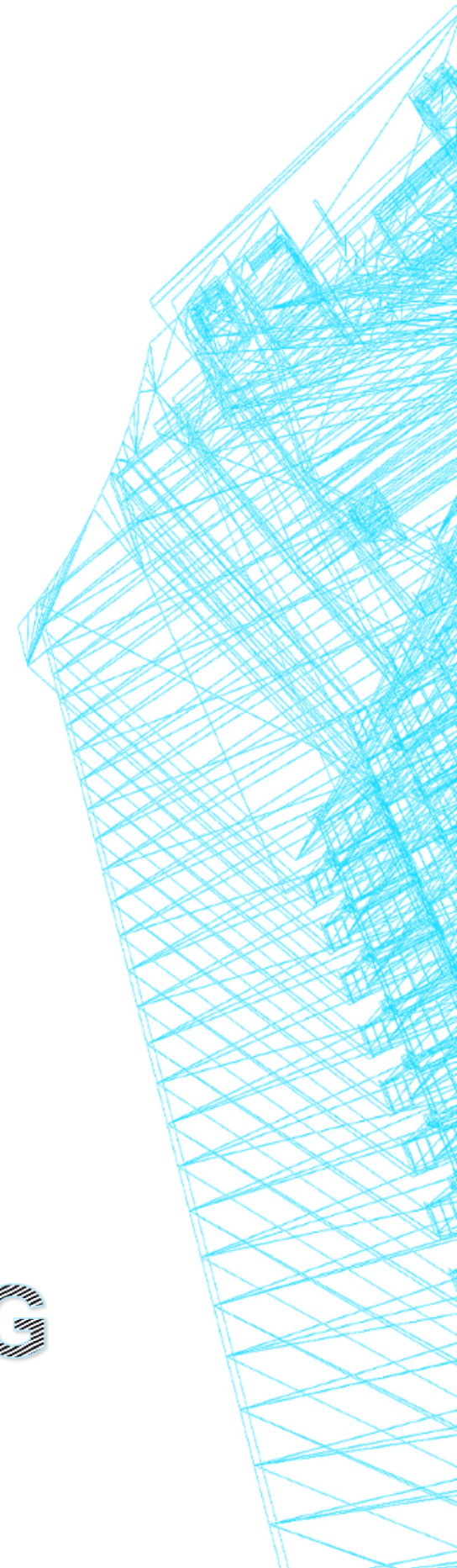


SA INNOVATION SUMMIT.

Analytics
Advertising

BUILDING BRANDS

EVENT PR & MARKETING
STRATEGY



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Our STORY

Analytics Advertising, founded by Talifhani Mamafha in 2015, is a multi-disciplinary advertising, marketing and brand boosting and building agency.

Talifhani as an entrepreneur, from a young age, established himself in the actuarial and econometrics sphere and reinvented himself in the analytics industry.

We are a Africa's leading full-service Digital Marketing agency, utilising analytical specialists to provide full scale Project Management and execution of Digital Campaigns for Corporate, Retail and Personal brands.

Our purpose is to:

IMPACT

INFILTRATE

REVOLUTIONISE

Company PROJECTION

2019

- A small unit
- 10 creatives in the Digital Media space

2020

- Maintaining the core group of collaborators
- Adapting to client needs in an unprecedented era

2021

- Continuous growth on our footprint
- Have a larger collective of strategists in our midst

2022

- Launch of our portal with a remote workforce
- Setting trends, constantly analysing the market and staying up to date

Analytics Advertising Org **STRUCTURE**



CEO & FOUNDER

Talifhani Mamafha



SEO Specialist & Data Analyst

Ookeditse Mosieleng



Senior Strategic Designer

Naledi Sikwane



Data Analyst & Client Relations

Takalani Netshipale

Our **VISION, MISSION** And **GOALS**

VISION

To become Africa's leading digital marketing, campaigning and brand building agency

MISSION

Provide unmatched quality content for digital platforms and provide maximum exposure and recognition for clients

GOALS

To provide successful full multi-disciplinary service to clients and retain renewal of services for completed projects

Brand VALUES

01 Breaking boundaries

Being at the forefront of trends and setting them to keep our clients up to date and ahead of their competitors

02 Reinvention

Providing clients a new version of their old advertising and campaigning content, also providing fresh-new ideas

03

Availability

To break the agency stigma and be available to our client base whenever they need us.

