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2026 Agency Profile

2026 Agency Profile





Agency Profile

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2. Our People
3. What We Offer
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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 delivering 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.



The Premium *PROMISE™*

Our mission is to consistently deliver on a standard beyond the ordinary. **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*

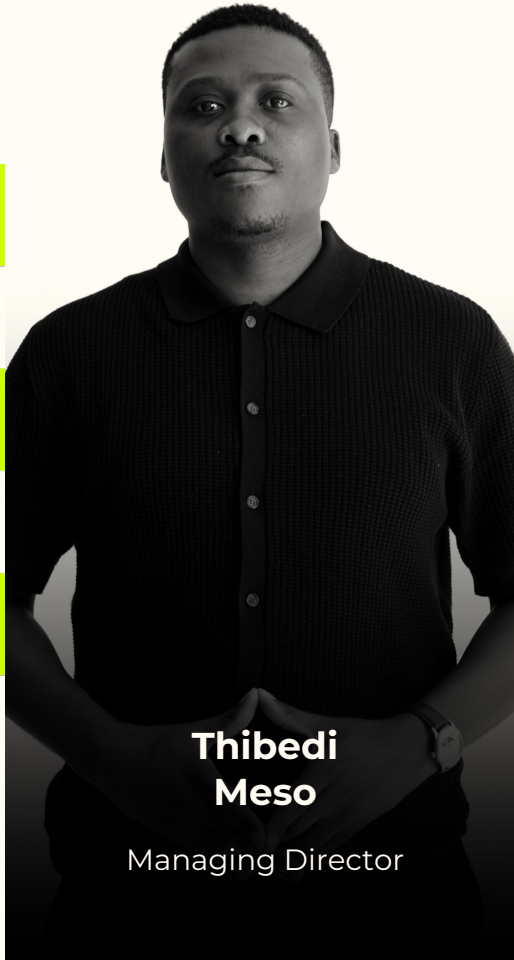
● CREATIVE | **STRATEGY** | PRODUCTION

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



Thabang Manyelo
Senior Graphic Designer &
Animator



Hunadi Mashilo
Senior Copywriter



Letsholo Kgosimore
Senior Art Director



Lethabo Malakalaka
Social Media Manager

O F F E R I N G

What

WE OFFER

● INTEGRATED CREATIVITY

O F F E R I N G



TONKANA
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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 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™



O U R W O R K

Our
WORK

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

O U R W O R K

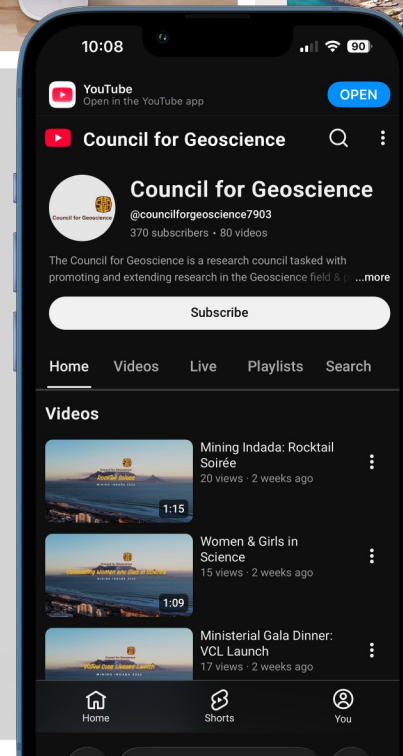
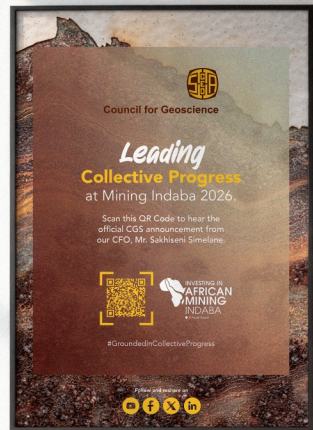


Council for Geoscience

MINING INDABA 2026

SCOPE:

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



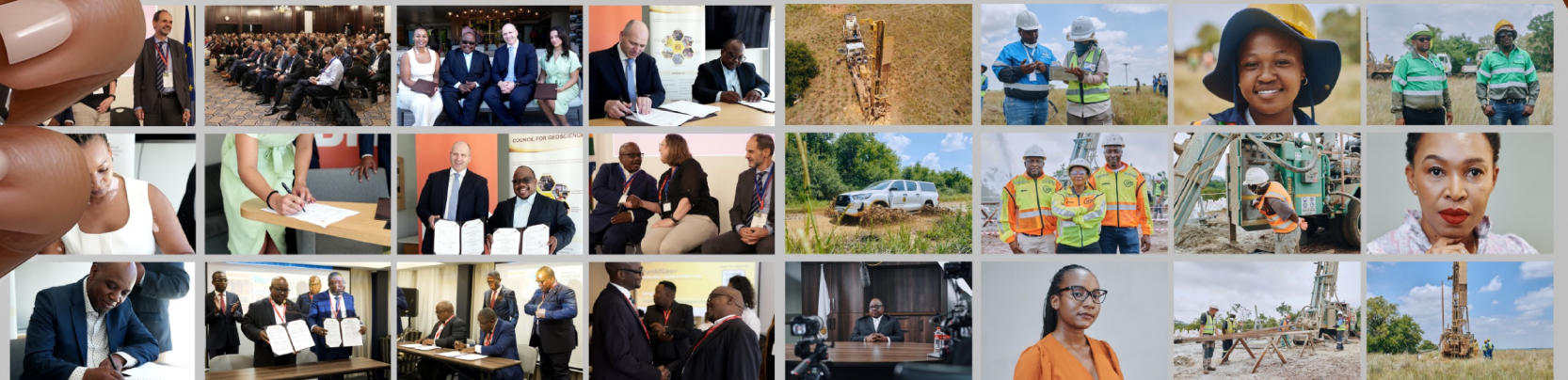
210 551+
IMPRESSIONS

107346+
PROFILE VIEWS
DURING MINING INDABA

2668+
MINUTES OF
VIDEO WATCH TIME

404+
NEW FOLLOWERS
ACROSS PLATFORMS

9278+
TOTAL
ENGAGEMENTS





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.

