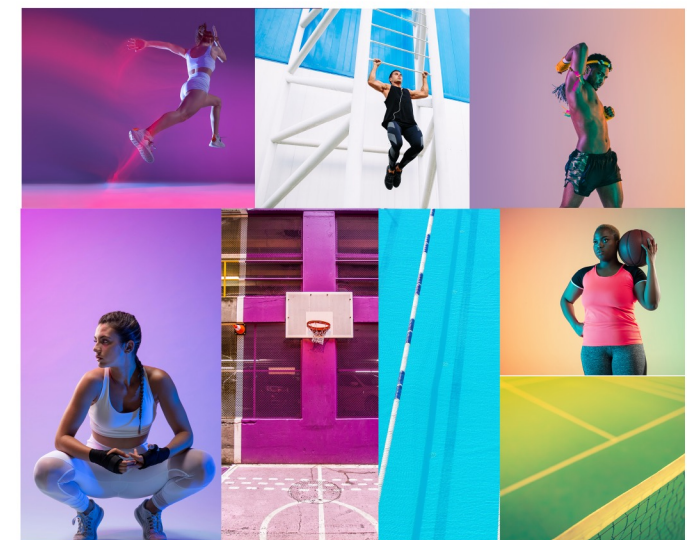
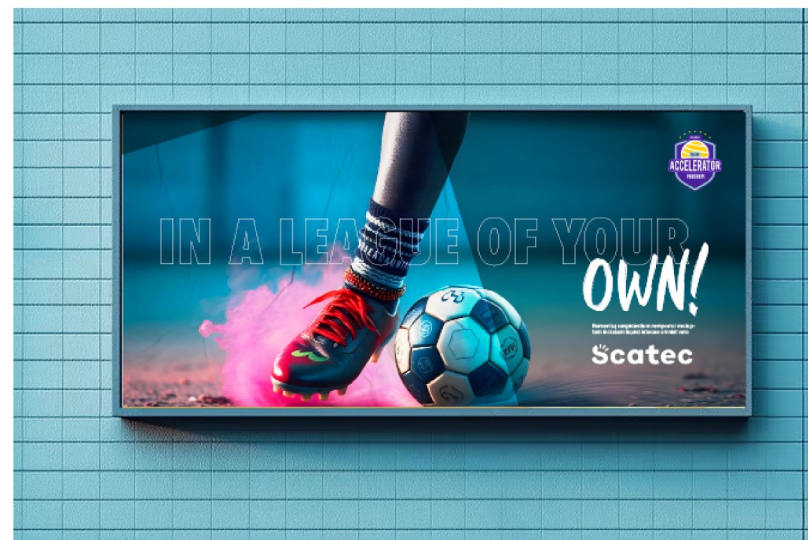
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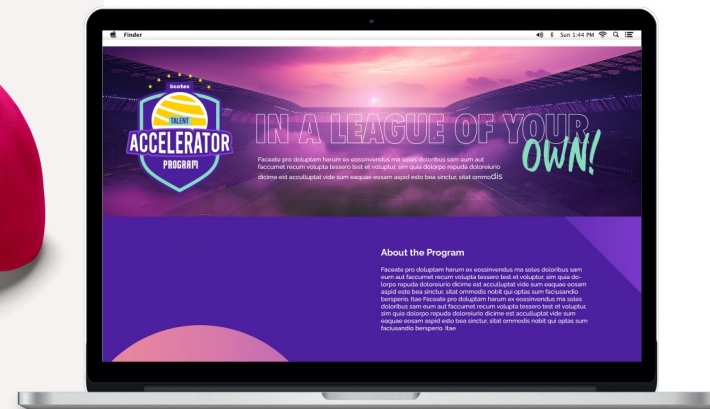
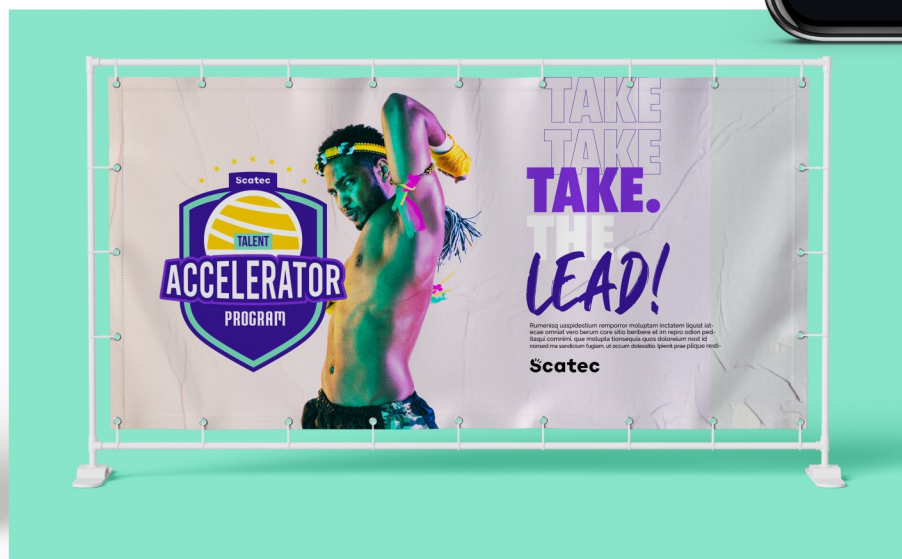
TALENT ACCELERATOR PROGRAM

