



FLUME DIGITAL MARKETING

WHO IS FLUME?



Let's dig into the details 

Established 2013

13 years old 

AN **INDEPENDENT FULL-SERVICE AGENCY** THAT
ENVISIONS A WORLD
WHERE PEOPLE AND
BRANDS FIND EACH OTHER
IN WAYS THAT MATTER.

Johannesburg | Cape Town | Amsterdam

Award-Winning Agency 

Big enough to handle the work
with **170+ staff** 

Operating **globally** with
South African roots 

Fully-integrated digital agency that
handles everything **in-house** 

Streamlined
Integration

Increased Agility

Simplified
Processes and less
hurdles

More Accountability

Optimal
Performance

FLUME'S FOUNDATION



The base on which we stand ❤



WE'RE 170+ STRONG - AND GROWING

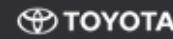
WHO PARTNERS WITH US?



The guys that keep us honest 😂

AGENCY OVERVIEW

PARTNERS OVER THE YEARS



FLUME AWARDS



It's like the Oscars... for Agencies 😊

AGENCY OVERVIEW

AWARDS & ACCOLADES



19

ASSEGAI
AWARDS



1

BOOKMARKS
AWARDS



11

NEW GENERATION
AWARDS

At the 2022 Assegai Awards, Flume was the most awarded independent agency and second on the evening overall.



FLUME PARTNERS



Some of the clients who have trusted us
over the years.

An Overview

Source: flumecredentials.com

2020

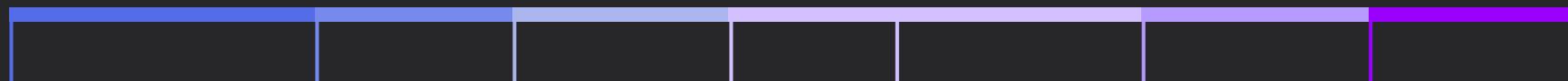
2021

2022

2023

2024

2025



ALLANGRAY

TOYOTA



momentum



SHOPRITE
group of companies

With great partners comes great responsibility



Information and Cyber Security Standards



Environmental



Business Continuity and Disaster Recovery



GDPR and Legal



Quality Control



Code of Ethics

IN-HOUSE FULL SERVICES



And our technology stack.

