

MACULA

INDEPENDENT AI MEDIA AGENCY / CAPE TOWN

AI IN. CULTURE OUT.

Macula helps ambitious brands turn cultural signals, platform data and machine intelligence into creative and media systems that move markets.

THE MEDIA LANDSCAPE NOW MOVES FASTER THAN TRADITIONAL AGENCY WORKFLOWS.

ATTENTION FRAGMENTS

Audience behaviour changes across feeds, search, creators and communities in real time.

CREATIVE EXPIRES FASTER

Winning ideas need more variants, faster feedback and tighter production loops.

AI CHANGES THE OPERATING MODEL

The edge belongs to teams that combine machine speed with human taste.

ONE CONNECTED LOOP FROM SIGNAL TO STRATEGY, CREATIVE AND PERFORMANCE MEDIA.

- 01 Sense market movement
- 02 Shape media strategy
- 03 Create AI-assisted variants
- 04 Scale and learn weekly

BUILT FOR BRANDS THAT NEED SHARPER MEDIA THINKING AND FASTER CREATIVE LEARNING.

AUDIENCE INTELLIGENCE

Search, social, culture, competitor and creator signals mapped into clear decisions.

MEDIA STRATEGY

Channel roles, budget architecture, campaign sequencing and weekly decision rules.

CREATIVE INTELLIGENCE

AI-assisted ideas, modular creative systems, rapid variants and learning loops.

PAID MEDIA

Search, social, programmatic and performance optimisation across growth sprints.

LESS AGENCY DRAG. MORE CREATIVE INTELLIGENCE IN MARKET.

24/7

Signal monitoring across market,
audience and platform
movement.

4x

Faster creative testing through
modular AI-assisted production.

12wk

Growth sprint cycles from
strategy to launch to learning.

START WITH A FOCUSED SPRINT, THEN COMPOUND WHAT WORKS.

SIGNAL SPRINT

Audience, category and platform mapping. Output: opportunity map and media thesis.

LAUNCH SPRINT

Creative routes, media plan, tracking and campaign deployment.

GROWTH RHYTHM

Weekly optimisation, creative learning, reporting and next-best actions.

READY TO MAKE THE MARKET NOTICE?

Bring us a brand, a growth problem or a campaign brief. We will turn it into a sharper media and creative operating system.

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