

Motsepe takes on advertising with a new, fresh and dynamic business-to-business agency

Issued by [Motsepe Advertising](#)

21 Apr 2022

Advertising and communication pioneer duo Gee and Boitumelo Motsepe build an agency that "will change the advertising and economic game for the betterment of this country". With a fundamental focus on Business-to-Business clients, Motsepe Advertising has taken off the ground quickly to add value to their clients and staff.



"Since Motsepe's inception, we wanted to become the agency that will provide a solution to large companies' marketing needs," said Gee Motsepe, managing director at Motsepe Advertising. "Since then, we've realised that building a business in our already struggling economy is beneficial because it also adds value to the families of the people we employ - which is ultimately the main reason we are in this business".

Motsepe Advertising is committed to making a superlative change in the advertising and marketing industry across the world. This through-the-line business-to-business focussed agency aims to help large companies grow their revenue through concentrated effort in digital services. "Our mission is based on four pillars;

1. People – motivated by us being able to create jobs and empower women and youth.
2. Purpose – Creating measurable and successful campaigns for our clients
3. Perception – To be perceived as the defector choice in B2B communication
4. Profit – To yield a profit to enable our mission, purpose, perception and success", adds Boitumelo Motsepe, co-founder and client service director.

B2B being such a niche market, Motsepe's focus and speciality care in the following industries:

1. Banking and Finance

2. Mining and Machinery
3. Logistics and Supply Chain
4. Telecoms and IT
5. Automotive and Engineering
6. Government and Parastatal

"We are fortunate to also have a team that believes in the vision of Motsepe Advertising. It's in our DNA to have a can-do attitude. We are a team that constantly innovates, solves, makes a plan, ploughs through and shines," Boitumelo concludes.

For more information on Motsepe Advertising, contact:

Managing director – gee@motsepeadvertising.com or;

Client service director – boitumelo@motsepeadvertising.com.

▪ **A global leader in freight forwarding, Röhlig-Grindrod celebrates 50 years** 2 May 2024

▪ **A new power move: sophistication, simplicity and storytelling** 24 Apr 2024

▪ **The future of marketing: Mindset shift, storytelling, and relationships** 24 Jan 2024

▪ **Empowering the next generation with heritage and inheritance** 6 Oct 2023

▪ **Motsepe Advertising launches a campaign to harness the power of storytelling to elevate brands** 4 Aug 2023



Motsepe Advertising

We turn advertising into compelling storytelling to connect our clients with their consumers.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

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