We are a South African PR and digital marketing agency with a network across Africa. We specialise in positioning your brand as an industry leader with the media as well as harnessing the power of digital tools to deliver integrated communication and digital marketing strategies. Our strategies and tools are engaging and measurable and work across a diverse range of platforms including traditional, digital, mobile and social media.

Our culture of excellence and creativity comes across in everything we do.
To be recognised as the leaders in building brand trust in Africa for our clients and respected as a partner by media. We strive to consistently cultivate a diverse team that upholds global standards and international best practice.
Founded in 2005, MANGO-OMC is an established, dynamic public relations and communications agency based in Cape Town, with a satellite office in Durban and partner agencies in Johannesburg, Kenya, Nigeria and the DRC to service clients based around the country and abroad.
We have a broad, verified and established national and international network of media contacts and partners, and work on multi-channel strategies and campaigns on a national, regional and global (US, Europe and UK) basis for a wide diversity of clients.
COMPANY STRUCTURE

Cape Town office (HQ)
- Nicole
  Owner and Account Director
  - Naomi
    Senior Account Manager
    - Phumi
      Account Executive

Johannesburg office (partner agency)
- Solenn
  Senior Account Manager
  - Christelle
    PR and Digital Marketing Assistant

Adilia Partner Agency Owner and Account Director
- Amoryn
  Account Manager
  - Genevieve
    Senior Account Manager and Backup Account Director

Durban office (satellite office)

Partner agencies: Exclamation Marketing (Kenya and Nigeria), Pygma Communication (DRC) and African Press Organisation
ABOUT MANGO-OMC

○ We have become known for our solution-oriented approach, energy, passion, creativity, attention to detail, tenacity, loyalty and desire to do our very best. We believe in outcome based reporting and measurement systems, and work well to objectives and targets set in partnership with our clients.

○ We work to, and develop, global best practice standards for all projects and retainers – whether national or global. We regularly report back to communication teams based in Europe and the UK and have ensured that we meet international measurement criteria.

○ We are the South African member of the International Public Relations Network, a network of over 70 owner-lead agencies across the globe.

○ The individual team members all bring their unique skill base to the talent pool, from the brand management and broadcast production career paths of top management to the team of PR specialists.
MARKET SHARE

- Although we do not have market share data, we have been able to ascertain through our current client base, ongoing referrals and word-of-mouth that we are established as a reliable, strategically strong, sustainable, creative, adaptable and multi-skilled agency.

- The SpaceStation have been with us for 8 years, Herbalife for 2 years, Professor Apfelstaedt for 8 years, Eat Out Restaurant Awards for 6 years and New Media Publishing continue to utilise our team for their own publications. In an age where clients have the opportunity to move easily, the sustained and ongoing retainers are evidence of our ability to meet and exceed their requirements.

- The ongoing use of our services by media has also given us a strategic strength as we are at the coalface of digital and print publishing in South Africa and therefore given access to insights that offer huge strategic value to our clients.

- We have also never specialised in one specific sector. This has given us the opportunity to grow our network of media and other contacts across industries, including food, lifestyle, health, fashion, beauty, business, property, publishing, sustainability, medical and more – ensuring that we are not only able to service industries across sectors but also have a network of contacts that we make available to our clients across our client base. Some of our most successful campaigns are the result of client-with-client collaborations.
ACCREDITATIONS

- We have been accepted to the **International Public Relations Network** – a global organisation comprising of over 70 owner-lead agencies. This global network gives us access to multiple international territories including the US and UAE.

- We have elected not to join **PRISA** as the membership rates were not reflected in value. However, this decision is reviewed annually.

- We are a member of **Who’s Who** globally. This was achieved through an interview and written submission process and granted end 2014.

- We have been accepted to the **ABC of BEE e-Magazine** as a member, editorial contributor and listed. The submission process was an interview and written submission to Financial Mail.
Our **converged communication solutions** have always included digital, social, broadcast and print media channels. We have built up a **network** of tech geeks, content curators, digital marketers, influencer marketers, social media managers, software developers, SEO partners, graphic designers, videographers, photographers, copywriters and journalists - who form part of our extended team. We undertake both B2B and B2C retainers and projects.

