

# Duke, Mark1 and Positive Dialogue join forces to form Duke Group

Duke, Mark1 and Positive Dialogue have combined their collective expertise to form the Duke Group. The three owner-managed agencies have been working together on end-to-end marketing campaigns for major brands such as Pepsi and Jive, over the past year.



The collaborations have led the three specialist agencies to formalise their relationships to grow in the local and global advertising industry.

## Ongoing growth

According to Wayne Naidoo, CEO of Duke and newly elected chairman of the Association for Communication and Advertising, this is the natural next step for the agency that has experienced growth over the past five years.



#BehindtheSelfie with... Wayne Naidoo

Leigh Andrews 13 Jun 2018



He says: "In an industry beset with negativity and implosion, we've emerged as a positive force. We've attracted a raft of great local and international brands and experienced fantastic growth. We've enticed some of the country's most exciting talent to work with us under the mentorship of Mike Beukes and the guidance of our head of strategy Steve Miller.

Now, we have entered into a new, exciting and maturing phase by creating a formidable, full-service communication offering by partnering with Mark1 and Positive Dialogue Communications to form the Duke Group."

## Abundance of opportunities

Together, the three teams of the Duke Group consist of more than 60 people, most of whom are senior, experienced players. The group has a footprint in Cape Town and Johannesburg.



Tracy Jones, owner of Positive Dialogue Communications notes that: “What has really brought us together as a robust, collaborative team is our shared ethos of doing the best possible work for our clients that delivers meaningful, measurable results for their brands and organisations. As independent businesses, while focused on our different core strengths, we each evolved through these radically changing times in similar ways.



### #BehindtheSelfie with... Tracy Jones

Leigh Andrews 9 Aug 2017



We are new generation communication businesses with different structures, roles and outlooks when compared to other agencies. We don't see an industry that's full of doom and gloom; we see an abundance of opportunities to do cutting-edge, results-focused work that makes a genuine difference. We could easily recognise and appreciate this agile, forward-thinking and positive 'doing' in each other, and this underpins the excitement and inspiration we have for going forward together.”

## Award-winning agencies

Across the three agencies, there is an array of industry awards that back up these claims.

Positive Dialogue is a regular winner in the annual Prism Awards, amongst others – twice taking best agency gold awards over the past five years. Duke featured at Cannes and One Show, was a top-three small agency at AdFocus and was ranked third best small agency at the 2018 Loeries Awards.

Mark1 too has significant industry recognition, the latest being a big win at the 2018 IAB Bookmark awards and MMA Smarties awards for a cutting-edge virtual reality campaign for KFC.

“ A few more of our [#CCMonthlyAwards](#) Jan&Feb 2019 jury members are Jesse Sharkie from [@BoomtownSA](#) and Gareth Cohen from [@dukeadvertising](#) [#CreativeCircleSA](#) [pic.twitter.com/DUsOusr2ws](#)— SA Creative Circle (@CCreativeCircle) [March 26, 2019](#) ”

Mark1 MD and co-owner Daan du Toit highlights the big benefits to clients who need seamless, on-message, omnichannel campaigns to reach consumers and deliver real-life value to them through brand engagement.

“Combining creative, digital and new generation PR forces in one team provides the integration we all know our clients want and need to adapt successfully to changing consumer expectations and behaviours.”



### Most users won't mind ads, if they are relevant, timely and of good quality!

Daan Du Toit, Mark1 21 Aug 2018



We share a determination to operate at the highest level of customer service and exceed our customers' expectations by



strategically working with them to help them achieve their actual business and brand goals,” says Du Toit.

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