Welcome King James Digital!

Over the past few years, the King James Group has built a full suite of digital capabilities to include over 90 specialists with deep expertise across data, communications, product and platform, and media. The natural next step was to bring this collective experience together under one brand to be able to offer clients a seamless end-to-end customer experience.

And thus, they have announced the launch of King James Digital. The new entity combines digital agency Punk and social media specialists Society with recent acquisitions Flint & Tinder and SOC (formerly trading as Punk Johannesburg and Punk Media).



Matt Ross, chief creative officer at King James Digital.

Existing leadership will take on new roles

The existing leadership of each agency will take on new roles in King James Digital with Nimay Parekh becoming CEO, Matt Ross CCO, Dan Pinch creative partner, and Ryan Sauer as managing partner of media and data.

The new entity will have digital specialists across Cape Town and Johannesburg working on clients including Sanlam, Santam, AB InBev, Pick n Pay, Visa, FNB, and MultiChoice, amongst others. Both offices will operate as full-fledged independent entities, whilst also collaborating nationally when required.

The move builds on the formidable reputation King James has established in digital over recent years – becoming consistently one of the most awarded agencies in the country at the Loeries and Bookmark Awards.

It also continues the evolution of one of the most respected agency groups to remain an industry leader in a time of radical disruption for South African advertising and business, and underlines the King James group-wide commitment to integrated big ideas of which digital is key.

“As digital continues to grow and converge at ever-increasing speeds, we need to keep changing to better service our clients. King James Digital is an end-to-end customer experience agency with industry-leading expertise in four distinct service verticals – data, communications, product and platform, and media,” explains Matt Ross, chief creative officer at King James Digital.

Heightened focus on customer experience

“We believe a heightened focus on customer experience is critical. There is a huge shift afoot: the true convergence of marketing, data, technology, service and experience. No customer interaction, marketing or otherwise, should ever be done in a silo. Everything is interconnected. How well we embrace that, will determine success, now and well into the future,” adds Nimay Parekh, CEO at King James Digital.


Nimay Parekh, CEO at King James Digital.

“Although we’re treating this as a new entity and a reinvention, we are building on the strong creative foundations of all of the digital work we’ve done in the King James Group over the last few years. As much as this is about making a world-class digital business it is also about making the flow of ideas and work across the whole group and its many disciplines even more effective,” says Dan Pinch, creative partner at King James Digital.

“The industry is demanding true transparency and accurate measurability in areas of Media, Technology and Data. But, they don’t know where to look and who to trust. King James Digital delivers it all under a 20-year-old brand that is synonymous with world-class – we ensure a single point of truth when working with our clients,” concludes Ryan Sauer managing partner of media and data.

All speed to the end-to-end digital future.

For further information, visit the King James Digital website.

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