Concept & Branding
Internal Comms
Activation & Merchandise

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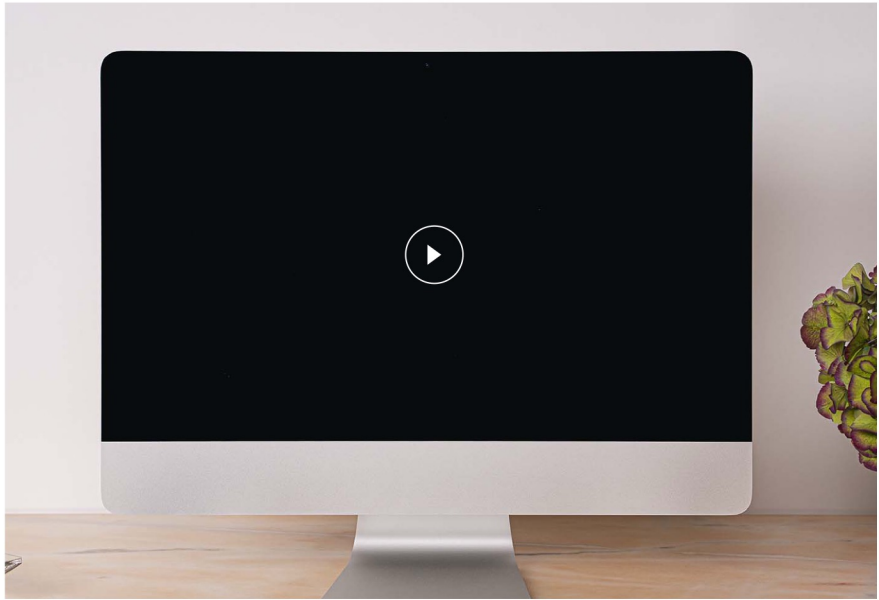
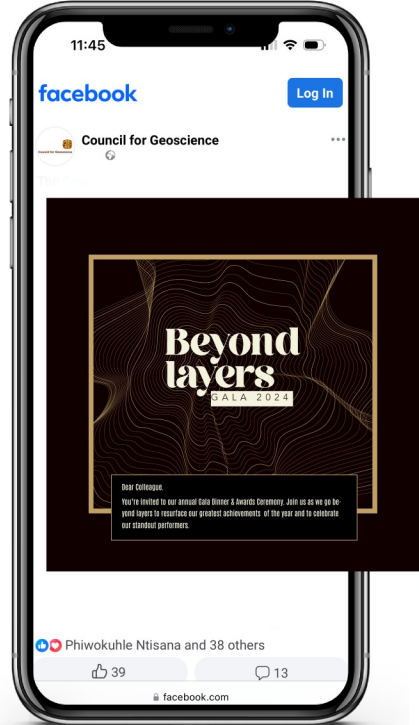