PUBLIC RELATIONS



SOCIAL MEDIA



EVENT: ROCKTAIL



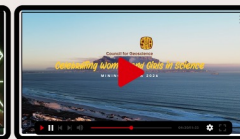
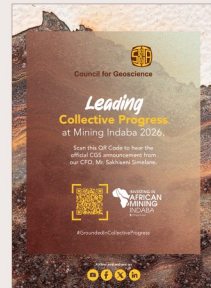
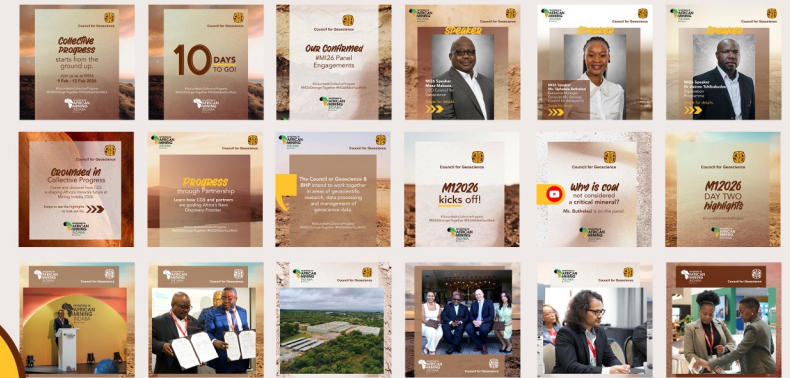
Council for Geoscience