**PRESS RELEASE**
Digital and traditional press releases to secure editorial coverage, interviews and features. Digital releases can contain infographics, podcasts, video and more - ensuring that digital media have all of the multimedia in ONE place.

**INFOGRAPHICS**
These are generated if appropriate and designed at enticing rates by our partner designers.

**PODCAST**
Online interview and subsequent podcast link that is also used for digital releases where appropriate.
OUR EXPERTISE

VIDEO
If appropriate we convert existing PR content into online video to extend the life of the content and make it engaging and shareable via social media and online editorial platforms.

SOCIAL MEDIA
Provision of content to SM teams if required OR strategy OR implementation (as required). This includes Influencer Marketing where appropriate.

DATA ANALYSIS
The digital landscape provides massive amounts of data that we mine for insights and translate into strategy, analysis, reports and newsworthy releases/articles or opinion pieces. Data is gold.
## OUR EXPERTISE

### CRISIS COMMUNICATION / REPUTATION MANAGEMENT

As the communications world becomes more and more of a dialogue, the ability to manage your reputation through proactive and reactive strategies is key.

### DIGITAL MARKETING

The best way to ensure that you’re everywhere you need to be, all the time, is to have a 360 degree approach to your digital marketing strategy. Through our digital marketing services, we make sure that your message is being seen on the right platform, in the right context, at the right time. This includes everything from electronic newsletters to digital campaigns to Google AdWords (PPC) to website development.

### INFLUENCER MARKETING

Influencer marketing in the online space, whether they be bloggers or celebrities, is becoming an increasingly powerful tool. When budget allows we build highly strategic alliances into the overall strategy and we manage the full implementation.
KEY ATTRIBUTES

- **Strong** regional and national **media contacts**. Head office located in Cape Town with strong satellite offices in both Johannesburg and Durban.

- **Established network** that includes: 24.com, Wiki-Africa, the Maker Library Network (British Council), the Swedish Institute, Maboneng Precinct, University of Johannesburg and a plethora of past and current clients who are valuable network partners and potential collaborators for campaigns.

- **Multi-channel strategy** approach (national, regional and local campaigns). We have partner agencies in Twyne (**creative studio-JHB**), Fabriek (**web developers-CPT**) and Firestarter (**video production-DBN and national**).

- **Converged communication ethos** – We work with digital, social, broadcast and print media channels along with a network of tech geeks, media, digital marketers, SEO partners, videographers, photographers, copywriters and journalists.

- **Experienced** - We believe in outcome based reporting and measurement systems and work hard to reach the objectives and targets set in collaboration with our clients. The management team experience is applied to every account and account direction is owner-lead.
SERVICES

MANGO-OMC has extensive experience in converged strategies and is able to advise on:

Reputation management
Corporate social investment projects
Newsworthy topics
Media training
Media partnerships
Editorial coverage
Social media strategies
Media launches

Blogger networks
Consumer and business campaigns
Communication and crisis communication strategies
Marketing support
Media and key spokespeople hosting
Writing – opinion pieces, articles, press releases, copy for advertorials, web content and more.
“Our experience of working with MANGO-OMC has only been positive, we absolutely love working with Nicole and the team and really feel as if we are all one company striving toward the same goals. Each and every year they over deliver on PR value for Eat Out, just when we think we have hit a ceiling, Nicole and the team go ahead and deliver beyond expectations. Their agility is impressive and they really get the results time after time.

I have to also add during a PR challenge, I would never want to have anyone else by my side, Mango-OMC manage difficult situations with pace, professionalism and to complete solution. They are all delightful to work with, super clever and a truly fabulous partner – we simply couldn’t do it without them!

Here’s to the next 5 years!.”

Aileen Lamb
General Manager, Consumer Division, New Media

“If asked to describe MANGO-OMC in one word I would say innovation. Nicole Capper and her team are one of the best out there and I highly recommend their services to any new client. ”

Colleen Carstens
Former HR Manager: Corporate Social Investment, The Foschini Group

“The MANGO-OMC team quickly became an extension of the Ikamva Labantu brand. As an NGO with limited resources, we expected a professional, yet no-frills approach and instead MANGO-OMC exceeded expectations.