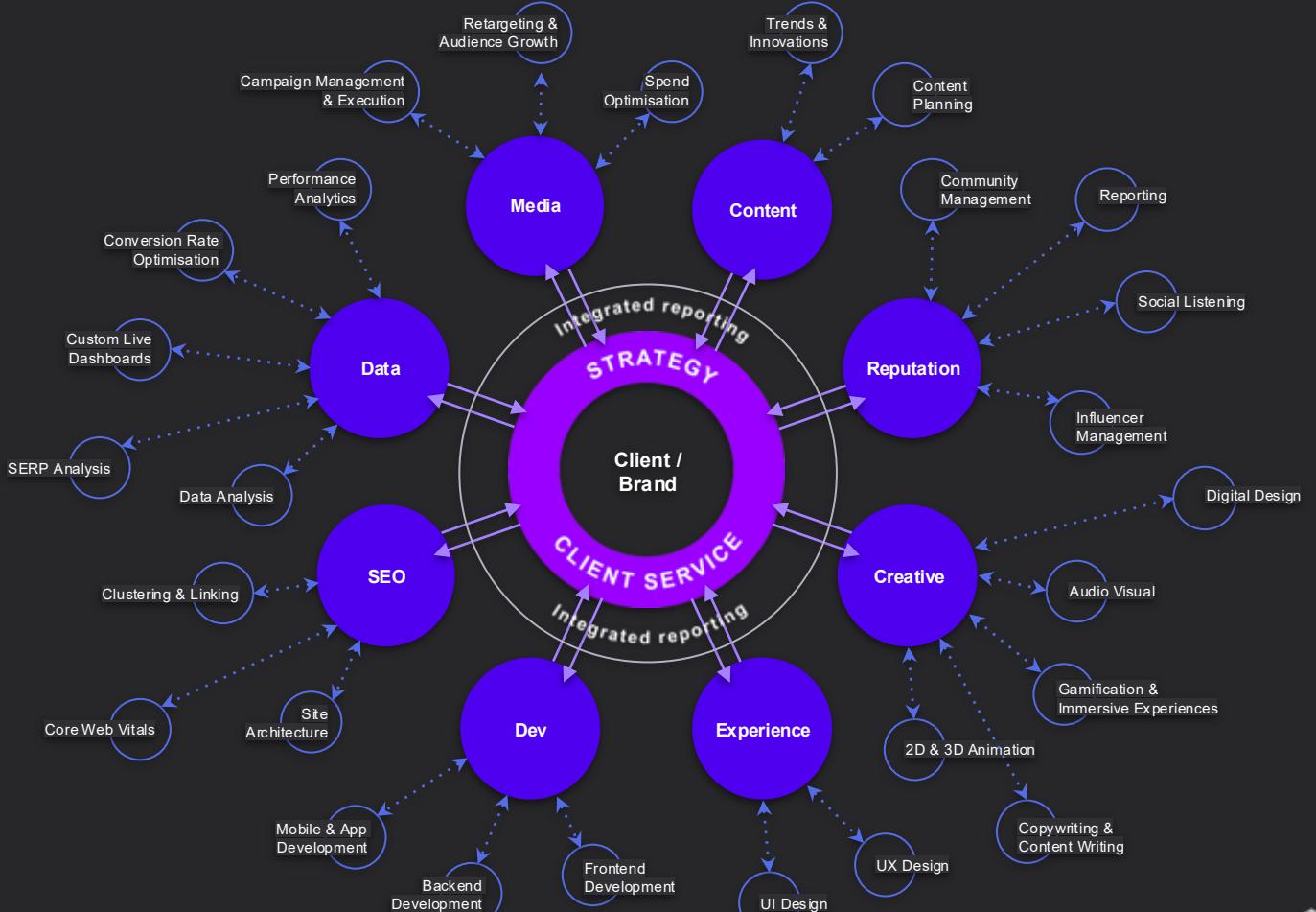
An Overview

Introducing our new model

- Digital success largely depends on the ability to understand digital integration.

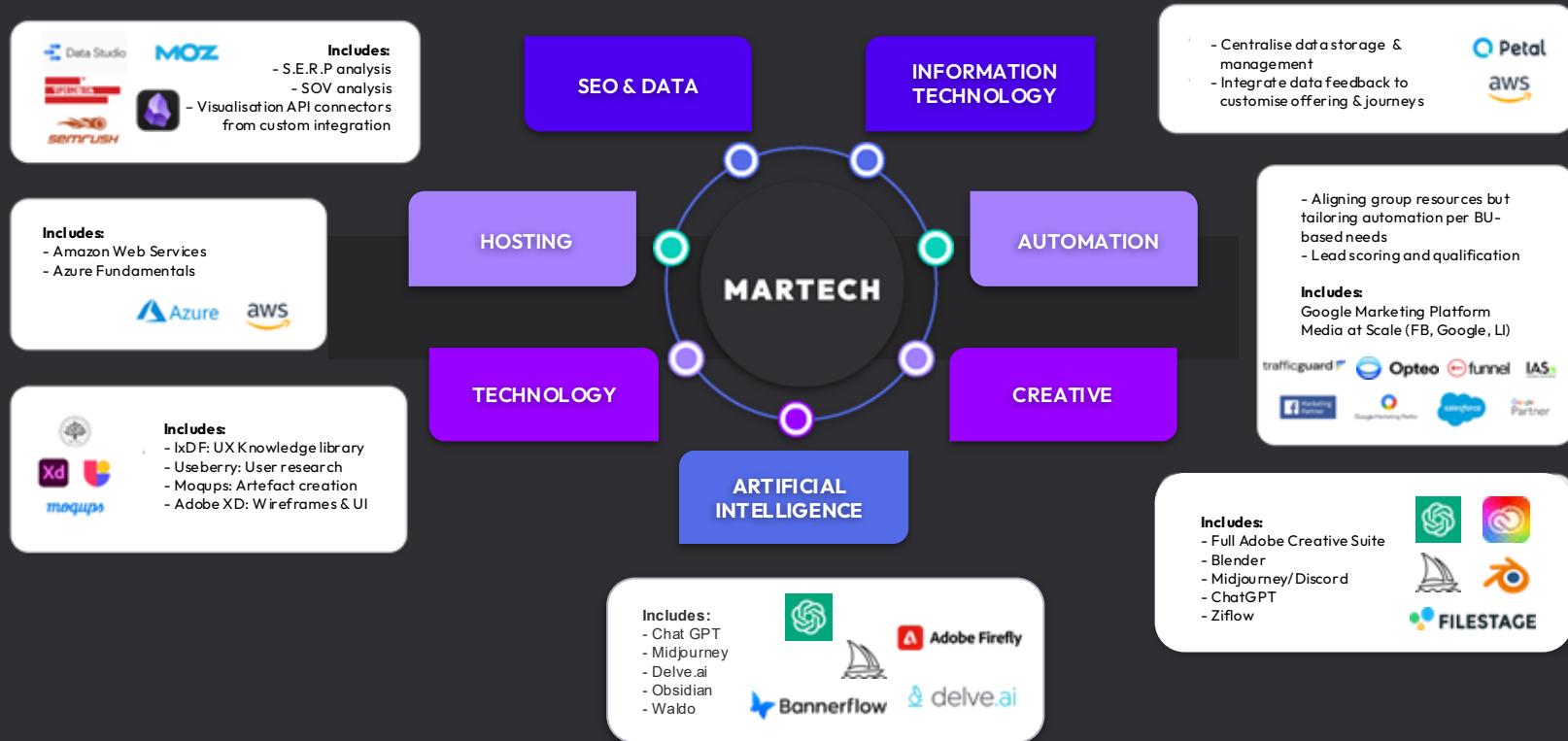
Strategy that ignites curiosity. Tech that bends to the vision. Data that pushes it harder. Creativity that refuses to sit still. And so we flow: Strategy, Tech, Data, Insight, Creativity... Repeat.

