



PAT ON
BRANDS

ON THE PULSE.

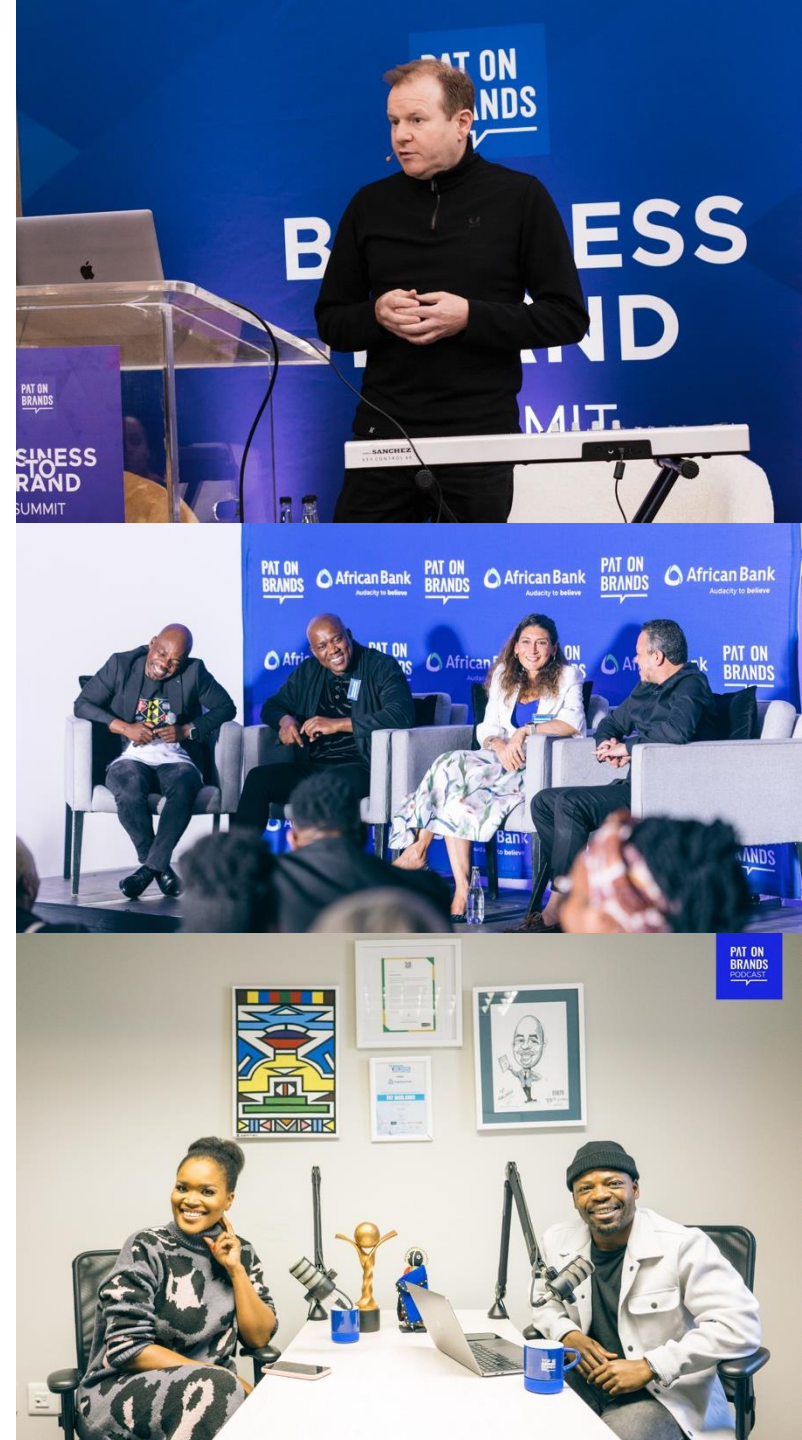
2026 MEDIA KIT

A DECADE OF BRAND STORYTELLING

What began in 2016 as a simple blog sparked by Pat Mahlangu's deep-rooted passion for marketing and branding has evolved into one of South Africa's most influential media platforms. Pat on Brands (POB) has grown into more than just a name, it's a vibrant community and a catalyst for conversations that shape the marketing and communications industry.