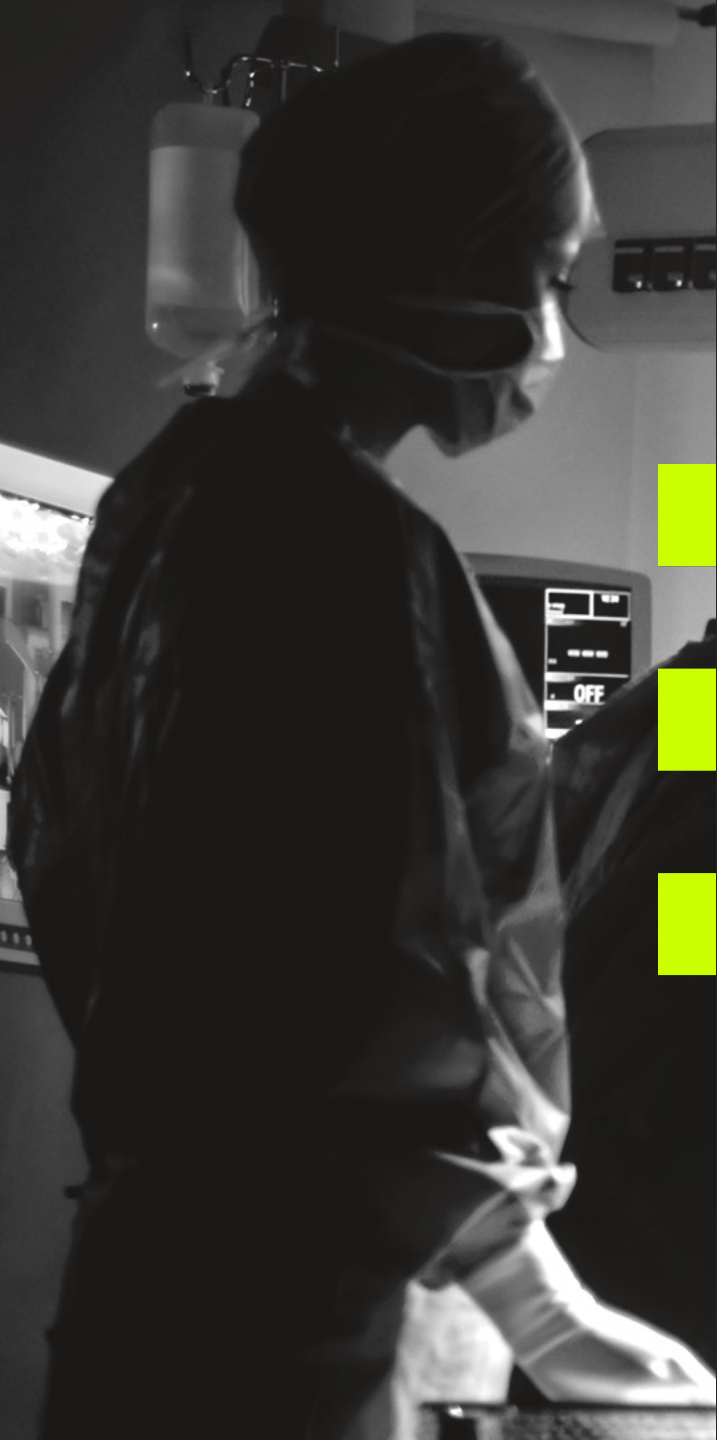


INTERNAL COMMS



YOUTUBE

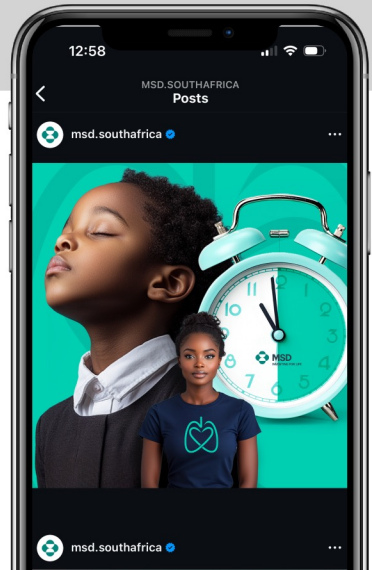
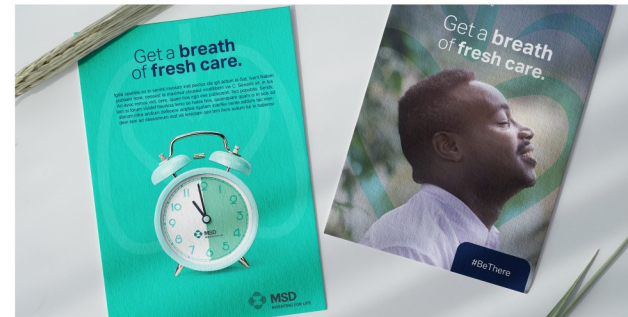
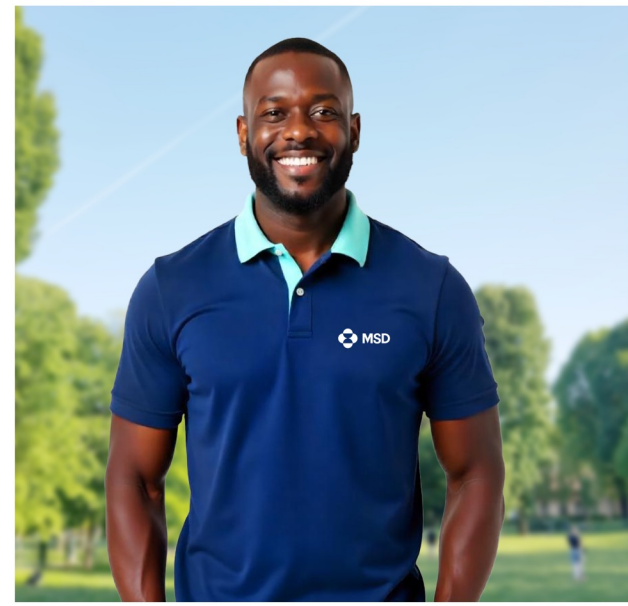




*A BREATH OF
FRESH CARE*

Concept & Branding
Digital & Social
Activation





New Message

To: _____

Subject: _____

A breath of fresh care.

#BeThere

Offer Your Patients a Breath of Fresh Care

Dear GP,

Lung cancer treatment is evolving, and immunotherapy is at the forefront of this revolution. By harnessing the body's immune system to target and fight cancer cells, immunotherapy offers new hope, especially for patients in advanced stages. With improved survival rates and fewer side effects compared to traditional treatments, it's a powerful option that you can offer your patients.

At MSD, we're committed to supporting healthcare professionals like you. Explore our comprehensive resources on immunotherapy, including treatment guidelines, patient education materials, and upcoming webinars designed to keep you informed on the latest advancements.

Did you know?

Lung cancer is the leading cause of cancer deaths globally.

#BeThere

Catch it early & breathe easy

On the bright side, there is a 5-year survival rate of 56% when it's detected early.

#BeThere

A breath of fresh care.

#BeThere Book a screening today.

MSD
INVENTING FOR LIFE

"Early lung cancer detection saved my life. It could save yours too."

-Mari, 34, Centurion.

#BeThere

Give your patients a breath of fresh care.

For patients with early-stage lung cancer, the 5-year survival rate is almost 50%.

#BeThere

Give your patients a breath of fresh care.

Immunotherapy uses your immune system to fight cancer.

#BeThere

MSD
INVENTING FOR LIFE

About 25% of lung cancers are found incidentally on chest imaging.¹

Don't wait for symptoms. Encourage at-risk patients to get screened for lung cancer.

Give your patients a breath of fresh care.

