



SERVICE OFFERING

BRAND COMMUNICATIONS

IN THE HIGHLY COMMODITISED WORLD OF CONSUMERISM, THE BIGGEST CHALLENGE OF BRAND EXPERTS AND MARKETERS IS NOT TO CREATE DIFFERENTIATED BRAND OR PRODUCT/SERVICE, BUT TO CREATE AND MANAGE MEANING FOR BRANDS, PRODUCTS AND SERVICES.

BUSINESSES NEED TO DRIVE BEHAVIOR AND INSPIRE ACTION IN THE ABSENCE OF A PHYSICAL PRESENCE.

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"If protection of intellectual property begins to disappear, creative companies will disappear or never get started. But there is a simpler reason: It's wrong to steal. It hurts other people. And it hurts your own character." STEVE JOBS

BRAND COMMUNICATIONS

MEDIA SOLUTIONS FRAMEWORK

CLIENT BRIEF

BALANCE

CONTENT
ENGAGEMENT
TECHNOLOGY

CONSIDER

USER
NEEDS

EXECUTE

BUSINESS
VIABILITY

EXPERTISE

Experience
& foresight

Deep Client
Insight

Design
thinking
Technology
solutions

TECH
FEASIBILITY

- Print media
- Digital media
- Direct mail applications
- Accounting integration
- In-store activations
- Collateral design
- 3D animation
- Motion graphics
- Visual comms
- UX / UI design
- Digital reality Augmented & Virtual Reality
- Digital presentations
- Responsive web design
- Video editing & photography
- Copywriting
- Technology development

BRAND COMMUNICATIONS

PRODUCTS AND SERVICES

BRAND MANIFESTO

- Design
 - Mission and vision
 - User experience (UX)
 - User Interface (UI)
 - Customer experience (CX)
 - Workflow & process
 - Organizational Structure
- Digital strategy & transformation
- Multichannel design and integration
- Customer Segmentation
- Value proposition
- Customer-led innovation
- New products & services
- Business models and frameworks

AWARENESS

- Brand development: logo, corporate identity, packaging
- Web solution
- Audio-visual - storytelling
- Launch media
- Social media posts and planning
- Brand activations and advertising media

PR | VALUE ADD

- Brand ambassador positioning
- Articles and blogs
- Thought leadership and whitepapers
- Social media strategies and content creation
- Industry-related news and updates (trending)
- Internal communication strategy

SALES

- Web solution: e-commerce / online sales
- In store activations
- Product promotions
- Product design and development
- Channelled marketing

BRAND PLATFORM | INTRO

- Internal comms (e-learning)
- SEO
- Tactical and digital leads
- Social media channel creation and management
- Brand activations

CUSTOMER EXPERIENCE (CX)

- VOC & sentiment research, data collection, analysis, insights
- NPS, VOC, CSAT, Sentiment Scoring
- Process and culture analysis
- Customer journey mapping
- Customer experience management (CEM)
- Closed-loop feedback
- Social media sentiment analysis
- CX maturity studies
- Qualitative research/interviews
- Customer and employee focus groups & engagement strategy
- In-store experiences and design
- Customer experience measurement dashboard
- Operational implementation
- Messaging - AI-Driven Chatbots, including WhatsApp, web, SMS, and in-app push

LAUNCH | GENERATE TRUST

- Social media campaigns and planning
- Digital campaigns
- Copywriting
- Content development
- Advertising / placement
- Media spend

BUY | WORD OF MOUTH

- Print media
- Digital media
- Direct mail applications
- Accounting integration
- In-store activations
- Collateral design
- 3D animation
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BRAND COMMUNICATIONS

Effective visual communication answers business' most difficult questions in a demanding environment. This offers innovative and customised problem solving by turning data into business intelligence that improves decision making. All solutions are customised and uniquely designed to your needs, as no one size fits all



AUGMENTED REALITY



INDUSTRIAL ANIMATION

LEARNING SOLUTIONS



VIRTUAL REALITY



PRINT MEDIA



- COLLATERAL DESIGN**
- 3D ANIMATION**
- MOTION GRAPHICS**
- VISUAL COMMS**
- UX / UI DESIGN**
- AUGMENTED / VIRTUAL REALITY**
- DIGITAL PRESENTATIONS**
- RESPONSIVE WEB DESIGN**
- VIDEO EDITING & PHOTOGRAPHY**
- COPYWRITING**
- TECHNOLOGY DEVELOPMENT**

LEADERSHIP



CHRISTO SMIT **BUSINESS ADMINISTRATOR**

Christo is an experienced business leader with a stellar track record as a turnaround specialist in the digital agency space. His focus is solely on business strategy & planning, new media applications for digital transformation and learning & development.



GINO SMITH **WORKFORCE ENABLEMENT**

Gino has +14 years' experience as a talent and organisation HR professional. Gino believes that sustainable success is enabled for – better equipping organisations and projects to realise planned benefits and ROI.



NADIA LEONARD **LEARNING SOLUTIONS**

Nadia is a seasoned management consultant with extensive experience in the digital transformation space. With local and international experience, Nadia leads the VSLs Learning Solutions team that specialises in learning advisory, content experience design and technology implementations.



DAVID O'DONNELL **BRAND COMMUNICATIONS**

David is a communications and digital media specialist with over 15 years' experience in the multimedia industry. He has over 100 projects under his belt in the industrial sector including process illustrations, tender clarifications and learning applications.

STRATEGIC PARTNERS

THANDO DINGAAN

The ex-CEO of DWF collective and Mother Russia has an incredible passion for learning and development of blue-collar workers throughout South Africa. As part of the CLoX initiative, Thando offers strategic and operational insight throughout the rollout strategy.

SAJEED SACRANIE | ALKEMI

Creating value through strategic alliances; the aim being to “Grow the Pie” by crafting new opportunities. This is done by leveraging assets (brands, networks and infrastructure) and structuring transactions that align interests and generate mutual and accretive value.

JASON CAPE | ORYX CAPITAL

Ex-Bain & RMB consultant with a vast network and experience in the financial services industry. Jason's involvement offers unparalleled financial modelling experience to offer ROI and viability assessments on both projects and VSLs expansion initiatives.

DANIEL SWART | CAPITAL CHANGE

An experienced management consultant with primary focus on oil and gas within the South African consulting sphere. His understanding of the underlying business metrics offer end-to-end execution capability in the Human Capital space.



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