By elevating our brand and cause message, they were able to attract pro bono partners and support and in doing so, helped reach a 10 fold return on investment – simply by working smart and truly understanding our unique position in the media space.

MANGO-OMC is a team of specialists and thought leaders in their industry. Partnering with them has been a joy!”

Ronell Jordaan
Fundraising Manager, Ikamva Labantu

“MANGO-OMC listen, challenge, focus and innovate by looking beyond standard PR tactics to make a real impact. ”

Nadia Boucher Coombe
Former Head of Marketing, 24.com
"I have worked with MANGO-OMC for several years and most recently on a complex integrated communications project which required a lot of retrospective analysis and alignment of various digital communications strands. They were creative, yet structured, responsive and professional in the approach and flexible to our specific needs. Under their watch for the period of a year, the project developed an excellent community base due to their building of the relationships and they managed high volume content creatively and often went beyond their original mandate to achieve the objectives of the project. They were especially proactive on the reputational demands which were critical.

We relied on them to guide us and our client strategically, they were strong creatively and executed the campaigns, staying on point and working as part of a diverse team. I personally valued their counsel."

Wayne Lowe
Senior Director, Strategic Communications EMEA, FTI Consulting

In tourism people always advocate 'experience' and 'living it' and 'word of mouth' and 'connection'. In PR however this is more rare than you would expect.

It is quite rare to encounter a PR agency that both understands what works in an online (magazine) environment, the potential virality with extra effort & resources, and also still respects our editorial processes.

MANGO-OMC is one of the very few. We have worked with them on several campaigns and they have always over delivered on commitment, fitting editorial angles, content and winning activations. And as a result I always take their calls and always try and make something work (which is what you really want from a PR agency as a client I can imagine). Without fail, they know it's not about fluffy numbers, but about real result.

Marc Zandhuis
Publisher, CapeTownMagazine
COMMUNICATION CHANNELS

- NEWSPAPERS
- RADIO
- DIGITAL MEDIA
- SOCIAL MEDIA: Facebook, Twitter, YouTube, Instagram, Pinterest
- MOBILE
- WEBSITE
- BLOGGERS AND INFLUENCERS
- TELEVISION
- MAGAZINES
MEASUREMENT AND REPORTING

Weekly telephonic status meetings

Monthly status reports

Traditional and social media monitoring (usually through ROI, unless clients have a preferred media monitoring supplier).

Tailor-made reporting systems according to client’s requirements/objectives. This crucially includes measurement of digitally driven campaigns.

Monthly face-to-face client meeting

Online Reputation Management (through ROI or clients preferred supplier)
ROi is our preferred service provider for social media and media monitoring (print, broadcast and online) in South Africa. We adapt our reporting methods according to the preferred service provider that the client uses should they not wish to utilise ours.

It is important to note that there is no industry standard for online AVE measurement and every Media Monitoring Agency uses their own algorithms and formulas to assign Rand values for digital and social media exposure.

We therefore do not only measure AVE. We do the following:
- Select 5 criteria that the client wishes to measure. This could be spokesperson quotes, product visual, link to the website or a brand mention – each clipping is read and analysed for meeting these criteria.
- Include reach where possible.
- Measure sentiment – positive, negative and neutral.
- Allocate categories with the client. For example: corporate communication (regulatory, foundation, pension fund and employer brand communication), consumer, VS gaming etc. each clipping is then tracked according to the category so that the reporting allows for segmented targeting and analysis of publicity.
MEET THE TEAM

Nicole
Account Director & Owner

Adilia
Partner Agency Owner and Account Director (JHB)

Genevieve
Backup Account Director and Senior Account Manager (DBN)
MEET THE TEAM

Naomi
Senior Account Manager

Solenn
Senior Account Manager

Amoryn
Account Manager
MEET THE TEAM

Phumi
Account Executive

Christelle
PR and Digital Marketing
Assistant
Nicole Capper, (Owner of MANGO-OMC) believes in the ability of communications to support a wide range of business goals. Her razor-sharp strategic mind allows her to get to the heart of an issue quickly and succinctly; while her innate understanding of the traditional and new media landscape has resulted in a strong network of long-term, mutually beneficial partnerships. Sustainability and collaboration are what make her tick. Attention to detail and excellent organizational abilities are how she gets things done. Nicole has successfully conceptualised and forged some of the most creative third party joint marketing alliances for MANGO-OMC’s clients.
Senior PR Practitioner for 16 years.