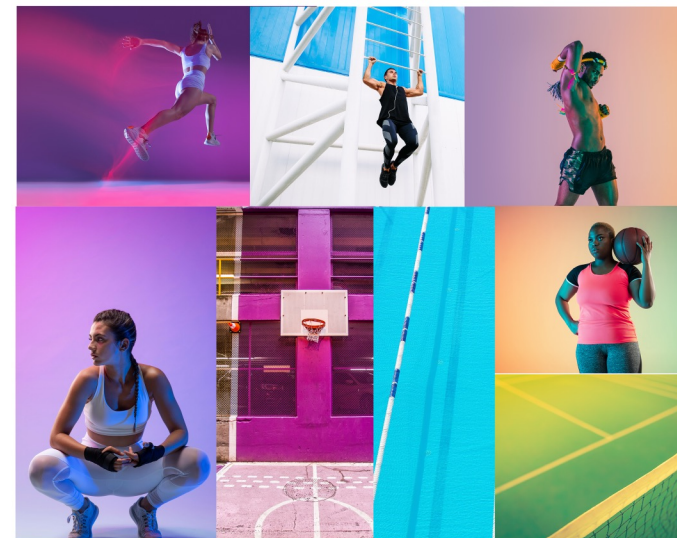
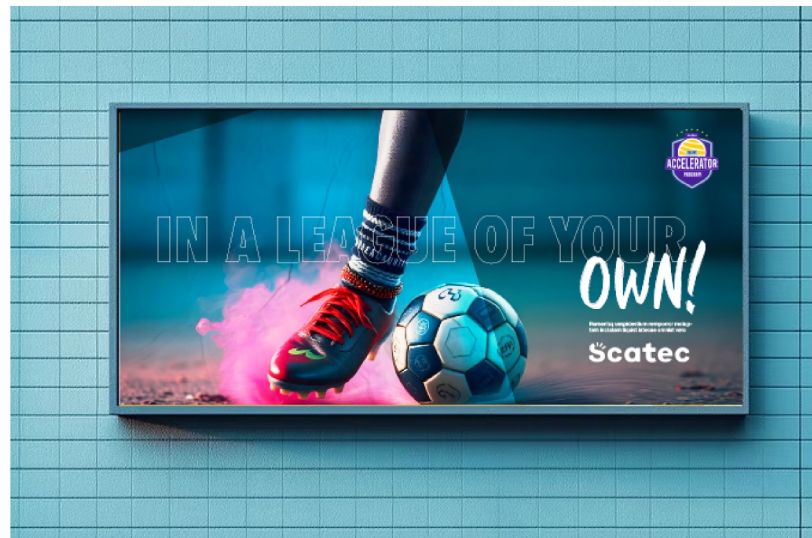