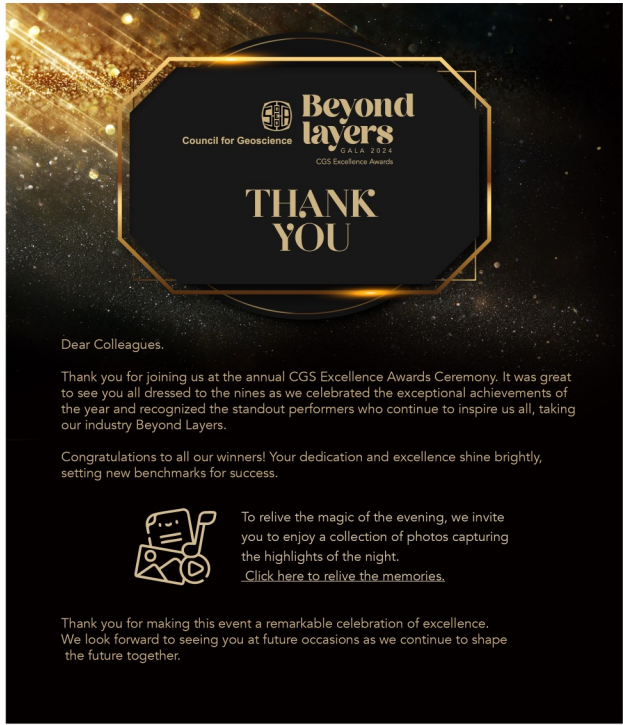
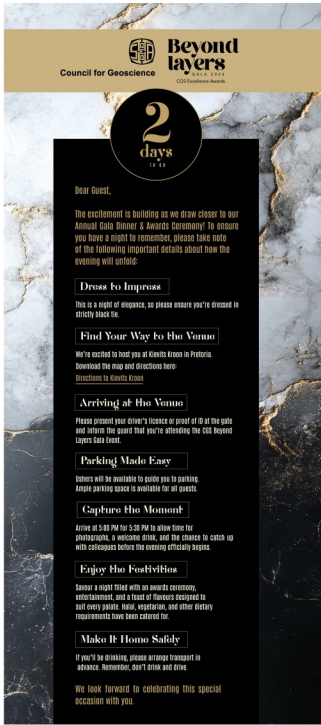
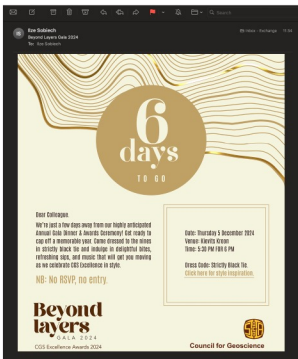
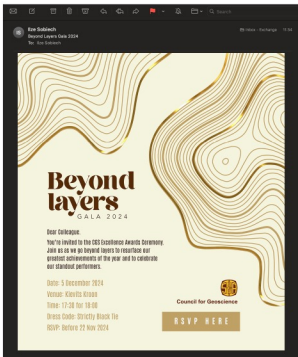