Why? Because “good” isn’t enough when “great” is on the table.



An Overview

Part 1: What is MarTech?



FLUME'S RATES



Let's break it down

Billing Structure

Rate per discipline against the respective level of seniority

RATES	CLIENT SERVICE	STRATEGY	CONTENT	COPY	EDITING	ART DIRECTOR	DESIGN	MOTION DESIGN	2D/3D ANIMATION	SOCIAL MEDIA	PROJ. MAN.	DEV	UX	UI	DIGITAL MEDIA STRAT	SEO	CRO	DATA & ANALYT.
R2 000	CSD	Head of Strategy	Head of Creative							Head of PM	Head of Dev.	Head of Experience		Head of Paid Media	Head of SEO	Head of CRO	Head of Data	
R1600		Strategic Lead	Creative Director															
R1 350	BUD										Dev. Lead	UX Lead					Data Lead	
R1200	Group Account Director	Snr. Strat.	Content Director	Copy Lead					Animat. Lead	SM Lead	Scrum Master	Snr. Dev.		UI Lead	Media Lead	SEO Lead	CRO Lead	Snr. Data Spec.
R900	Account Director	Mid. Strat.	Snr. Content Man.	Snr. Copy	Snr. Editor	Snr. Art Director	Snr. Design	Snr. Motion Design	Snr. Animator	Snr. SM Man.	Tech. PM	Mid. Dev.	Snr. UX Spec.	Snr. UI Design	Snr. Media Strat.	Snr. SEO Spec.	Snr. CRO Spec.	Mid. Data Spec.
R750	Account Man.		Mid. Content Man.	Mid. Copy	Mid. Editor	Mid. Art Director	Mid. Design	Mid. Motion Design	Mid. Animator	Mid. SM Man.	Project Man.	Jnr. Dev.	Mid. UX Spec.	Mid. UI Design	Mid. Media Strat.	Mid. SEO Spec.	Mid. CRO Spec.	Jnr. Data Spec.
R520	Account Exec.	Jnr. Strat.	Jnr. Content Man.	Jnr. Copy	Jnr. Editor	Jnr. Art Director	Jnr. Design	Jnr. Motion Design	Jnr. Animator	Jnr. SM Man.	Project Coord.		Jnr. UX Spec.	Jnr. UI Design	Jnr. Media Strat.	Jnr. SEO Spec.	Jnr. CRO Spec.	

Social Media includes Sentiment Reporting, Content Publishing, Influencer Management, Proactive Content and Community Management

Media Management Fee is charged on 15% of the Total Media Budget

Annual Rate Increases: Aligned with annual CPI changes as well as any changes in scope.



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THANK YOU

UNTIL NEXT TIME