

adca

WEL
COME
TO
ADCA

INNOVATORS
CREATORS
HISTORIANS

ADCA is a **part creative agency** and **part technology company**. We are 100% black owned advertising agency that has been in full operation since 29 May 2017. We harness creativity, technology, culture and storytelling to build better future for our clients our people and our country.

**WE'RE
DRIVEN
BY WHAT
UNITES
US**

We're multicultural, multi-talented individuals, each with a unique perspective to move forward. Through this diversity, we help connect brands capitalize on cultural currency & connect them to a diverse audience.

ADCA VALUES

INNOVATION
CREATIVITY
CULTURE
STORYTELLING
AUDACIOUS

CULTURE IS OUR CHEAT CODE

We use culture as the vehicle to help brands tap into the unmatched power of **cultural capital** and help them solve their Biggest challenges.

4 (4.4)

The founding partners of the agency have integrated diverse range of perspectives to tackle the biggest challenges faced by brands, and our approach is anything but ordinary. Picture This: as we craft imaginative solutions to brand problems, we don't stop at imagining—we bring those visions to life through our very own hands. Our service offerings are divided into 4 (4.4) distinct disciplines, allowing us to deliver impactful creative and technical solutions. The inspiration behind 4 (4.4) flows from the captivating beats of a hip-hop album—a genre that forms the very foundation of our identity. However, our passion goes beyond hip-hop; it extends to embracing the richness of African cultures, which we hold dear to our core.

DISCIPLINES

A - AFRODIGITAL CONNECT

Search Engine Optimization | Pay-Per Click (PPC)
| Digital, Social & Content | Community Management
| User Experience | Google Adwords & Analytics

D - DIVERSE BRANDLAB

Brand Strategy | Comms Strategy | Digital Marketing Strategy
| Social Media Strategy | Growth Strategy | Innovation Strategy
| Media Planning | Campaign Development | Content Strategy
| Social & Influencer Marketing | Measurement & Reporting

C - EXPERIENCE ARCHITECTS

Experiential & Events Production | Promoter Management & Relationship
| Photography & Video Production | Exhibitions & Activations | Print
| Marketing Collateral & Promotional Production | Full Stack Development

A - AMPLIFY & DISRUPT

Product Packaging Design | Corporate Identity
| Social Media Content Creation | Responsive Web Design
| Digital Design | Animation | In-house Repro & Finished Art



“WE DON’T SETTLE FOR
ANYTHING LESS THAN
EXCELLENCE”

STEVE JOBS
CO-FOUNDER OF APPLE

NOW LET'S DO THE HARD WORK FOR YOU

adca

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