

# We're delighted to welcome the following new members who have joined the IAB community this year!

Ultimate Media is the leading Radio and Audio specialist advertising agency. We develop successful Audio Strategies for clients and our experienced team conceptualise, execute and manage radio and audio campaigns across multiple stations, multiple digital platforms, and in multiple languages.



**ULTIMATEMEDIA**  
THE RADIO AND AUDIO SPECIALISTS



Admakers International are a full-service marketing agency with 30 years' experience in delivering strategic marketing, advertising and media planning and buying solutions for some of the world's most prestigious brands in the banking, financial, automotive, marine, aviation and real estate sectors. Our insightful perspectives and in-depth knowledge of this niche luxury market enable us to provide highly targeted, relevant and effective marketing solutions.

Vicinity Media is a leading location data and technology company, powering South Africa's largest mobile ad network. We serve a global community of mobile advertisers and publishers using exclusive, purpose built, location-based technology.



**Bloom Infinite** is a proudly KZN founded integrated digital agency that offers creative solutions to unlock limitless growth for brands. We thrive at solving marketing challenges, helping brands meet people's real needs.



**Sunday World** is South Africa's 2nd largest English Sunday newspaper, bringing news, politics, sport, business, education, celebrity updates and in-depth commentary to the black middle class in both print and digital 24/7.

Part of Publicis Groupe, **Leo Burnett** Worldwide is one of the world's largest communications agency networks. In South Africa, we are represented by more than 80 creative minds, as well as an extensive network across the African continent who we actually know and work with daily to deliver our continent-wide solutions for our clients.



**BrandTies** are a 4th IR Marketing agency that delivers incredible and relevant work through data analytics and insights. We are passionate about marketing and running marketing efforts incorporating the latest digital tools.