- Took over full ownership of MANGO-OMC in 2011.

**Strengths:**

- Strong strategic experience and industry knowledge.
- Vast media network.
- Collaborative mindset that builds sustainable relationship networks for both clients and MANGO-OMC.
- Strong project management.
- Strong budgetary skills.
- Strong reporting skills based on a true understanding of the ROI required by brands.
- Holistic experience in marketing and PR.
- Strong technological understanding.
- Decades of business experience across a diverse client base.
- Experience in the United Kingdom through the Institute of Chartered Accountants of England & Wales (Digital Publishing).
- Effective team manager.

**Accounts managed:**

Account Director for the entire client base, day-to-day management is done via the Account Managers with no micro-management. Processes are in place for effective quality control and Genevieve Cutts is the back-up Account Director for high-level decisions to be taken in her absence.
Adilia Teixeira Joubert (Partner Agency Owner and Account Director, JHB) has been successfully running her own agency since 2006. She has over 14 years of experience in the PR industry and during this time she has worked across different industries giving her the opportunity to develop excellent media relationships in different sectors. Adilia has a strong command of the traditional media landscape and prides herself in seeing opportunities that may not be immediately apparent. Listen Up and MANGO-OMC have been working together for over 2 years and have formalised their relationship to become partner agencies. This move was made easy as both companies and owners have similar beliefs in fostering long-term client relationships by showing dedication to understanding the client’s business and overall objectives and developing actionable strategies and executing them with measurable results. Adilia is a Chartered Public Relations Practitioner and registered with PRISA.
ADILIA TEXEIRA-JOUBERT

Senior PR Practitioner for 10 years.

- Worked for an agency specialising in celebrity and entertainment PR for 4 years.
- Started Listen Up in 2006.
- Worked with MANGO–OMC early 2015 and formalised our partnership late 2015.

Strengths:

- Dedicated to my work and my clients.
- Diligent and hard working.
- Passionate about the causes I believe in and the PR industry.
- Great media relationships across different sectors.
- Strong industry knowledge.
- Well organised.
- Methodical thinker.
- Strong project and client management.
- Holistic experience in marketing and PR.
- Over a decade of business experience across a diverse client base.
- Hands on approach.
- This allows me the opportunity to immerse myself in my work and my client’s needs.

Accounts managed:

Account Director for the entire client base, I am assisted with day-to-day account management by my Account Manager. The business is run on a day-to-day basis by our Managing Partner who also provides communications strategy for a broad range of industries.
Genevieve Cutts (Backup Account Director) started in PR in 1996 at the renowned Market Theatre. With two decades of PR experience she has worked extensively in television and theatre - the highlight of which was creating the in-house publicity team for SABC 3’s soapie, Isidingo. She worked with the series’ production company, Endemol South Africa, for over seven-years. More recently she has developed and executed consumer and B2B campaigns for lifestyle, travel, food, media and sustainability brands like Red Bull, DStv Online, The SpaceStation, 24.com, Premier Resorts and Hotels, Fry’s Family Foods and Fairtrade Sugar. Genevieve is driven by the desire to work with projects she can connect with and believe in. She believes wholeheartedly in PR’s ability to shift mindsets and make a tangible difference in the world.
GENEVIEVE CUTTS

Senior PR Practitioner for 21 years

She started her career in 1996 in the days when PR was about face-to-face interaction with journalists. Her PR ethos is built on a foundation of relationship management and deep respect for journalists and editors.

