

BREAKING: Ireland/Davenport changes its name

Ireland/Davenport (ID) celebrated its 13th year at its office in Illovo, Johannesburg this evening and to mark the occasion along with its increase in black ownership from 25.1% to 51%, the boutique communications agency has been renamed Collective ID.

ID

COLLECTIVE ID

The new name builds on the agency's creative heritage, while harnessing the capabilities, insights and talents of a new group of executives.

"Collective ID acknowledges and recognises where we have come from, and clearly defines who we have grown into," says new managing partner and executive client services director Brenda Khumalo.



Qingqile Mdlulwa and Brenda Khumalo

"A collective is a group that shares common values and interests, and works together to achieve a common objective, and that's exactly what Collective ID does," adds also recently appointed managing partner and ECD Qingqile 'WingWing' Mdlulwa. "We're a visionary collective – transformation has united us and sits at the heart of everything we stand and strive for."

John Davenport adds, "This is an incredibly exciting new era for the agency. Our new structure and new additions to the



John Davenport

leadership team make the agency genuinely relevant to SA as a society, which is vital, because if an agency isn't relevant it struggles to craft messaging that resonates with consumers. As a team we are just as committed as ever to the creative excellence for which the agency is known. Relevance and excellence are the two things that drive everything we do."

Mdlulwa is quick to point out that marketing, advertising and communication is all about transformation: transforming ideas into meaningful authentic results-driven campaigns; transforming perceptions into future brand value; transforming problems into solutions, possibilities into opportunities, wishes into dreams; and transforming products and services, communities, markets, industries.

Transformation runs through every strand of Collective ID, extending into the way they want to work with each other and their clients. "Gone are the days of the 'power of one'. We believe in the power of all, and by tapping into the resources of everyone we'll create a valuable competitive advantage," believes Khumalo.

Here the word 'collective' encapsulates and reinforces the cooperative way in which Collective ID wants to work – combining experiences and expertise, collaborating in the name of collective wisdom, and working together to unlock the skills and talents of everyone.

Khumalo says that empowerment and transformation go hand in hand and that they are committed to empowering and collaborating with everyone they work with through dynamic engagement, skills development, training and mentorship.

At Collective ID, transformation means so much more than adhering to codes and charters.

"It's about transforming the customer experience through deep insight and understanding, transforming our industry by tapping into the rich, diverse South African culture and heritage, and transforming lives, whether they are consumers, customers, clients, employees, suppliers or stakeholders," adds Mdlulwa.

"Collective ID is committed to creating culturally relevant campaigns that go beyond the current stereotypical depiction of black people, by scratching beneath the surface of the magic that South African culture offers," says non-executive chairman Mosidi Seretlo. "Real human truths and insights will inform all work produced for clients.

"Our diversity is reflective of South Africa, which gives the agency the ability to respond to various brands that communicate and serve all South Africans, respectively," Seretlo concludes.



Mosidi Seretlo

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