04

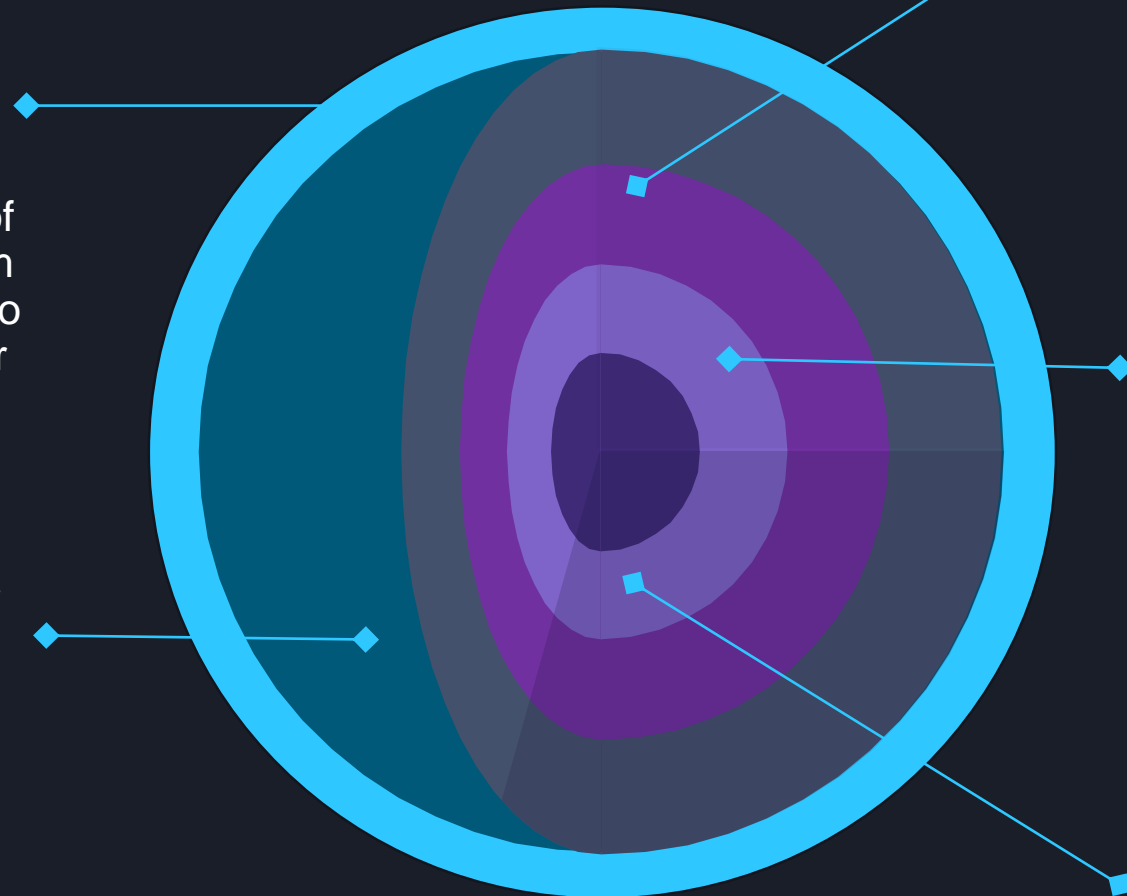
Natural creativity

To bring creativity to clients which comprises of South African authenticity and originality .

05

Diversity and Integrity

To provide honest and diverse solutions that are in line with the company vision and mission.



Our SERVICES



As a Africa's leading agency, our experience assist in making local & International clients meet and exceed their goals through:

- Analytics
- Creative designs
- Content creation
- Media monitoring
- Brand Strategy
- Campaign management

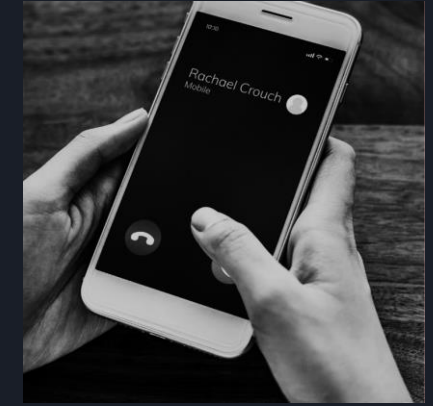
BUILDING BRANDS

- We build brands for corporates, products and people.
- We evaluate what the company/person represents, their niche and how your product will satisfy the market.
- We develop strategies to ensure efficient communication to your customers to make it easy for them to understand.



ANALYTICS

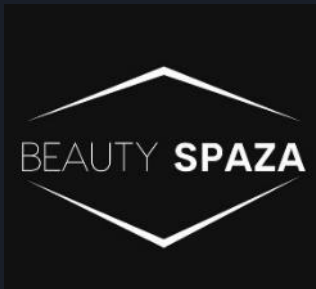
- We are a data-driven company, specialising in Data Analytics.
- Prior to campaigning/branding, it is crucial to understand what the target market it and what works.
- Thereafter, we track the market with our speciality, Media monitoring & Sentiment analysis.



INFLUENCER MARKETING

- We are the leading company in personal branding today, having developed successful personal brands such as Ntando Duma, The Funny Chef, Mohale and Makhadzi.
- Our aim is to utilise current influencers to campaign and brand products to create influenced interest from consumers for it.

Our CLIENTS



MOHALE
ACTOR & MODEL
859K FOLLOWERS



THE FUNNY CHEF
ACTRESS & CHEF
246K FOLLOWERS



NTANDO DUMA
TV PERSONALITY
2.4M FOLLOWERS



MAKHADZI
SINGER & DANCER
153K FOLLOWERS



LINDOUGH & VALDO
ACTOR & ARTIST
66.9K FOLLOWERS



BONNIE MBULI
ACTRESS & AUTHOR
318K FOLLOWERS



Our **CAMPAIGNS**

We offer a full-service Digital Marketing solution to our clients ensuring that KPI's are met timeously and continuing to challenge ourselves to ensure that no campaign becomes stagnant. By Collaboration we ensure fresh and innovative thinking and we adapt fast to keep the client ahead of it's competitors and away from the boredom of monotony.

