



DONE BY DESIGN

About Us

Done By Design is a Pan-African strategic advisory firm, founded and led by Chartered Marketer and Chartered Public Relations Practitioner, Lesiba Sethoga. He has over 22 years' experience, including senior leadership positions at Allianz at local, regional, and global levels.

Our team brings more than 100 years of combined senior experience across marketing, communications, brand strategy, and business development, including leadership roles in multiple industries and sectors – on the brand and agency side including banking, insurance, financial services, mining, IT, media, telecommunications, public sector, professional services, FMCG and other sectors across South Africa, Africa, the Middle East and globally.

As a Broad-Based Black Economic Empowerment (B-BBEE) Level 1 company, we collaborate with C-suite executives, boards, and leadership teams across South Africa and the continent to deliver clarity, creativity, and measurable commercial impact.

Done By Design's expertise spans the development and execution of integrated Brand, Marketing, Communications, and Corporate Affairs strategies, plans, campaigns, and tactical solutions.

Done By Design provides executive-level counsel alongside practical execution for organisations navigating growth, transformation, and reputation management.

Our Services



Strategic Consulting

We provide expert strategic consulting across Brand, Marketing, Communications, Corporate Affairs, Public Relations, Reputation Management, Stakeholder Engagement, and Executive Communications.

Our tailored approach helps organizations strengthen their market position and build trusted relationships with stakeholders.



Integrated Campaigns & Advisory Services

Our advisory services cover the design and execution of integrated campaigns, sponsorships, and events.

Done By Design specializes in guiding purpose-driven initiatives and transformation programmes, enabling clients to achieve meaningful impact and organizational growth.



Project-Based Support

Done By Design offers flexible project-based support for organizations without dedicated in-house or agency Brand, Marketing, Communications, and Corporate Affairs teams.

Our services ensure seamless execution of strategic communications, providing the expertise needed to meet unique goals and challenges.

Our Key Clients



Marketing and Communications by design.

Our Portfolio

Our expertise spans **integrated strategies, plans, and campaigns in branding, communications, and corporate affairs**, ensuring your business is positioned for creative and commercial growth.

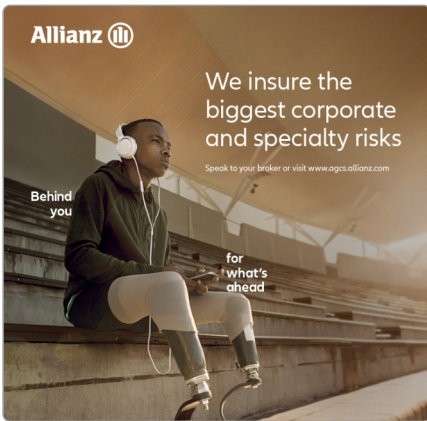
Earned Media

Broadcast, Print, Online



Paid Media

Broadcast, Print, Digital, Online, Programmatic, Out of Home



Owned Media

Print, Digital, Thought Leadership, Research, Partnerships, Brand, Events, Press Releases



Return On Marketing Investment (ROMI)

Best Performing Creative

<p>CTR: 0.66% Clicks: 14 Ad: Allianz - ZA - Sep 22 - Multinational - Single Image - Ready Container Brand Campaign: NIR & KEN - Account List + Job Titles - Single Image</p>	<p>CTR: 0.61% Clicks: 13 Ad: Allianz - ZA - Sep 22 - Multinational - Video - Ready Platine Split Campaign: Allianz - NIR & KEN - Account List + Job Titles - Video</p>
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Campaign Performance

Impressions 75,295	Clicks 3,731	CTR 4.96%
Campaign Pacing N/A	Leads 37	CPM R 1,394.52
Engagements 4,156	Spend R 105,000.07	Social Actions 62
Engagement Rate 5.52%		

Shared Media

Organic Social Media

Allianz | CoxYears Cyber Crime Webinar

The panel will include experts from Allianz Commercial, Cox Years, and Independent Claims.

CPD Accredited. **REGISTER TODAY!**

Wednesday, September 4, 2024 at 09:30 CAT

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Contact Us

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