

# TMI Media will now trade as Kintaro

Starting 1 February 2022, The Matrix Group's media business will no longer be trading as TMI Media as they are rebranding as Kintaro.



# KINTARO

Over the past 14 months, the media business partnership aligned to the Matrix Communications Group (Matrix Group) has had significant success. This includes the retention of Woolworths, and the new business win of Adcock Ingram. Most recently, in a hotly contested pitch, the agency successfully secured both the Sanlam and Santam offline business.



TMI Media scoops Sanlam and Santam traditional media business

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The group is synonymous with having a future-focused and consumer-centric approach. Kintaro will extend this ideology by delivering results-based media solutions through three key pillars, namely: Integration, Intelligence, and Innovation.

"It has been our strategy to evolve and rebrand, aligning and strengthening our partnership with the Matrix Group. The name Kintaro is of Japanese origin, although it feels very agnostic from a language perspective. The name is synonymous with strength, bravery, overcoming, and tackling adversity. This is very powerful and symbolic, especially in this volatile time we are all living in," said Quinton Jones, managing director of Kintaro.

Kintaro will continue to grow its unique business offering to current and future clients, tapping into the group's specialised services and utilising local propriety research tools.

"The Matrix Group prides itself on being proudly pan-African and 100% locally owned. Our philosophy is to partner with businesses that are led by local entrepreneurs delivering successful and impactful campaigns for their clients. People remain at the heart of everything we do, followed by data and analytics. Through this rebranding, we are moving on to an exciting chapter of self-determination, building a competitive pan-African business that will continue to solve pain points for our valued clients," said Kgauelo Maphai, chairman of the Matrix Group.

Kintaro has offices in Cape Town and Johannesburg.

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