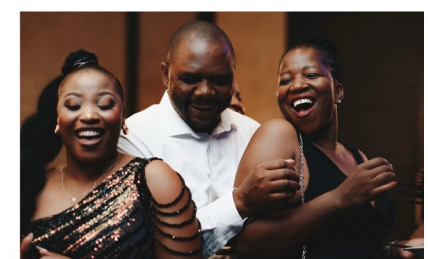


Council for Geoscience

BEYOND LAYERS

Event Management
Concept & Branding
VIP Guest & Talent Management



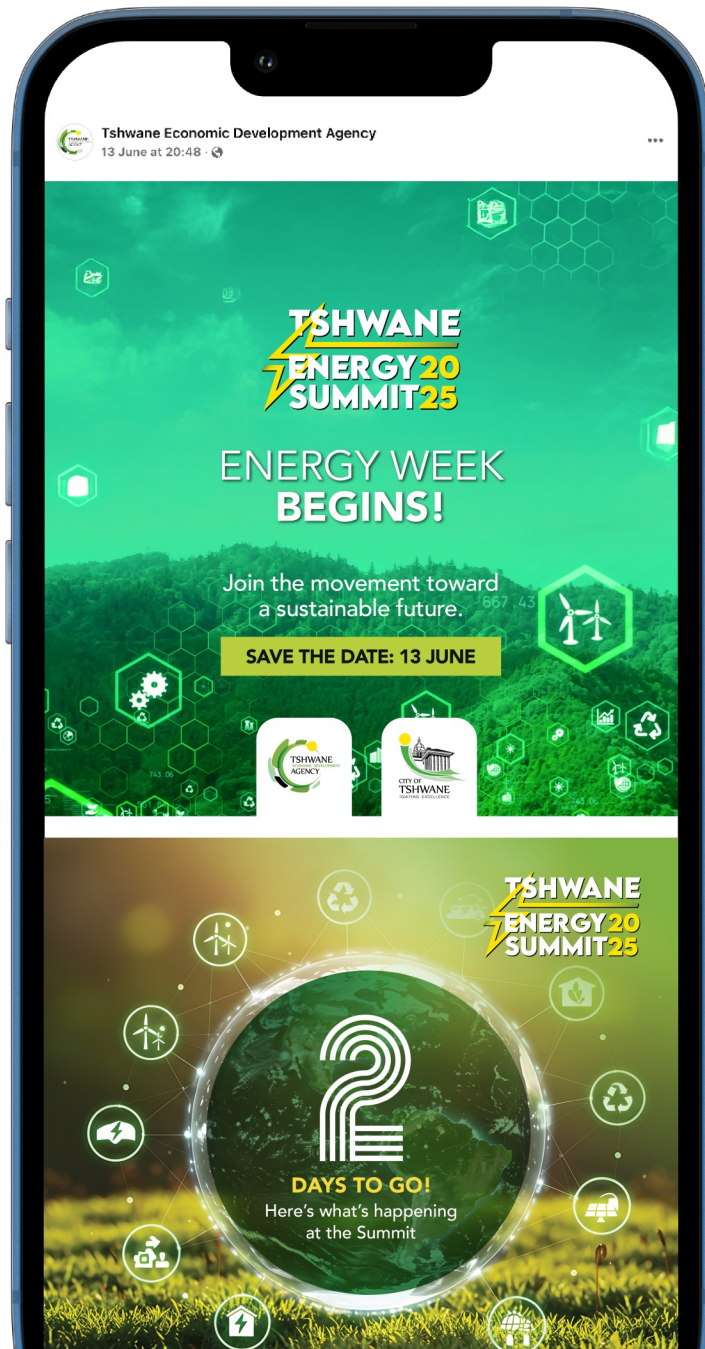




TSHWANE ENERGY SUMMIT 2025

PR & Event Management
Live Social Media Management
Media Buying







A+ IN EVERY BITE

Concept & Design

In-Store Branding

Digital & Social





NARS

PLAYER'S CHOICE

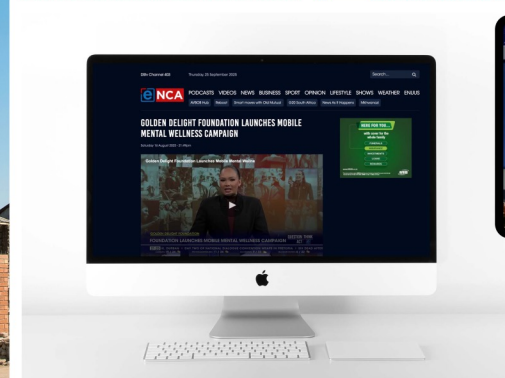
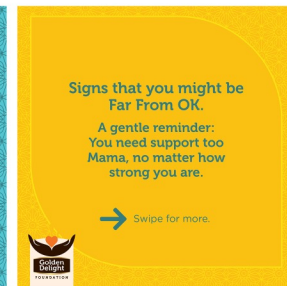
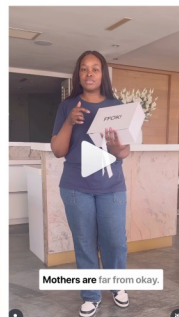
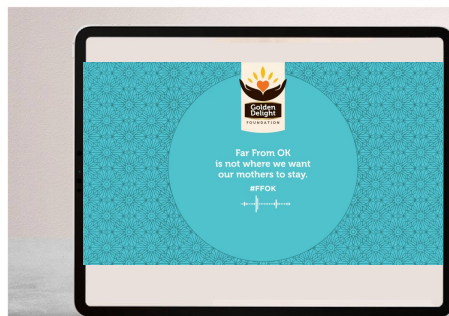
Media Planning
Media Buying
Photography & Design