Over the years, POB has expanded into a multifaceted platform with powerful touchpoints that connect brands with people in meaningful ways. These include the thought-leading Pat on Brands Dialogues, the insightful POB Podcast, the game-changing Top 16 Youth-Owned Brands Awards, and the high-impact Business to Brand Summit - a premier gathering for marketers, communicators, and business leaders.

Our strength lies in storytelling that matters. We create and curate brand content that's relevant and relatable, amplify campaigns that deserve to be seen, and spotlight the individuals redefining the marketing landscape. Pat on Brands isn't just observing the industry, it's helping to lead it.





POB PODCAST

The Pat on Brands Podcast is a platform for bold, insightful and relevant conversations with the people shaping the world of brands, business, marketing, culture and entrepreneurship.

Hosted by Pat Mahlangu, the podcast goes beyond surface-level conversations to unpack the thinking, strategy and stories behind some of South Africa and Africa's most influential brands. Each episode offers audiences access to industry leaders, entrepreneurs, executives and creatives who are building, leading and transforming brands in real time.

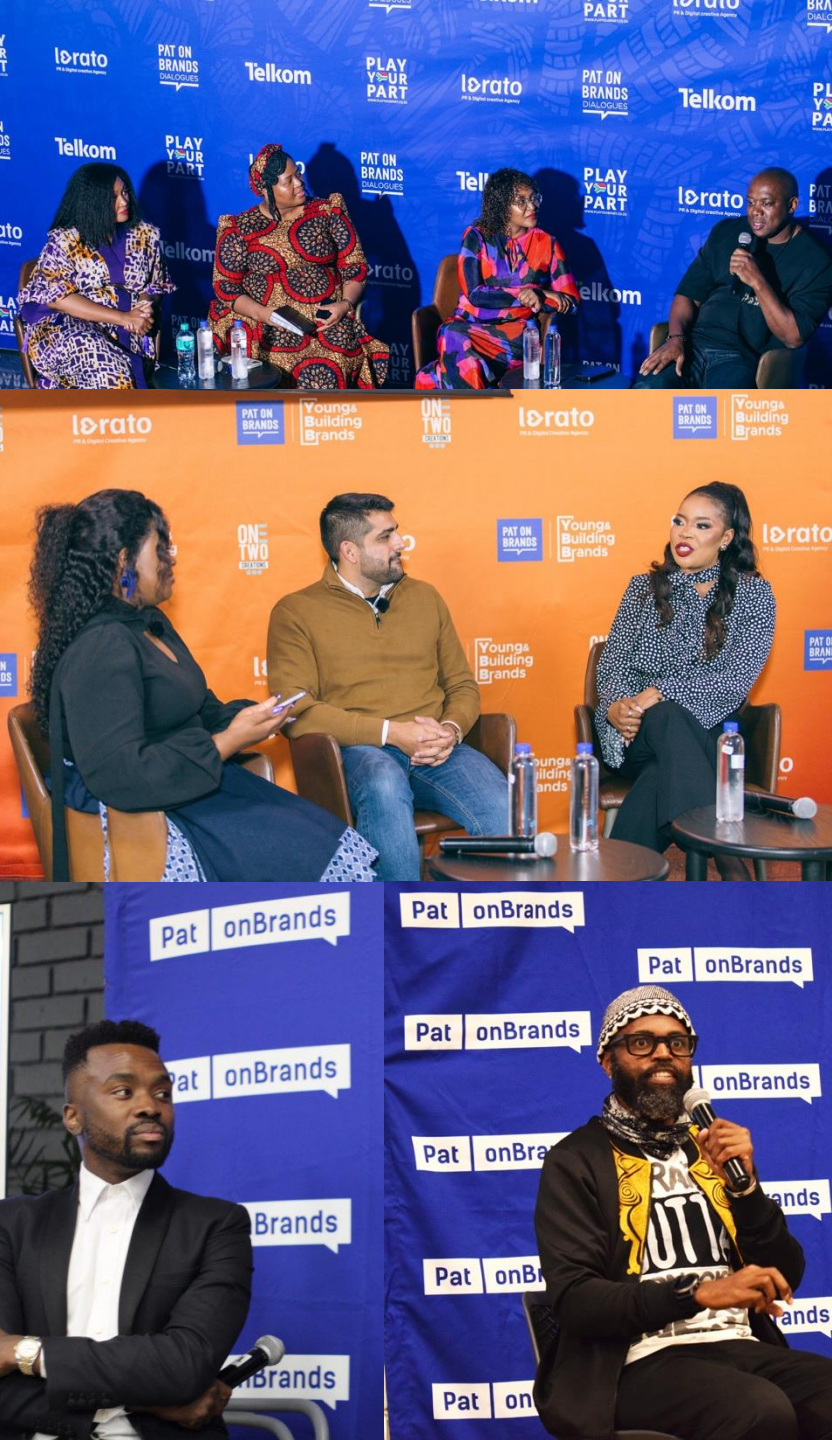