ProNutro

Influencer marketing targeting mothers, Content creation and Media monitoring

Weet-bix

Influencer marketing targeting lifestyle influencers, Creating content and media monitoring

Bokomo

Influencer marketing using the brands target market, creating content and media monitoring

MTN

MAKEOVER

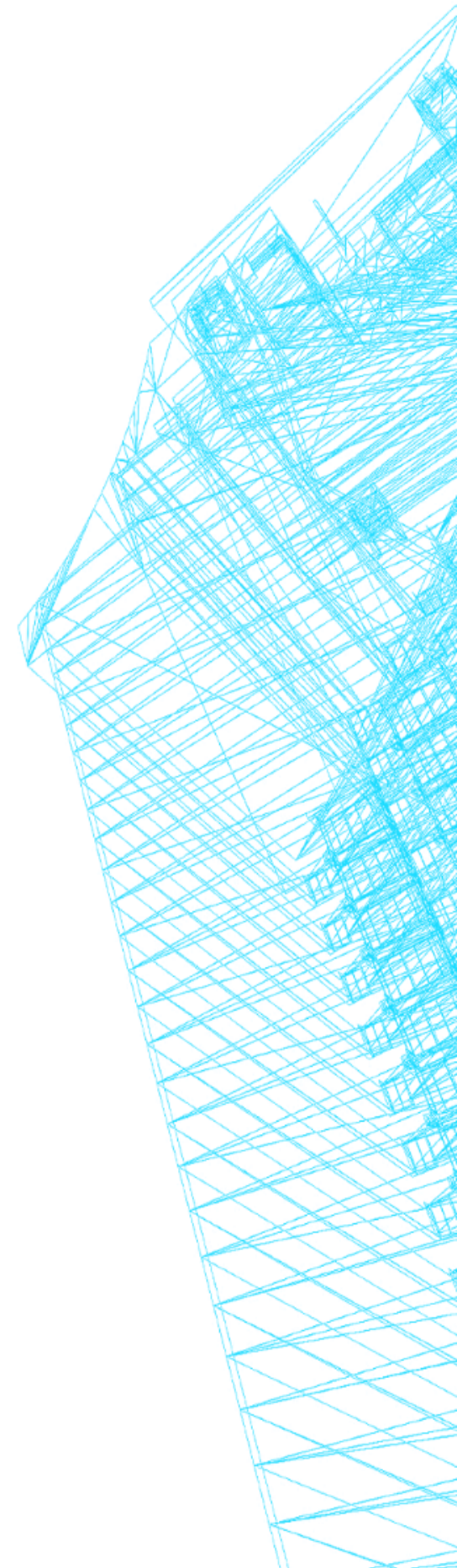
Content creation using The Funny Chef as an Influencer, and Media Monitoring

