



COMPANY PROFILE

2026

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TABLE OF CONTENTS

About Us

3

Our Offering

4

Our Offering (Continued)

5

Services We Offer

6

Services We Offer (Continued)

7

Organogram

8

Methodology

9

Contact Us

10



ABOUT US

Jikijela Communication and Advertising has been in Media Buying & Placement for more than 15 years (since 2009). Our focus is media buying across all media platforms, **Radio, TV, Social Media, Print i.e newspapers (National, provincial & Local Newspapers), Magazines, and outdoor media buying.** We also do voice over production, video production for TV commercials and video editing.

Our vision is to become South Africa's premier advertising provider and preferred media agency, delivering significant returns to our shareholders.

Jikijela Communication and Advertising is a 100% black-owned advertising media specialist with its Head Office in the Eastern Cape in East London, and branches in Mthatha, Komani, Gqeberha, and Mount Frere. The Company offers exposure across a mix of media types, providing flexible coverage of the entire LSM spectrum.



MISSION

- Being accountable to each other as employees, clients, suppliers and shareholders.
- Providing superior levels of service to all stakeholders.
- Developing and retaining superior site locations in areas we work in.
- Developing and retaining superior staff and providing equal opportunity for everyone.



VISION

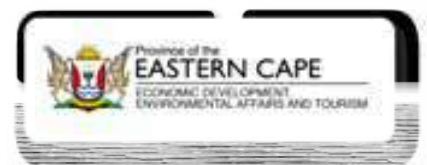
- To be the leading source of advertising: delivering significant returns to all of our stakeholders.

OUR OFFERING

Jikijela Communication and Avertising offers a one-stop advertising service to its clients.

- An operations division responsible for overseeing the production and flighting of advert campaigns, as well as compliance to regulatory requirements.
- A sales and marketing division focused on the booking of advertising space, artwork production, and client liaison.
- A business information centre responsible for the incorporation of the above input into a data system for day-to-day use.
- Working beyond our normal working hours and being available 24/7 should the need arise.

Clients we've serviced:



OUR OFFERING (Continued)

- Provide a report to client. This will include the following but not limited to: Media platforms utilised, date of placement, supporting proofs (print, digital, newspaper tear-sheet, link of placement).
- A development division responsible for overseeing of new business opportunities.
- To report to the assigned Project Manager.
- Our Project Leader & Managing Director will be the appointed dedicated Account Managers to liaise with client on a regular basis. While our Account Manager will be responsible for cost estimates & invoicing.
- A finance division responsible for accounting policy and procedures including creditor and debtor departments.

Clients we've serviced:



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SERVICES WE OFFER

- Print media buying
- Designing of adverts
- Audio visual development
- Content development
- Radio media buying
- Social Media advert placements
- Billboard/Outdoor media buying
- Television media buying
- Keeping audio files & tearsheets
- Media monitoring
- Copywriting, Language, Editing, and Proofreading Services
- Wall-mounted signs, Wall projecting signs, and Combined Pylon

SERVICES WE OFFER

(Continued)

- Way findings signs, window decals, and office hour sign Billboards
- Backdrop banners, Pull up banners, Tear drop, Pole banners, car branding,
- gazebos,
- Brand activation
- Coordinate all aspects of brand activations including promotional activities, from logistics to branding.
- Paper bags, lanyards, squeeze bottles, Umbrella, Conference bags, key rings, golf shirts, Caps, Note pads, name tags, Mouse pads, and jackets
- Photography and Videography

COMPANY ORGANOGRAM

Our team members are all experts in their respective fields.



PROJECT PLAN / METHODOLOGY

- From the brief of what should be done to content development, on which date it should be placed to which Newspaper should be utilized. Our Audio Visual and Graphics Department will create the content and liaise with the department for sign-offs.
- Once the advert has appeared, we will send proof of placement/tearsheet, and split quote.
- Should we be asked/instructed to, we will do a post analysis of the campaign or any other campaign the department would want us to, e.g media monitoring on at an extra cost to the Department.
- We will keep these proof of flighting for both our records and should the Department need some incase the ones that were sent have been misplaced.
- Normally, media houses require 3 working days before the booking, but over the years because of our working relationships with all the media houses, we have been able to place adverts within a 24-hour notice. We understand that most of the time the procedure process takes time, and once that is finalized placements need to appear as a matter of urgency. Hence we are able to act with the urgency. Should we not be in a position to place the advert within 24 hours due to the media house not having space, or whatever reasoning, we will communicate that to the Department.





CONTACT US

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