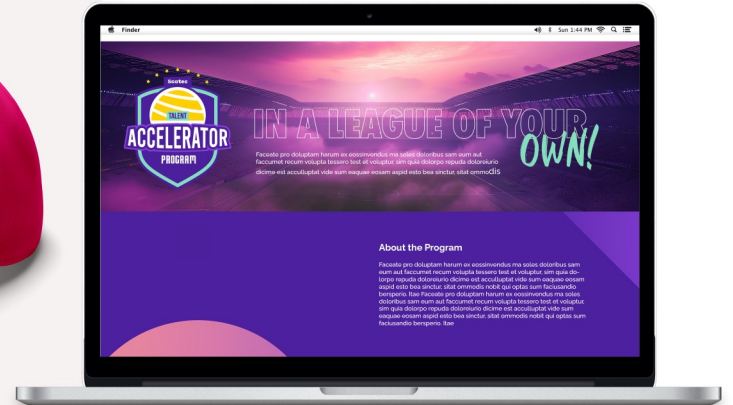


Scatec

*TALENT
ACCELERATOR
PROGRAM*

Concept & Branding
Internal Comms
Activation & Merchandise



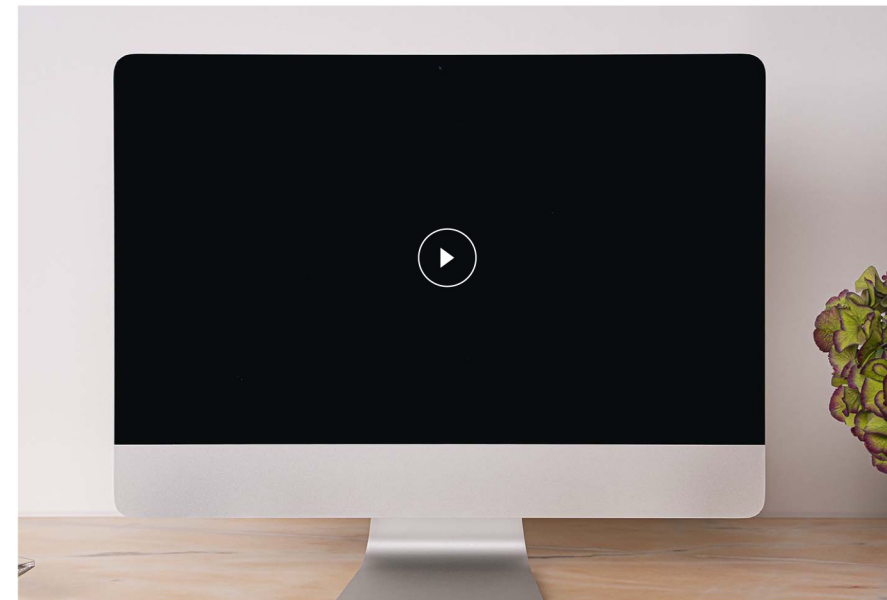
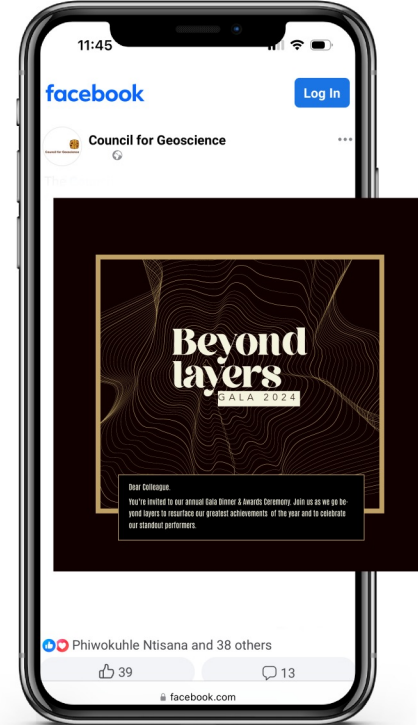
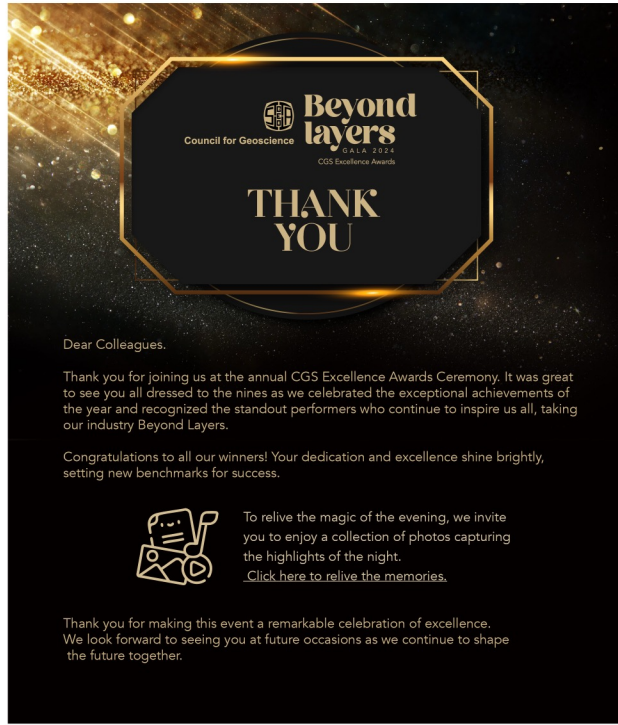
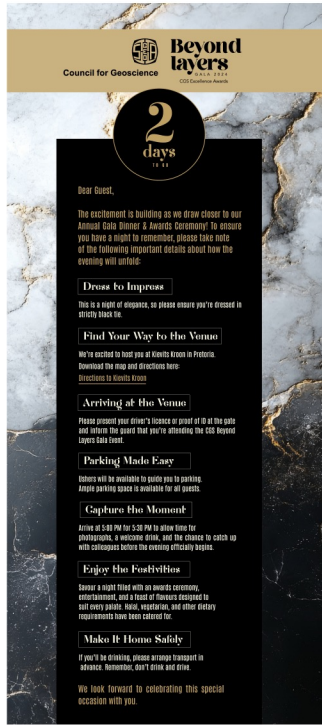
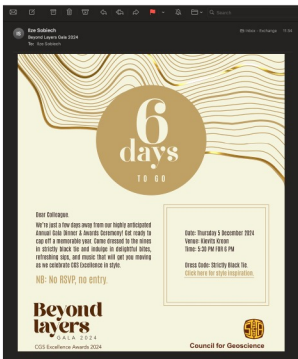
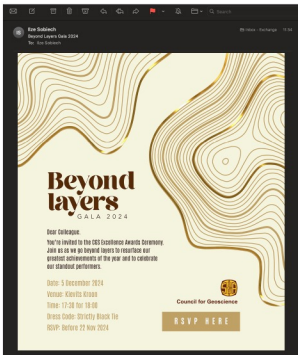


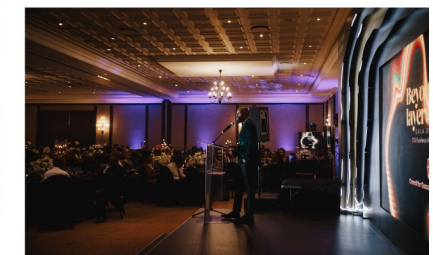


Council for Geoscience

BEYOND LAYERS

Event management
Concept & Branding
VIP Guest & Talent Management



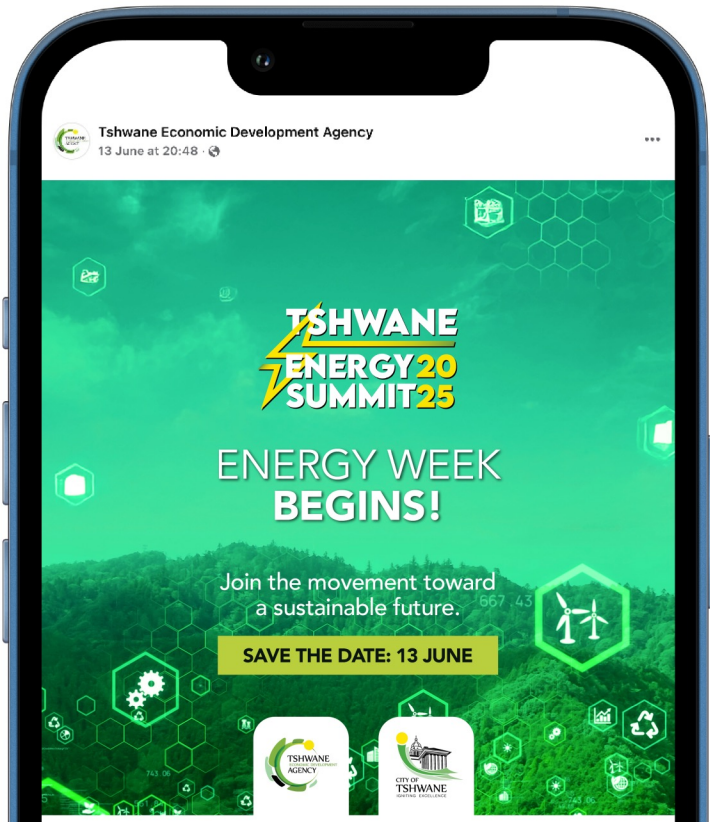




TSHWANE ENERGY SUMMIT 2025

PR & Event Management
Live Social Media Management
Media Buying







MELROSE

A+ IN EVERY BITE

Concept & Design

In-Store Branding

Digital & Social

MELROSE
GETS
A+ in every BITE
Lunchbox treats to nourish growing minds.

