

Backroom Boys launch confidential agency service

A creative service aimed solely at ad agencies has been launched by brand builder, The Backroom Boys, offering a combined century of experience from Graham Langmead, Gordon Muller, Lee Nailand and Nigel Fox.



This small group of marketing and advertising professionals have joined forces to provide agencies with industrial strength solutions in:

- Campaign Strategy
- Creative executions in answer to a brief
- Competitor analysis (creative and/or media)
- Media strategy and planning
- Corporate Identity
- Communications training
- Brand understanding
- Promotions
- Launches

According to Langmead, the firm does not want agencies' clients, as it deals only with agencies, nor the accolades or recognition because it is the true backup resource for agencies.

It has been formed in response to the recent recession, which has left a legacy of a critical skills shortage as advertising agencies have shed their most disposable overhead - people. This involuntary migration of talent from the industry has created a vacuum in many of the agencies' skills.

As professionals, who have extensive careers behind them and their own successful businesses, they have no desire for personal recognition. Therefore, their contributions, in terms of marketing and media strategies or creative executions, would remain confidential to the agency.

For more information, go to www.thebackroomboysgroup.co.za.