VW

T-CROSS

Influencer marketing, Creating social media content and media monitoring

EVENT PR & MARKETING PROPOSAL



PR & Media Management

Social Media Strategy

Press Office

Monitoring, Measuring and Reporting

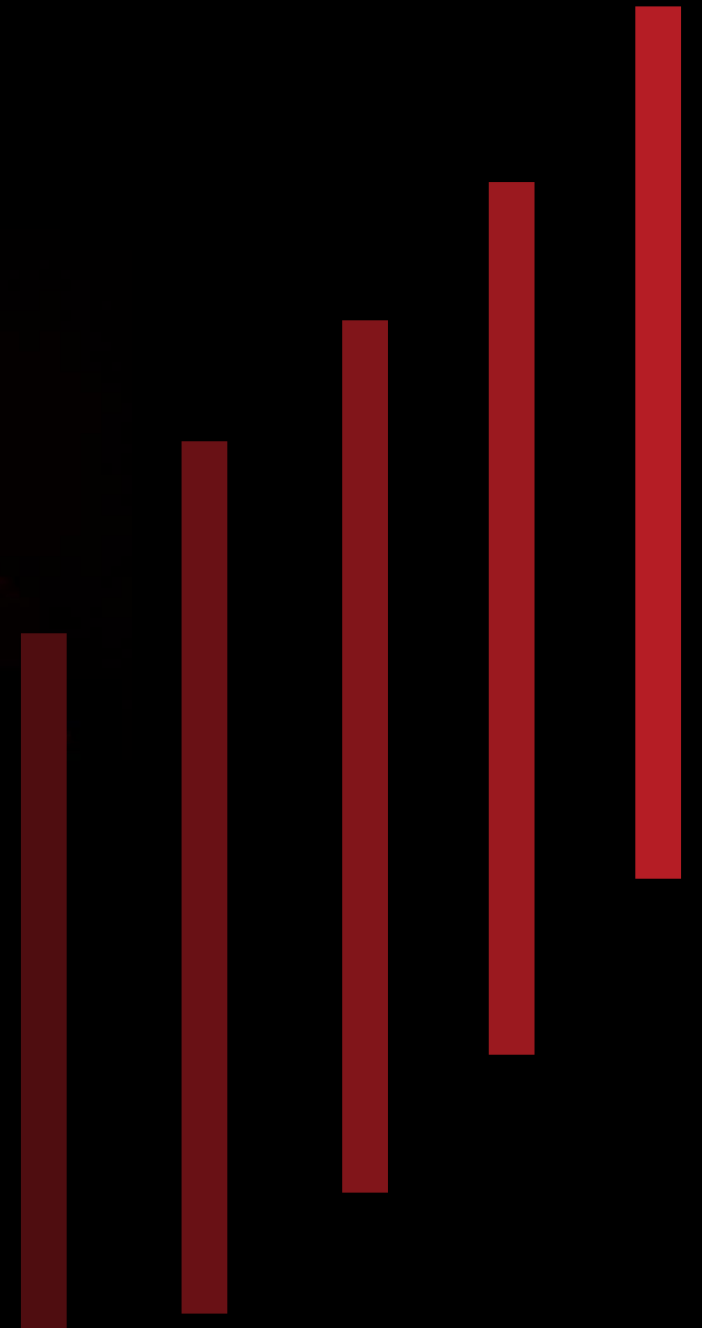


BRAND STRATEGY

SA INNOVATION SUMMIT

PR & MEDIA MANAGEMENT

Sit Dolor Amet





COMMUNICATION PLAN

MID-JULY TO MID-OCTOBER

  ■ Identifying the target market

  ■ Media planning and strategy

  ■ Content Creation

  ■ Posting schedules: Number of times to post per week and PR management schedule

  ■ Driving ticket sales and Stakeholder partners or group ticket sales

  ■ Weekly reporting and analytics



COMMUNICATION AND STRATEGIC PUBLIC RELATIONS OBJECTIVES

Cutting-edge
Media Strategy



Content production
targeting the
specific customer



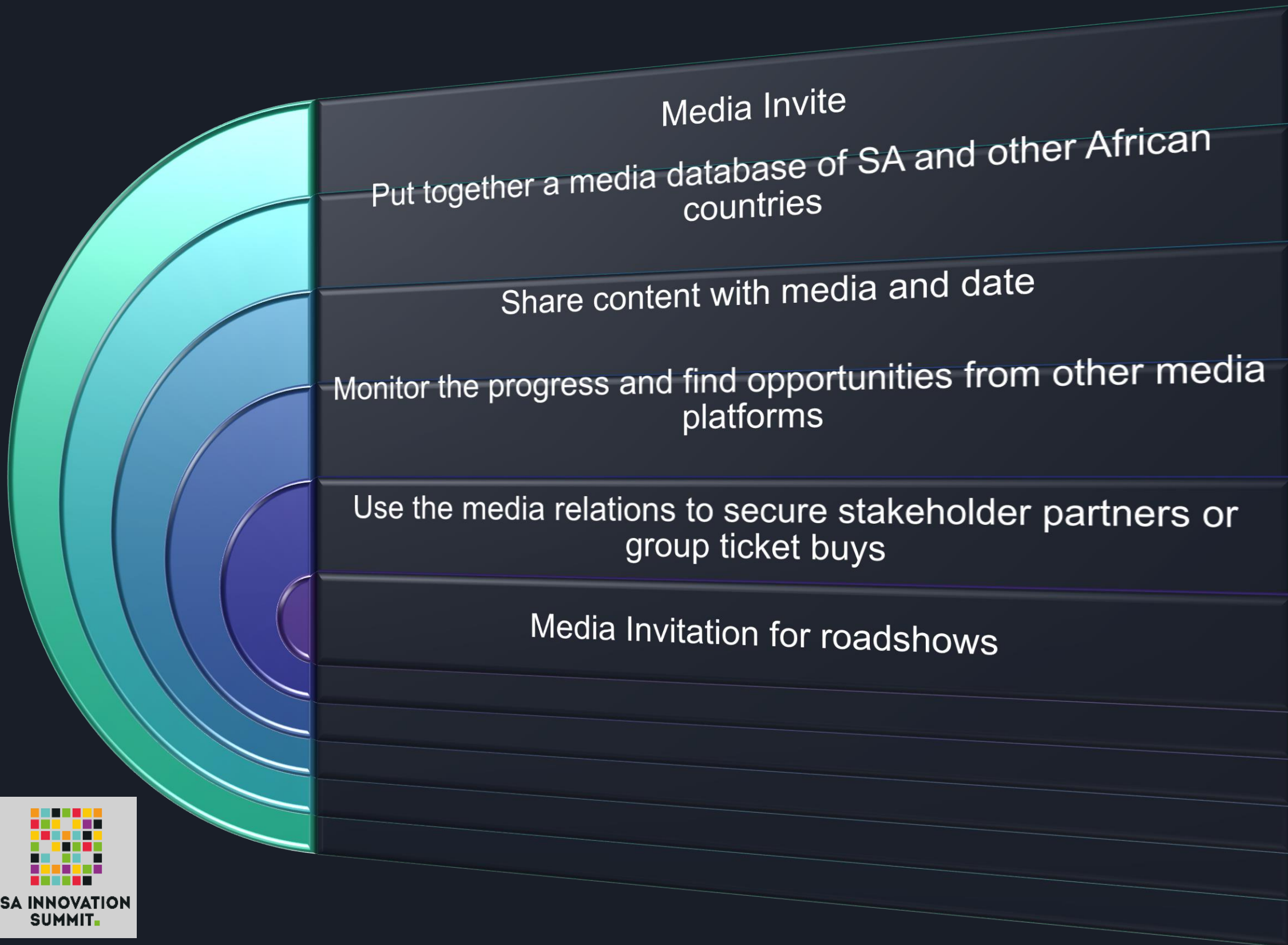
Step up presence
and build
awareness to
drive ticket sales



Media
monitoring



MEDIA RELATIONS



The background features a complex pattern of glowing red lines that swirl and curve across the left and center of the frame. On the right side, there is a vertical bar chart with five bars of increasing height from left to right. The text 'SOCIAL MEDIA STRATEGY' is centered in the upper-left quadrant.