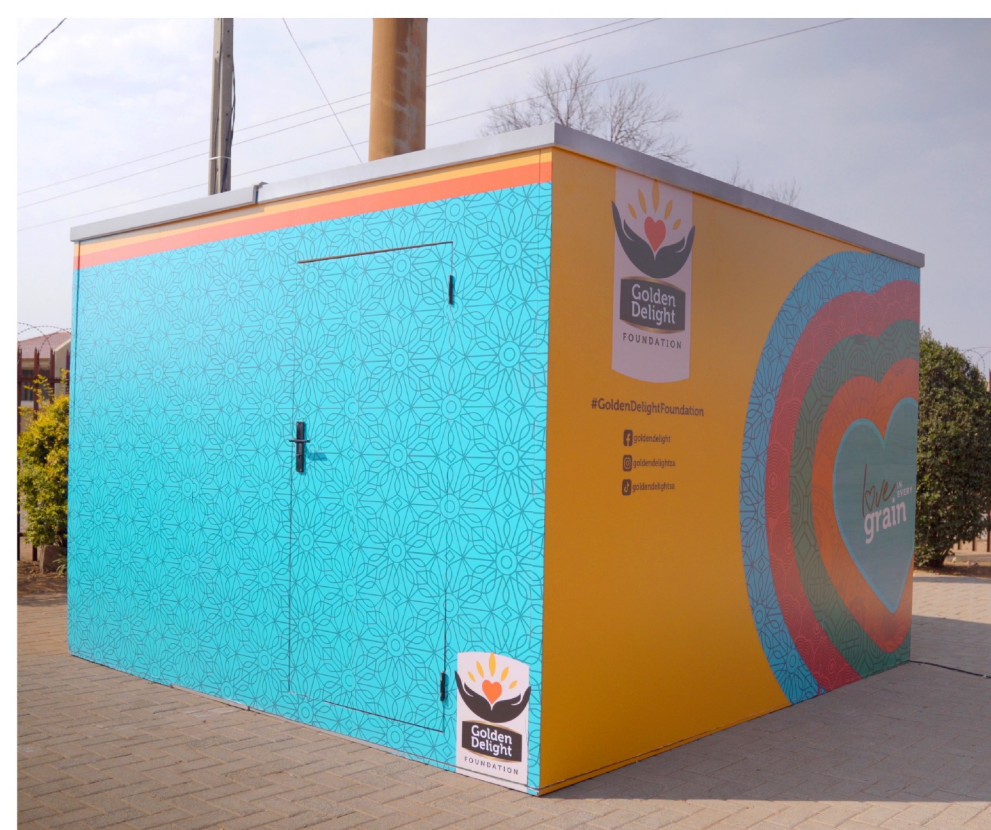




FAR FROM OK!

360-degree Campaign
Media Planning & Buying
PR & Events





Mama, this moment is for you.
You carry so much; for your children, your family, your home. But who carries you? This Women's Month, the Golden Delight Foundation is bringing something special to your community:

A mobile mental wellness clinic, created especially for Mamas like you.
Join us for a day of love, listening, and care. Come as you are. Cry if you need to. Be heard. Be held. And most importantly, be cared for.

What you can experience:

- Free one-on-one consultations with a trained therapist
- A safe space to talk, breathe, and be yourself
- Beautiful surprises, refreshments & support

Date: Saturday 16 August 2025
Time: Starting 10:00
Venue: Bophelong Community Centre 5461, 10th Ave, Bophelong, Vanderbijlpark

SPOTS ARE LIMITED — book your consultation here:
[CLICK HERE TO BOOK](#)

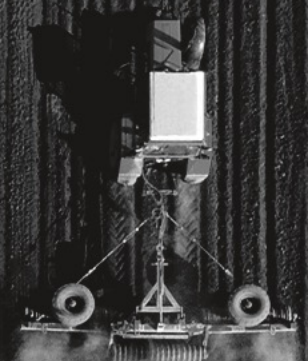
Because Mama, you deserve care too.





A LEGACY RESTORED

Brand Refresh
CI & Stationery
Roadshows





Brand Evolution



Avenir

Abcdefghlmnopqrstuvwxyz
Abcdefghlmnopqrstuvwxyz
Abcdefghlmnopqrstuvwxyz
Abcdefghlmnopqrstuvwxyz
Abcdefghlmnopqrstuvwxyz







