

Partner Profile

2026

THE FAM



WHO ARE WE

**We don't follow
culture, we build it.**

Founded by Mandima Qunta, The Fam is a Jo'burg-based experiential agency that connects brands and agencies with the audiences shaping culture from the inside out.

We don't chase trends, we work with the people who define them. Building partnerships that hold weight in the room and deliver value to our partners.



**We don't just activate.
We participate.**



WHAT WE DO

The Fam helps brands enter underground youth and queer-adjacent spaces in a way that actually makes sense for the people inside them and the partners funding them.

We don't mine culture for insights, we are part of it. With the help of our platforms Buka Arts, Le Grand Brand, and Tint Network, we turn data into experiential spaces, not just flashy campaigns.

This results in work that feels right in the room and still delivers where it counts.

Where agency meets movement

At The Fam, we know that access is never assumed, it is earned.

That's why we take great pride in developing our own cultural platforms that help to build long-lasting cultural participation.

Driven by a strong urge to protect the room, we pour into the communities we activate; earning us the permission to enter the room.

THE FAMILY



OUR FAM-ILY

LE GRAND BRAND

Rooted in Johannesburg's growing ballroom scene, Le Grand Brand aims to create safer, high-energy spaces for queer communities.

More than an event property, it is a space where performance becomes presence, and where queer talent is given the kind of stage and cultural legitimacy it has too often been denied.

BUKA ARTS

Buka Arts was designed as a bridge between artists and the wider cultural ecosystem, creating opportunities for people to engage with contemporary creativity, in ways that feel intentional and rooted in Jo'burg culture.

TINT NETWORK

Tint Network is a digital storytelling engine built to create safer, more intentional conversations around culture and identity.

Giving LGBTQIA+ voices room to speak for themselves and shape the conversation on their own terms.

[Visit our YouTube](#)

TINT NETWORK ARTIST RESIDENCY

Tint Artist Residency (T.A.R) is dedicated to empowering LGBTQIA+ creatives from under-served communities.

Focusing exclusively on discarded and recycled materials. T.A.R challenges the world's waste while amplifying the voices often pushed to the margins.

OUR WORK



Ballantines x Boiler Room x Le Grand Brand

In 2023, The Fam solidified its reputation as a premier experiential agency through a high-profile collaboration with Ballantines x Boiler Room, where our Le Grand Brand concept took center stage as a primary collaborator. This partnership represented a masterclass in subculture navigation; we didn't just host an event, we curated a cultural moment that sat at the precise intersection of high-fashion ballroom culture and Jozi's gritty, electronic underground.

By integrating the "Le Grand" ethos of unapologetic self-expression and community-building into the global Boiler Room platform, we demonstrated The Fam's unique ability to translate brand objectives into authentic, lived experiences. For us, this wasn't just a campaign—it was a testament to our role as cultural architects who understand how to amplify niche subcultures without diluting their soul, ensuring Ballantines resonated deeply within the hearts of South Africa's most influential creative communities.

OUR WORK



Jägermeister Night Embassy (Johannesburg)

As a core conceptual force behind the Night Embassy Johannesburg campaign, The Fam played a pivotal role in redefining the city's after-dark identity. We didn't just manage the project; we served as part of the heartbeat of the core team, meticulously bridging the gap between corporate brand vision and the raw, authentic energy of Jozi's underground.

By identifying and empowering the "Ambassadors of the Night," we transformed traditional nightlife into a platform for creative resistance and cultural evolution. Our involvement ensured that the campaign went beyond standard event production, instead fostering a sustainable ecosystem where music, art, and community collided.

Through strategic amplification and a deep-rooted connection to the streets, we helped cement Johannesburg's reputation as a global epicenter for nightlife subculture.

OUR WORK



Russian Bear Activations

From August to December 2022, we executed a high-energy national tour for Russian Bear Vodka in collaboration with the award-winning duo Blaq Diamond, cementing the brand's "Next Level" identity across South Africa's most vibrant hubs.

The campaign centered on a high-impact series of activations throughout Gauteng, where we dominated urban nightlife and local spaces with immersive brand experiences and live performances. The tour reached its climax in December with an intensive weekend takeover of Durban's iconic townships, bringing the brand directly to the heart of the community during the peak festive season. By merging local music culture with premium brand presence, we successfully drove mass consumer engagement and reinforced Russian Bear's position as the vodka of choice for the bold and the creative.

WHY WE EXIST

The problem isn't finding culture, it's entering it properly

Most brands aren't overlooked by the crowd because they're unwelcome; they're overlooked because they're unclear on how to show up authentically.

In protected spaces, authenticity isn't a "nice to have", it's the entry fee – and often the very barrier that stops participation moving from sponsorship to collaboration.

The Fam exists to bridge this missing layer between brand ambition and community permission, helping you move from presence to participation.



HOW WE WORK

CULTURAL ENTRY STRATEGY

We help you figure out if you should be in the scene, and how to do it properly.

From cultural audits to partnership design, we turn “can we play here?” into a clear, credible role your brand can actually own.

PARTNERED EXPERIENCES

Don’t just sponsor culture, be a part of it.

We translate permission into experiences, moments, and platforms that feel native to the room and still deliver real brand outcomes.

SOCIAL IMPACT PROGRAMS

Create work that leaves something behind.

We design initiatives that create real opportunity, not just visibility. From residencies to platform-building, the work is built to add value to the communities it touches.

CULTURAL PLATFORM PARTNERSHIPS

Build long-lasting equity.

Turn short-term participation into longer lasting cultural equity, that strives to make participation with the room meaningful over time.

**Brands deserves more than just
visibility, they deserve legacy**

By partnering with us, you aren't just hiring an agency; you are gaining access to a creative giant with the keys to South Africa's most influential subcultures.

Let's move beyond traditional marketing and build an immersive world where your brand is the catalyst for the next great cultural shift.

Join The Fam, and let's create the "had to be there" experiences that Jozi—and the world—will never forget.

**LET'S
PARTNER**



ENKOSI, FAM

Got a project that needs a pulse?

Or just want to talk about the future of Mzansi culture?

Get in touch at

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