SOCIAL MEDIA STRATEGY

SOCIAL MEDIA IMPLEMENTATION SCHEDULE

13 – 26 JULY

Official awareness posts about the event , time date place price and run paid ads

10 – 23 AUGUST

Talk about the topics at the event and who is coming and why it is important to buy ticket

7 – 13 SEPT

Talk about clients who bought the tickets already and why others are missing out

21 – 27 SEPT

Count down to event day and paid ads to drive ticket sales

5 – 11 OCT

Post event information and the importance of the SA innovation summit

27 JUL – 9 AUG

Get influencer to drive awareness and attention to the target market: corporate group ticket discounts

24 AUG – 6 SEPT

Get the influencer to remind audience to buy the ticket and push corporate ticket sales

14 – 20 SEPT

Influencer marketing and build up awareness content

28 SEPT – 4 OCT

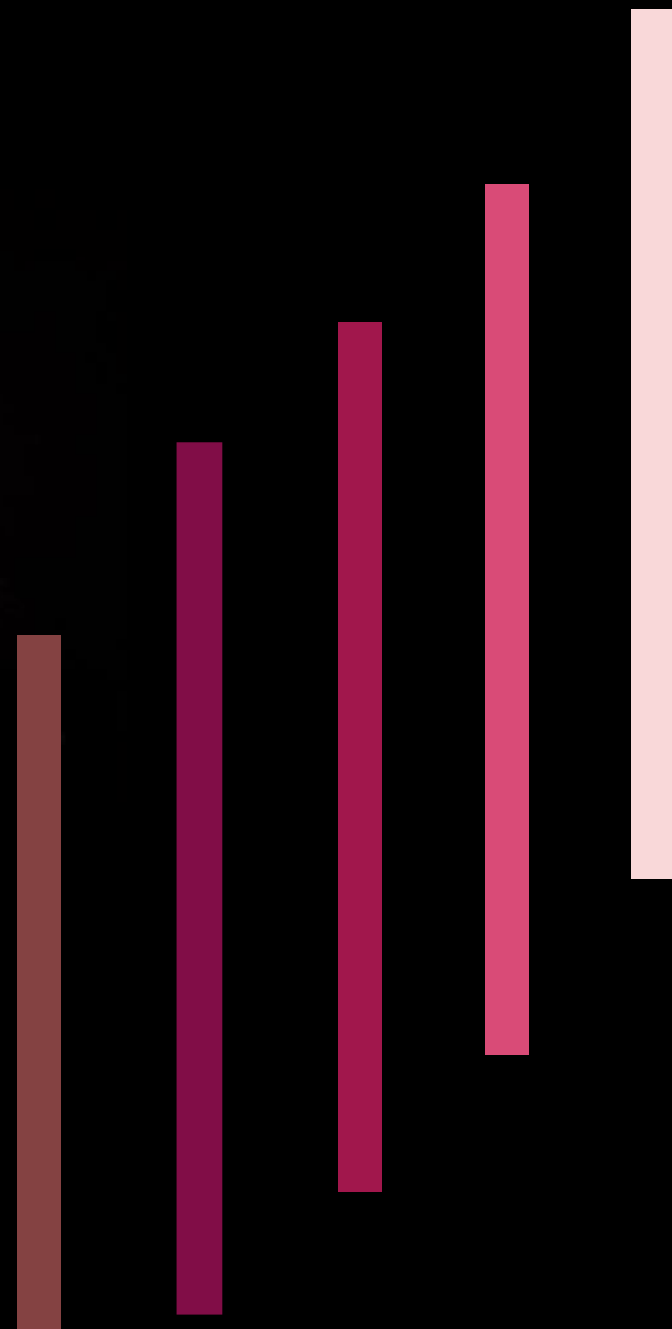
Event updates and monitoring

12 – 16 OCT

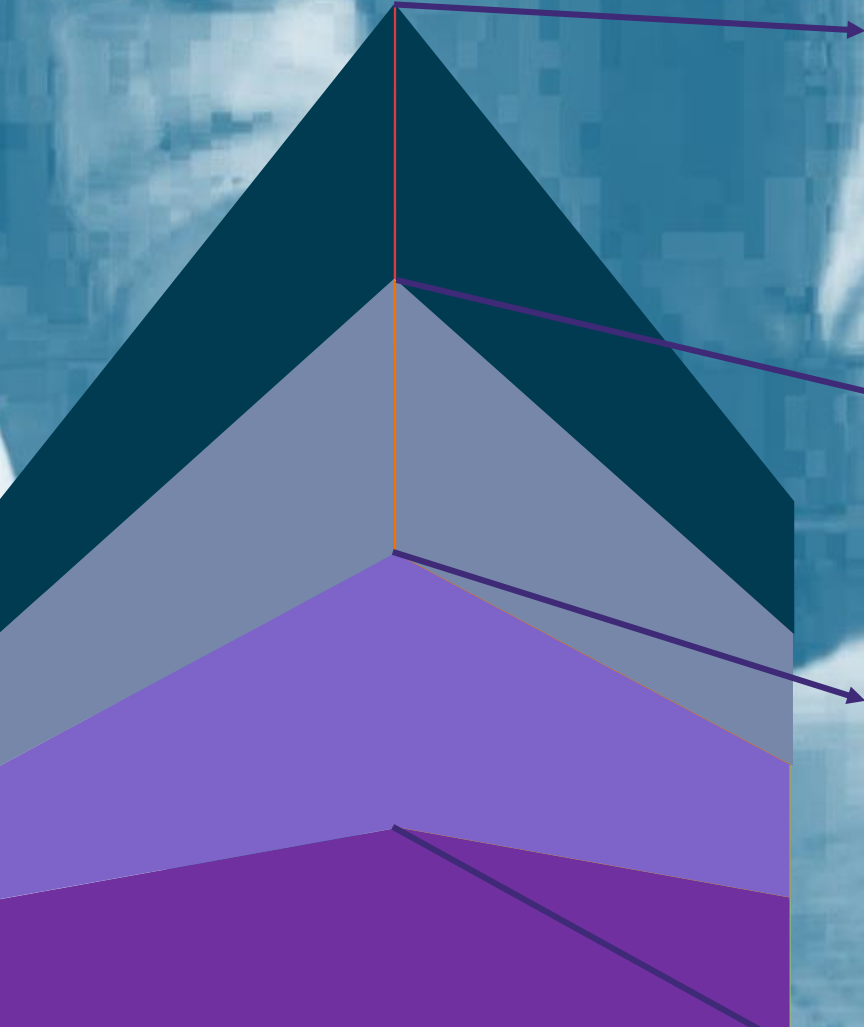
The winners results and the importance of joining next year

END OF SA INNOVATION SUMMIT

PRESS OFFICE



PRESS OFFICE STRATEGY



Plan and organise the first press release. This can be done end of July between 27th and 31st.

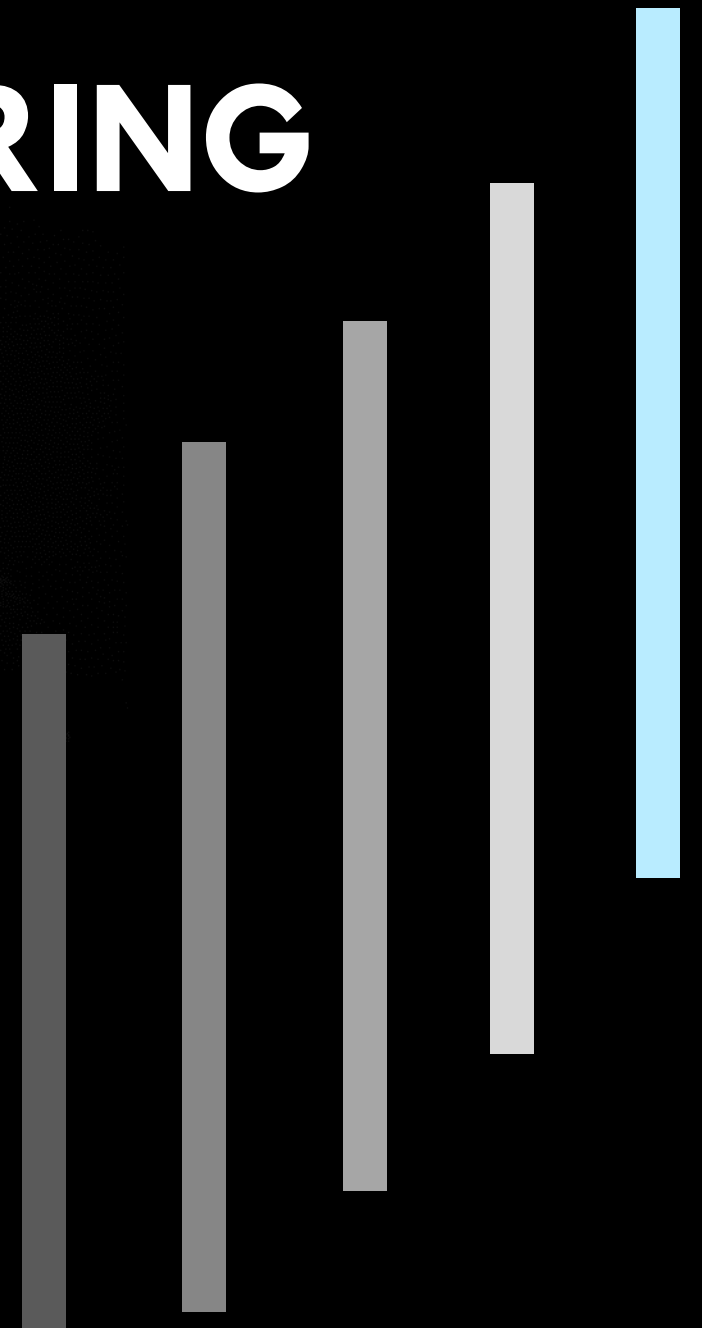
The point is to drive group ticket sales and Individuals