A RESCUE MISSION

Corporate Identity
Marketing Strategy
PR & Media Relations

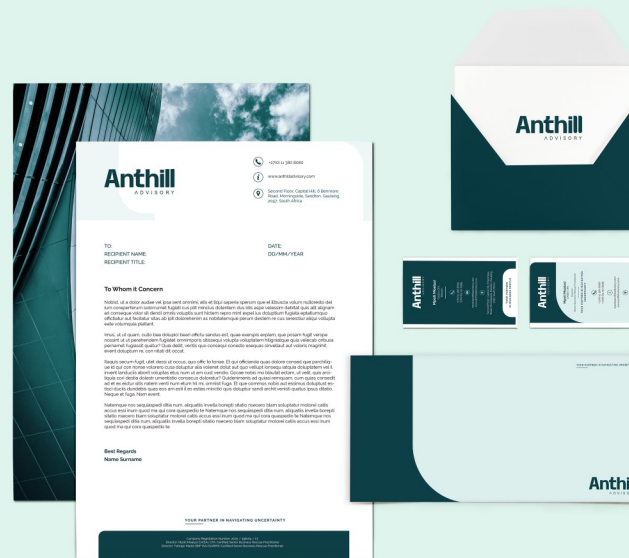
Anthill

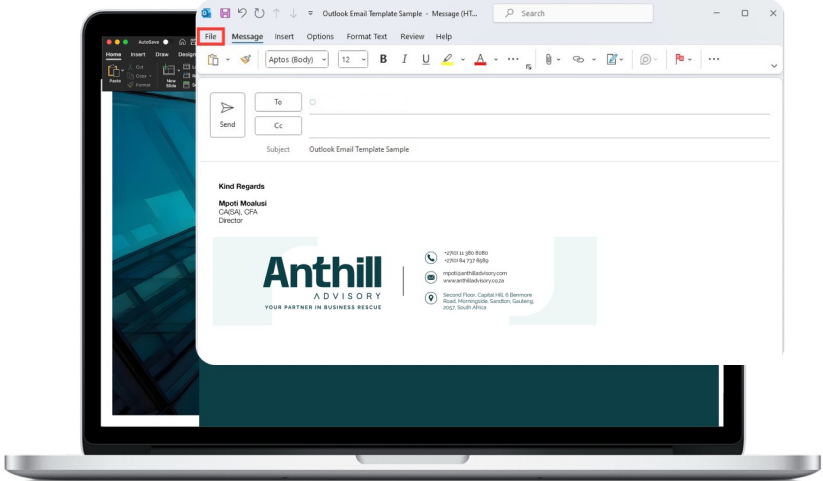
ADVISORY

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz







Council for Geoscience

WOMEN'S DAY

Event Management
Concept & Branding
VIP Guest & Talent Management

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A W A R D S

Awards & *Recognition*

A W A R D S



CICLOPE



Bronze Assegai for 'Frisco Wide Awake Shake' campaign in the Alternative Activations category.

Bronze at Cannes Lion for 'We sent their briefs back' in Promotional Design.

Silver at The One Show for 'We sent their briefs back' in Promotional Design.

3rd place at Creative Circle Ad of the Month for 'Uniball Smudges' in the Radio Category.

Silver at One Show for 'Nissan 100% silent' in the Radio Campaign Category.

Bronze Loerie for 'Nando's Try Something Manual' in the Design Publications Category.

3rd place at Creative Circle Ad of the Month for 'My Kitchen Rules Fork You' in the OOH Category.

Bronze Loerie for 'The Voice S2' in the TV Promo Category.

Gold Promax for 'The Voice S2' in the TV Promo Category.

Gold Promax for 'The Voice S2' in the TV Editing Category.

Silver Promax for 'The Voice S2' in the TV Promo Campaign Category.

Bronze Loerie for 'OLX Side Bae' in the Integrated Campaign Category.

Best in Reel for 'Metropolitan After Tears' by Ididthat, November.

Best in Show for Original Music at Ciclope Festival for 'Metropolitan After Tears'.

Best in Show for Cinematography at Ciclope Festival for 'Metropolitan After Tears'.

3rd place at Creative Circle Ad of the Month for 'Sowetan Know Your Place' in the Print Category.

2nd place at Creative Circle Ad of the Month for 'Sowetan Know YourPlace' in the Film Category.

3rd place at Creative Circle Ad of the Month for Rose's Cordial 'Oh the Places You Won't Go' in the Print Category.

2nd Place Creative Circle Ad of the Month for Tiger Brands 'Cabinet Reshuffle' in the Online Audio Category.

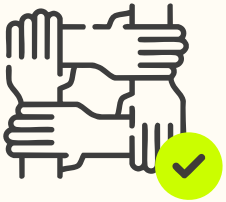
W H Y U S

Why *US?*

● DIVERSE | **DYNAMIC** | DISTINCT

W H Y U S

ORIGINAL IDEAS. PREMIUM EXECUTION.



DIVERSE

Our people are representative of the greater demographic in South Africa, giving us a vantage point of all walks of life, which brings local texture to our work.



DYNAMIC

We are an owner-led and managed agency, meaning you benefit from interacting with the decision-makers, allowing for agility and adaptability when required.



DISTINCT

We don't often go for the first idea or the second; our approach is to push the imagination to create something new in the world.

THANK YOU

 **TONKANA**
MEDIA GROUP

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3 Petrov Drive
Fourways
Gauteng
2191