Over the years, the podcast has featured high-profile guests including Thebe Ikalafeng, Gugu Mthembu, Sydney Mbhele, Khensani Nobanda, Ivan Moroke to name a few. The Pat on Brands Podcast has become a credible voice in the branding and marketing landscape, creating space for meaningful dialogue on leadership, innovation, entrepreneurship, consumer culture and the future of African brands.

POB DIALOGUES

Pat on Brands Dialogues is an intimate evening gathering created to bridge the knowledge gap between seasoned marketers and the younger generation of brand builders, entrepreneurs, creatives, and marketing professionals. The platform brings together 80 to 100 attendees for meaningful conversations, practical insights, and networking with leading voices in marketing, branding, business, and culture.

Designed as a space for learning and connection, Pat on Brands Dialogues gives emerging talent direct access to the experience, lessons, and perspectives of industry leaders who have helped shape some of the country's most recognised brands.



BUSINESS TO BRAND SUMMIT

Business to Brand Summit is an annual premier gathering designed to empower entrepreneurs, marketers, and business leaders to transform businesses into impactful, future-ready brands.

The summit brings together industry experts, brand builders, and innovators for insightful discussions, networking, and practical strategies that drive brand growth, relevance, and long-term success.



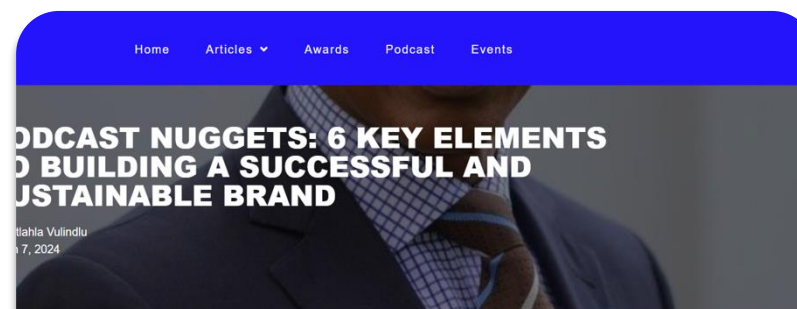
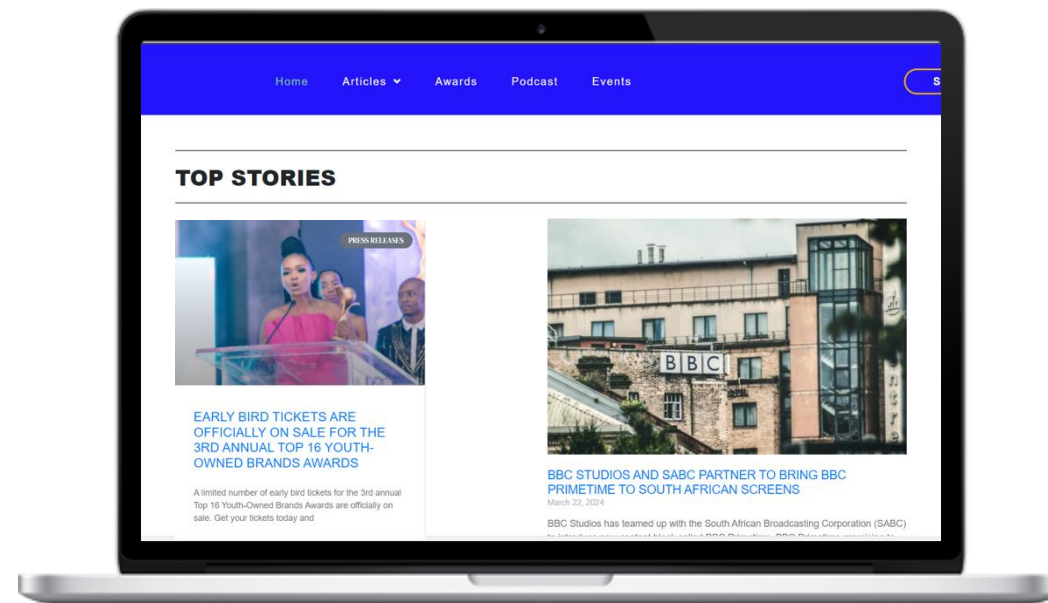
Stories covered on our
website.