Stand a chance to WIN your share of R50,000 in Smart Shopper Points!

Buy any Melrose product and swipe your Smart Shopper card to enter.

Pick n Pay

Mom remembered Melrose



MELROSE
GETS
A+ in every BITE
Lunchbox treats to nourish growing minds.

Mom remembered Melrose

10:32

MELROSECHEESE.SA Posts Follow

melrosecheese.sa

MELROSE
GETS
A+ in every BITE
Lunchbox treats to nourish growing minds.

Mom remembered Melrose

melrosecheese.sa Melrose gets A+ in nutrition, A+ in taste, and A+ in happy tummies! Bring real cheese and real love to every lunchbox and make snack time... more

4 March

melrosecheese.sa
melrosecheese.sa · Original audio

MELROSE
GETS
A+ in every BITE
Lunchbox treats to nourish growing minds.

Mom remembered Melrose

MELROSE
GETS
A+ in every BITE
Lunchbox treats to nourish growing minds.

Mom remembered Melrose



NARS

PLAYER'S CHOICE

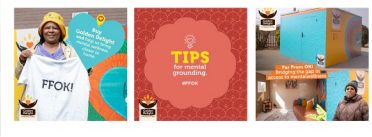
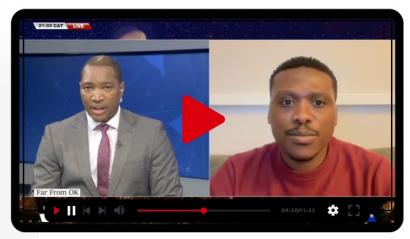
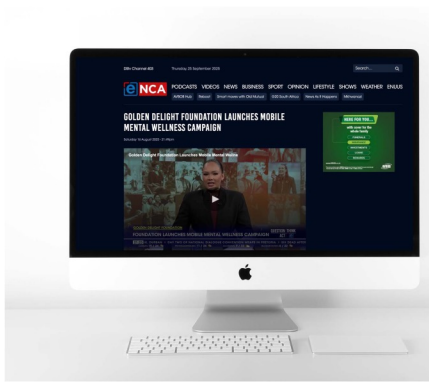
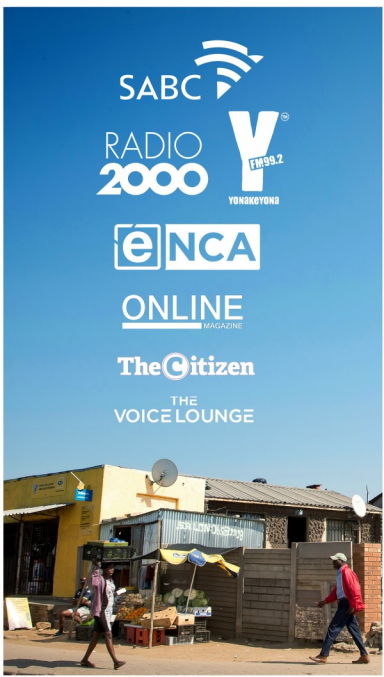
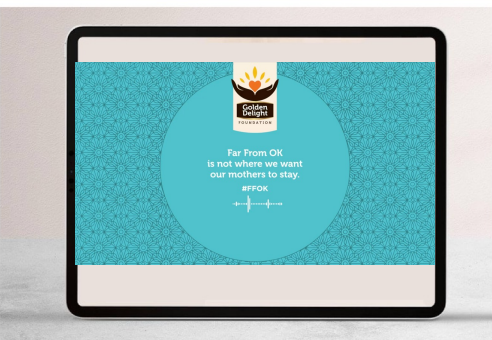
Media Planning
Media Buying
Photography & Design