Second press meeting can be done in the week of 14 to 18th of September

This is to ensure the right market is aware of the event and time remaining to buy tickets



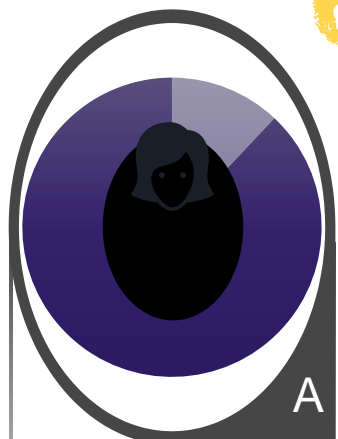
MONITORING, MEASURING AND REPORTING



PRESENT PROGRESS REPORT

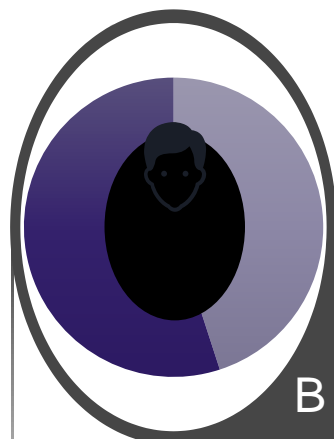
Customer insights about the event

Analyzing sentiments or customers perspective about the event will help us understand the right channel or tone to communicate to the right customer