Be ON THE PULSE with the latest brand news.

Get the latest news about brands in
the African continent.



Maxhosa Africa, renowned for its fusion of tradition and contemporary design, is embarking on a journey to redefine luxury living. In a strategic move to expand its lifestyle offerings, the fashion powerhouse has ventured into a ground-breaking collaboration with Fieldbar, a trendsetting cooler box brand. This is to create an enticing blend of style and functionality.



PLATFORM REACH & INFLUENCE

Pat on Brands reaches a highly concentrated audience of marketing professionals, entrepreneurs, and decision-makers across digital platforms and live experiences.

Our strength is not mass reach. It is **RELEVANCE**, **TRUST**, and **CONTEXT**.



2.4K+

followers

@PatonBrands



23k+

followers

@PatonBrands



6k+

followers

Pat on Brands



12.6K+

Email subscribers



500K+

Website monthly
impressions
patonbrands.com



8k+

followers

Pat on Brands



2.2K+

subscribers

@PatonBrands



4K+

subscribers

@PatonBrands

OUR AUDIENCE

The Pat on Brands audience is a highly influential community of marketers, entrepreneurs, and emerging decision-makers.

Metro-based and tertiary-educated, they are ambitious, growth-driven, and actively shaping brand and business decisions in their workplaces and networks.

They don't just follow brands, they influence them.

Below is a snapshot of the audience by age, gender, and location.



Age

25 – 34 = 39.1%
35 – 44 = 32.8%
18 – 24 = 9%
45+ = 18.2%



Urban Concentration

Johannesburg
Cape Town
Durban



Gender

Women 54%
Men 46%



Interests

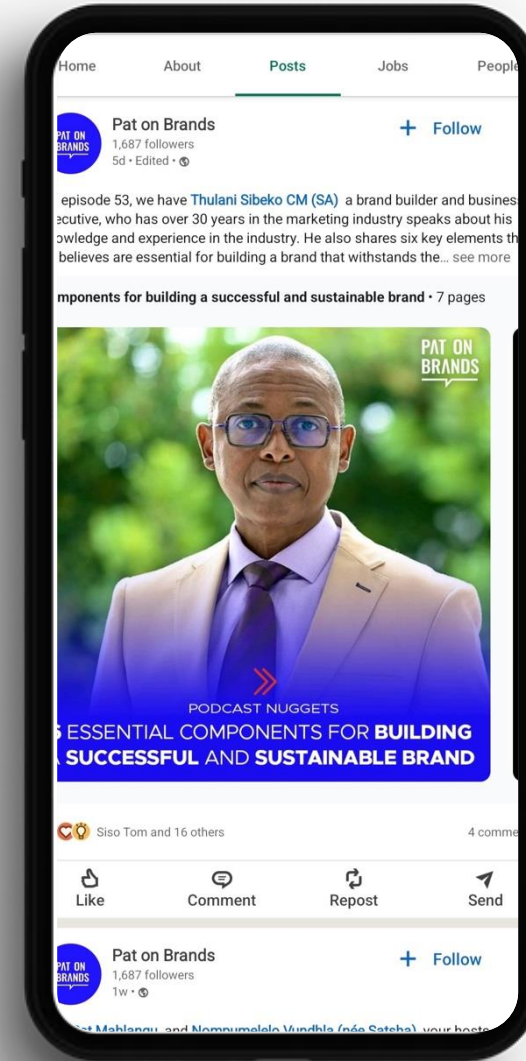
Branding,
Entrepreneurship,
Lifestyle, and Youth
Culture

Brands partner with Pat on Brands when they want credibility within the marketing and entrepreneurship community alongside broader media campaigns. is designed to influence the people who influence brands - not to chase mass consumer reach.

