

## 127: Agency focus with TLC Marketing Worldwide

On Thursday, 16 April 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) took a look at TLC Marketing Worldwide for the regular agency focus slot.



TLC Marketing Worldwide ([@tlcmarketingsa](#)) is a global marketing agency, with a unique fusion of experienced marketers and innovative deal makers whose skills combine to create, manage and deliver magical marketing campaigns, to help achieve the clients business goals. We find out more about the agency from Managing Director, Derek Miller.

### *What is TLC Marketing all about? What do you do?*

**Derek:** TLC is not a traditional agency in the true sense of the word as we specialise in very defined and tailor-made reward campaigns where everyone 'gets' if they wish to participate. This allows the brands to engage on a very specific and relevant level to any type of demographic. We create concepts that we feel are not only LSM-specific, but allow the brand to really connect with their consumer's needs, whilst maintaining the value of the brand. We manage the campaign the full 360 degrees for our clients as we have been established over 58 years working in all the major markets in the world, which has allowed TLC to obtain unique global intelligence and experience. We are currently number one in the world, assisting many of the major brands to associate with their consumers.

### *What is the agency model?*

**Derek:** Our model is integrated, however, this is purely based on the client's brief. Some clients still view marketing with a very traditional eye, where others are looking for a modern digital approach. TLC has the ability to marry the brand with their consumer with the right rewards that the consumer will understand and wish to participate in. We offer concierge services, which are still very much traditional, but also utilise digital codes that reward consumers, which are sent straight to their phone.

### *Have client needs changed over the last few years?*

**Derek:** Client needs have changed, we are finding that turnaround time is more demanding and shorter. Brands now know their consumers through engaging with them on their various social media networks, and are therefore very specific about what they want, as they are now in tune with their consumer needs.

### *Is immersive marketing for brands becoming more important?*

**Derek:** Yes it is. Brands are becoming more sophisticated and are now sending messages towards a very specific demographic. Brands have also realised that they need to meet the consumer where they are in their life. You now find brands following their consumer in their "life journey". At the ages of 18 to 25, consumers are spending their money on sport, music and clubbing, whereas at the ages 25+ you find them investing in homes, spending time with family and going on holiday, so the message now not only is about the brand, but how it fits with the consumer's lifestyle requirements.

### *What clients are you working with?*

**Derek:** Our client list is quite extensive as we work with over half the world's top 100 brands. In South Africa we have or are working with the following.

- McDonald's
- Samsung

- KFC
- Times Media
- Gold Coin
- Nestle
- PPC Cement
- Ferrero
- Edgars
- Ciro.

#### ▣ ***Are clients still using different agencies for different disciplines?***

**Derek:** Yes they are, as the world is also moving towards more specific offerings. You will also find the bigger agencies will outsource specific work to smaller agencies, which are specialists in their field. For example, an ATL agency will most probably outsource their digital work to a much smaller agency, whose service offering is purely digital.

#### ▣ ***What is the next big thing for TLC Marketing***

**Derek:** We are definitely looking at exploring new markets in Africa and the Middle East and very excited about the fact we are floating on the London Stock Exchange in April 2016. Watch this space.

[Check out TLC Marketing here.](#)

Due to some technical issues there is no podcast this week, but Biz Takeouts Marketing & Media radio show, airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). Tune in to hear us live or look out for next week's podcast right here.

#### **The news roundup:**

- [SAARF: Finding a way forward](#)
- [DIY social media is dangerous marketing practice](#)
- [Why online influencers are the billboards of 2015](#)
- [Five ways to keep your mobile devices secure](#)
- [Facebook advertising 'lost cause' for marketers](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).



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