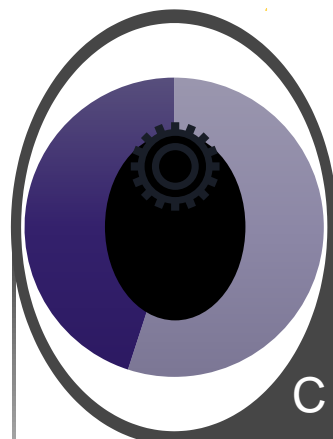
Social media

- Analyze social insights and campaign insights and conversation rate



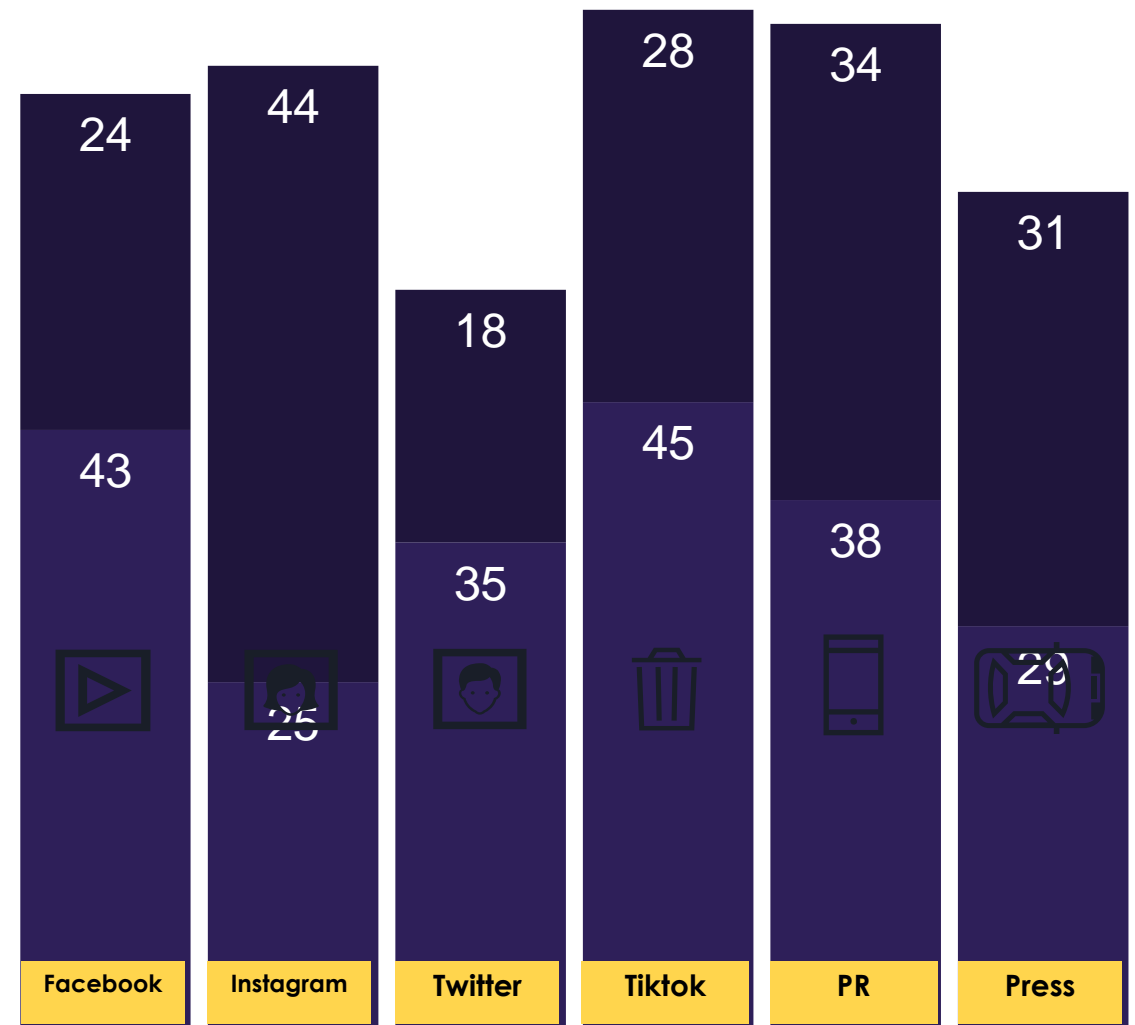
PR

- Get insights about the impact of PR and analyze ticket sales



Press

- Analyze the awareness impact of press release and what needs to change on the second press



MEDIA ANALYSIS REPORT



The report will show information from the launch to post Event



SA Innovation Summit

Explain the strategy behind launching and the ticket sales from first week

Progress report will help identify the momentum and opportunities as the campaign is running

Event day



Enable attendees to interact with social media platforms to encourage others to attend.

%

Analyse the event successes, opportunities & weakness

%

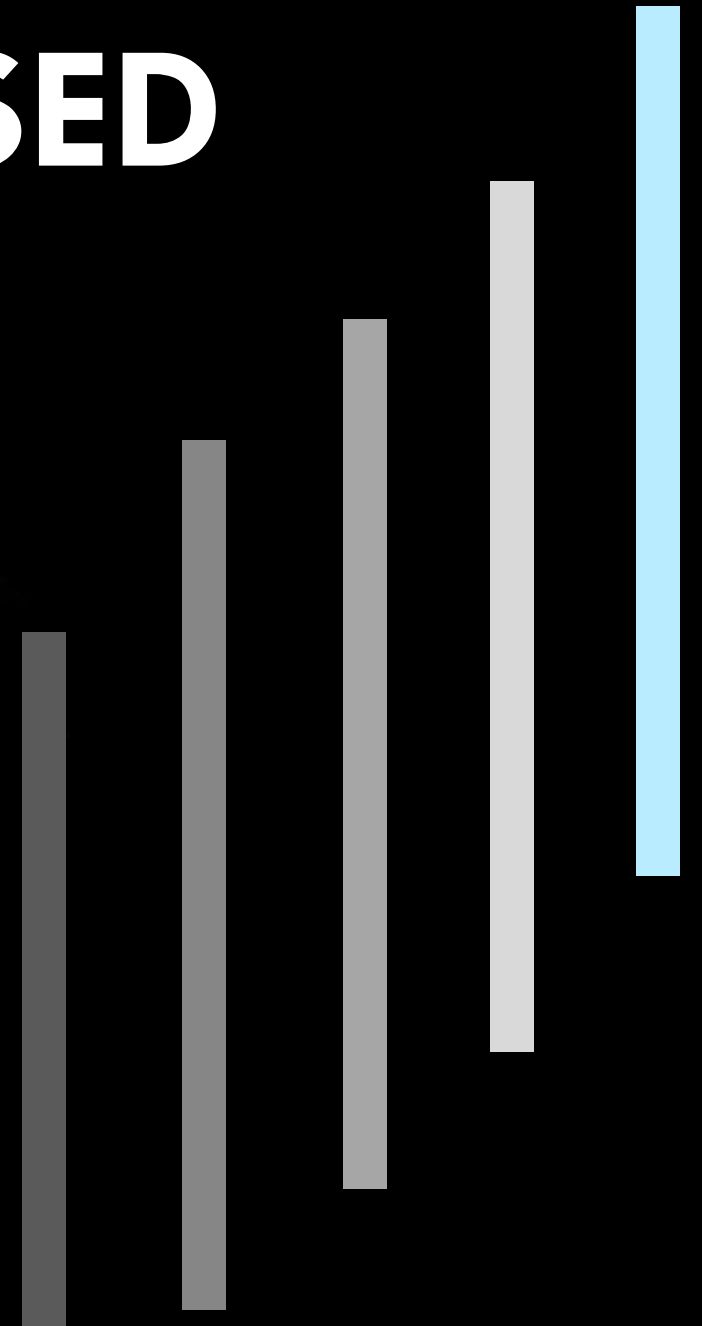
Analyse the turnout and who mostly came at the event



Post Event

Event reporting

BUDGET FOR PROPOSED SERVICES



BUDGET BREAKDOWN

- Identifying the target market - R
- Media planning and strategy - R
- Content Creation - R
 - Posting schedules (Number of times to post per week and PR management schedule) – R
- Driving ticket sales - R
- Weekly reporting and Analytics - R

TOTAL : R

Contact Us

For all enquiries 24 hours a day feel free to contact the team lead.



Analytics Advertising
22 Magwa Crescent
Gateway west, 1st Floor
Waterfall city, Midrand
Johannesburg, Gauteng



T: +27 10 009 5402

<https://www.analyticsadvert.com/>



mrbanks@analyticsadvert.com



Thank You.