Executive Profiling & Thought Leadership

From Boardroom to Big Stage

We position executives as industry authorities through strategic content, media exposure, and visibility on Pat on Brands' platforms and flagship events.



THE PROPOSAL

This proposal aims to profile leading marketing executives on the Pat on Brands platform and podcast. The initiative seeks to spotlight their professional journeys, achievements, and contributions to the marketing industry. Through these profiles, we intend to inspire the next generation of marketers while celebrating the individuals who continue to shape and influence brand building in South Africa and beyond.

Pat on Brands proposes the following:

- **1x Podcast Episode featuring a spokesperson from school (Marketing Executive / Brand Leader)**
- **Social Media posts (2 x Videos from the episode (on IG, LinkedIn, X & FB, 2 Stories (on IG) and 2 Images (on IG, LinkedIn, X, FB), 1 x Branded Carousel communicating.**
- **1 x Article on Pat on Brands website.**
- **Feature in the newsletter**

INVESTMENT FEE = R39 000 excl. VAT

CAMPAIGN AMPLIFICATION RATES

FORMAT	PLATFORM(S)	RATE	NOTES
Post	FB, IG LinkedIn, X, TikTok	R125 000	Client to provide the images and we design the content according to platform
Newsletter	Email	R8 000	Client to provide content
Stories	IG, FB and TikTok	R5 000	
Video	FB, IG LinkedIn, X, TikTok	R15 000	
Reel video (from an event)	FB, IG, and TikTok	R20 000	Reel video production is fully done by the POB team
PR (Native Article)	Website + Social Media	R15 500	Native articles are Google indexed, SEO-optimized and written by a POB Journalist
Podcast (Audio and video)	Website + Social Media and Podcast platforms	R39 500	Profile interview. Client can propose topic of discussion

PRESS OFFICE

Always-On Visibility for Brands & Agencies

The Pat on Brands Press Office is an annual PR and storytelling partnership designed for brands and agencies that want consistent, credible visibility within South Africa's marketing, branding, and entrepreneurship ecosystem.

It provides a dedicated space on the Pat on Brands platform where brand stories, announcements, campaigns, and thought leadership are published, amplified, and positioned in front of an engaged audience of marketers, executives, entrepreneurs, and decision-makers.

Rather than once-off publicity, the Press Office enables sustained relevance.

WHO IS THE PRESS IS FOR

- Corporates & established brands
- Startups & scale-ups
- Advertising, PR & media agencies (representing clients or themselves)
- Industry bodies & institutions

Agencies may use the Press Office to amplify client campaigns, announcements, leadership profiles, or award wins, or to position their own executives as industry experts.

WHAT THE PRESS OFFICE DELIVERS

The Press Office operates on a credit-based system, giving partners flexibility and predictability throughout the year.

Each credit can be used for:

- A press release or brand announcement
- A news or campaign article
- An executive appointment or leadership story
- A thought leadership or opinion piece
- An event announcement or post-event recap

All content is:

- Published on www.patonbrands.com
- Google indexed and SEO-optimised
- Shared organically across Pat on Brands' social platforms

All content is subject to Pat on Brands' editorial guidelines to ensure relevance, quality, and credibility for our audience.

PRESS OFFICE PACKAGES

What You Get

A credit-based PR system that allows flexible publishing throughout the year.

1 Credit = 1 Published Brand Story, including:

- **Press releases & announcements**
- **Campaign or brand stories**
- **Executive appointments & leadership profiles**
- **Thought leadership articles**
- **Event announcements & recaps**

PACKAGE	NO. OF CREDITS	PRICE	
Basic	12	R20 000 p.a.	Ideal for SMEs & challenger brands
Standard	20	R25 000 p.a.	Ideal for growing brands & agencies
Premium	Unlimited	R30 000 p.a.	Ideal for corporates & agencies

Danko means *Thank you*

Address

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2021

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Business Hours

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Friday
08.00 – 17.00

Website & Email

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