Competencies:

With a background in broadcast and theatre, Genevieve entered the PR field in the world of theatre where she learnt what it meant to be a tenacious and focused publicist, working in an arena that very few journalists understood and very few editors allowed column/centimetres for.

After her years in theatre, she moved into the TV industry where she established and managed an in-house PR department for one of SA’s biggest TV shows. Through her time heading up the communications portfolio for a large, independent production company she learnt the ins and outs of TV production and broadcast.

Strengths:

- Exceptional multi-tasking skills that allow her to work efficiently and quickly.

Accounts managed:

The SpaceStation, Krypteum, Herbalife South Africa

Number: 3

- Strong strategic mind-set.
- A long-term and very solid track record in PR – decades of experience.
- Good network of media in the fields of business and lifestyle (nutrition and foods).
- Very good people and communication skills.
Naomi Willemse (Senior Account Manager) has been part of our team for more than three years. She is a UNISA BA Communications Science Degree graduate and has over ten years of PR experience on a diverse range of sectors; from local government to NGO’s to lifestyle and consumer products. Naomi brings with her strong Afrikaans language skills, a passionate social conscience and a love for travel, spicy foods and photography. She believes that good communication, honesty and integrity are important to build strong and meaningful relationships. When not at work, she is a DIY queen and mother at home or out with her family.
Competencies:

- Over ten years of experience in PR for a very wide range of clients.
- Strategic planning and execution of identified activities.
- Experience working with both private and government related projects or organisations.
- Reputation management and crisis communication experience.

Strengths:

- Strong writing and communication skills in both English and Afrikaans.
- Creative thinking to identify publicity opportunities.
- Well-developed media and client liaison skills.

Accounts managed:

Senior Account Manager for Careers24, Eat Out Mercedes-Benz Restaurant Awards, TowerStone leadership centre, Beat the Price, nlighten and Bluekey Seidor

Number: 6
Solenn Arzur (Senior Account Manager) Solenn has recently joined the team at MANGO-OMC. She relocated to South Africa in 2018, after working in London, Paris and Spain. She has a Bachelor in Psychology and a Master’s Degree in Sciences of Information and Communication from CELSA-La Sorbonne University. Her background in the luxury industry and public sector in Europe has brought global thinking, best practise and an analytical approach to the team.

A member of IBASA and Business Advisor in South Africa, Solenn believes that a strong communicator and PR Manager has to have not only a strong background in communication but in business and risk management too, in order to deliver on a client’s objectives.
SOLENN ARZUR

Competencies:
- 10 years of experience working in Communication and Public Relations in-house and agencies.
- Project management
- Communication and Marketing strategy
- Crisis communication and risk management
- Event Management (Top clients)
- Managing budgets

Strengths:
- Analytical and global thinking with a touch of creativity
- Strong understanding of context
- Communication and writing skills in both English and French
- Team player
- Perfectionist and tenacious

Accounts managed:
Senior Account Manager
For Doctor Justus Apffelstaedt, Citizen Surveys
Amoryn Golden (Account Manager) entered the media industry seven years ago as a news journalist and climbed the ranks to get to editor. Her introduction to the PR industry started at Hirsch’s Homestores where she was responsible for brand activations and publicity for various brands such as Samsung, LG, Smeg, Alba and Whirlpool. She has been working in the PR industry for four years and has practical experience working across many different brands, giving her the opportunity to build an extensive media network.
AMORYN GOLDEN

Competencies:

- A proven ability to use all forms of media (print, broadcast, online and social) to build, maintain and manage PR campaigns.
- Respected member of PR and creative teams.
- Ability to conceptualise and implement PR campaigns that effectively communicate, reinforce and build brand messages.
- Experience working for home appliance brand Hirsch's Homestores which has 17 branches across South Africa.

- PR and communications professional with an ability to understand a specific target market.

Strengths:

- Good English and Afrikaans communication skills
- Research skills
- Writing skills
- Creativity
- Ability to identify target markets and create messages to communicate with them
- Broad media network
- Experience working with household brands

Accounts managed:

Lardiere Fine Foods, Simply Asia Gauteng, EvenMe!, Herbalife South Africa