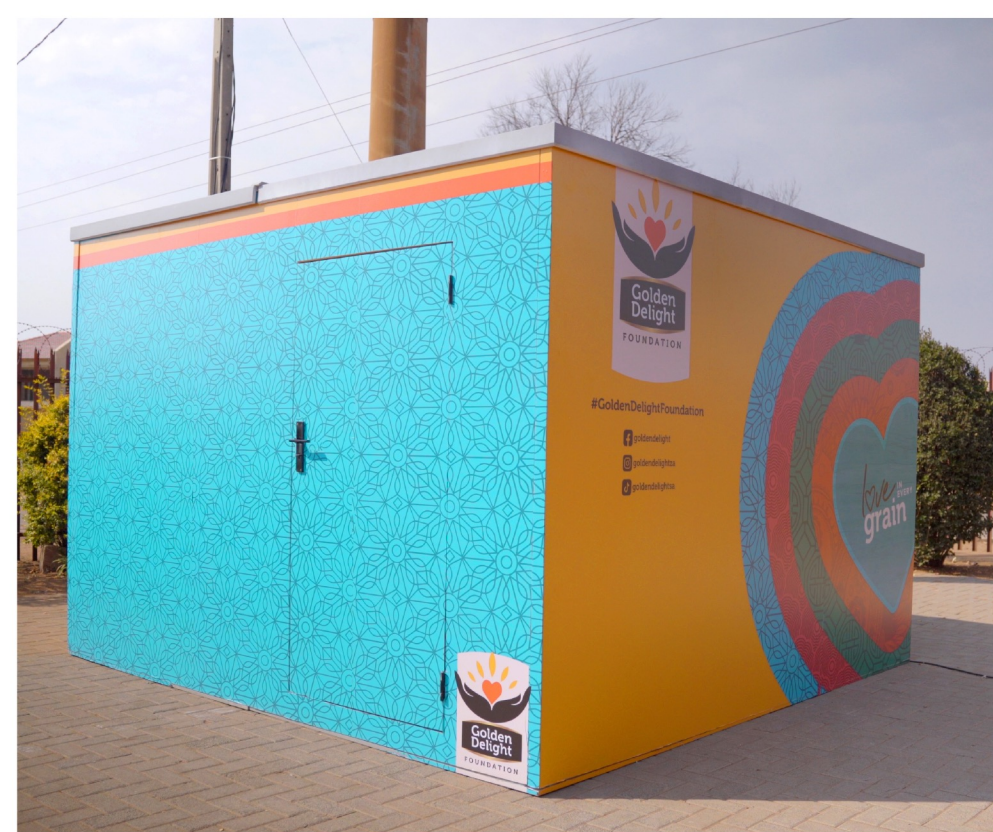




FAR FROM OK!

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.

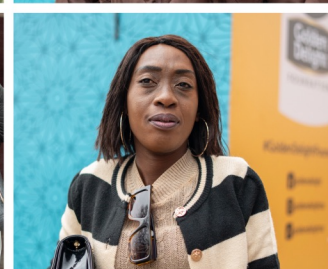
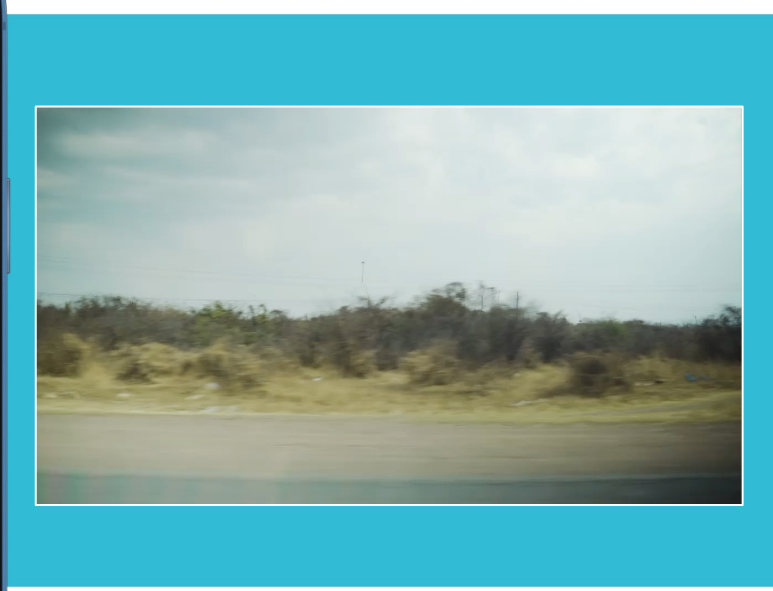
What you can experience:

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

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

Because Mama, you deserve care too.

Date: Saturday 16 August 2025
Time: Starting 10:00
Venue: Bophelong Community Centre 566, 5th Ave, Bophelong, Vanderbijlpark



An aerial photograph of a road sweeper machine operating on a road. The machine is positioned at the top of the frame, moving downwards. It is kicking up a large cloud of dust or debris behind it, which trails down the length of the road. The road surface shows distinct tire tracks and lane markings. The overall scene is in black and white, with the dust providing a stark contrast.

t&sl.^{LTD.}

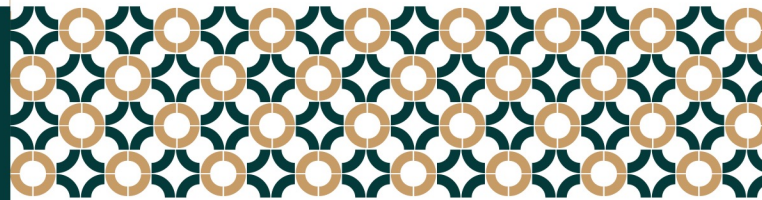
A LEGACY RESTORED

Brand Refresh
CI & Stationery
Roadshows

TSL
LIMITED

Brand Evolution

tSL. LTD.



Avenir

Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz







Anthill
ADVISORY

A RESCUE MISSION

Corporate Identity
Marketing Strategy
PR & Media Relations

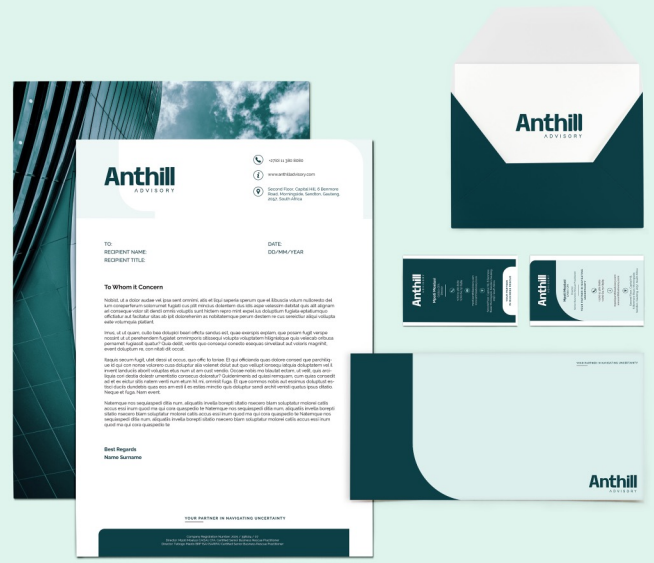
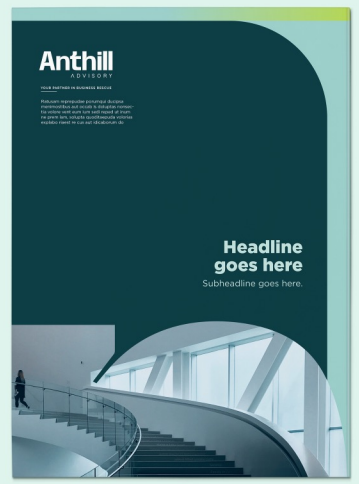
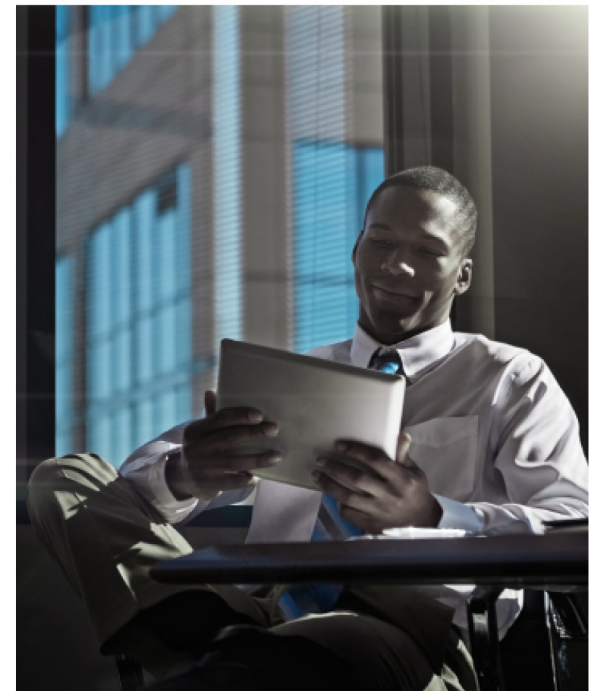
Anthill

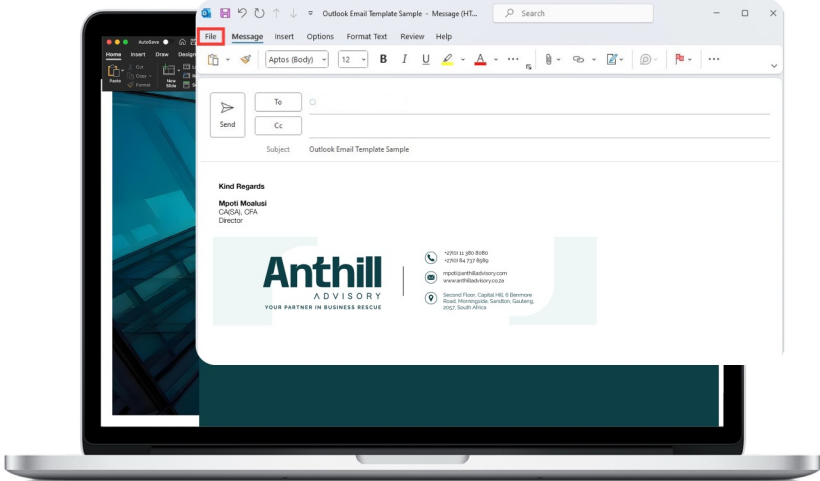
ADVISORY

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz





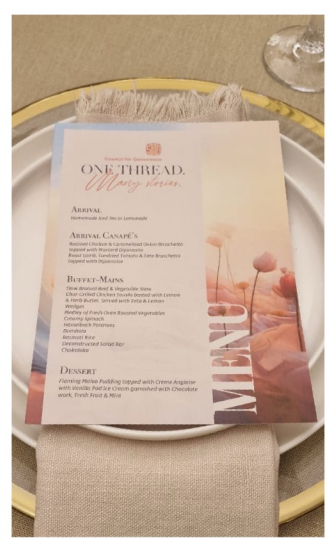


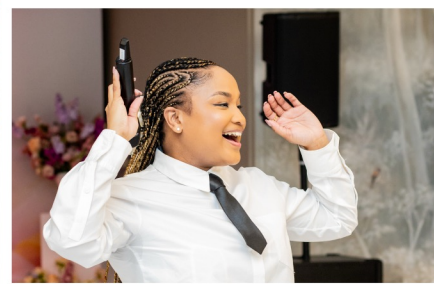
Council for Geoscience

WOMEN'S DAY

Event management
Concept & Branding
VIP Guest & Talent Management







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 Petroy Drive
Fourways
Gauteng
2191