



IMAJINATION  
marketing where ideas are born

## COMPANY PROFILE

RESEARCH  
STRATEGY  
CONCEPTS  
ADVERTISING  
DIGITAL  
PR & CSR



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# ABOUT US

## Who we are

Imajinnation is a disruptive and strategic full-service marketing communications agency, specializing in visually strong and innovative audio-visual concepts, crafting messaging that is impactful and attention-grabbing, tactically placed on the most important and unique platforms, in the most effective way.

Imajinnation services small to large, national or multi-national brands, on a project-by-project or retainer basis, for all their marketing communication needs.

## Where we come from

Imajinnation originates from decades of evolution on both sides of the marketing field, from doing the actual, "hard graft" work on-the-ground and in-the-field, to being the other side of the desk on strategy, management and planning.

We've been involved in everything from on-the-ground promotional and activations campaigns, events and conferences, exhibitions and trade shows, sponsorship activities, charity and social responsibility initiatives, video production, design, audio composing, graphics and motion graphics, technical productions (sound, lighting and audio equipment), audio-visual technologies (like holographics; augmented and virtual reality; 3D products; gesture and touch technologies; simulators; smell and audio technologies, to name a few), staging and exhibition stand building, entertainment and entertainers, and show controlling, to running Brand Strategy, Public Relations, Advertising Campaigns, Digital Marketing and Social Media Management, and even internal marketing communication.

## What we stand for

Imajinnation's mission statement is to create strong, actionable, long-term connections between our client and the intended audience through impactful messaging that is disruptive and distinctive, where message retention and reach results are improved by utilising creative, non-traditional and innovative methods, along with integrated quality solutions that are developed, managed and controlled to ensure the 'golden thread' is continued across all elements, all speaking one language and delivering the same message, to entice and evoke the desired response or outcome, that leads to improved ROI.

## Where we want to go

Our objective is to bring back brand marketing strength, through the power of strategy, whilst our goal is to once again legitimize marketing spend by proving that results can be achieved.

Our vision is to become one of the best integrated and disruptive marketing communications agencies in South Africa and more importantly, the chosen point of call when clients are wanting to conduct brand marketing activities of any kind. We want to provide holistic marketing services across all markets and sectors, regardless of the size of our clients' organisations or type of product, where Imajinnation can be of such close partnership with its clients, that we are seen to be part of the internal team.

Lastly, given our South African heritage, it is also of vital importance for Black Economic development throughout our process, in order to achieve true transformation.

To find out more about us, our services, or our work, please visit [www.imajinnation.marketing](http://www.imajinnation.marketing) or email [info@imajinnation.marketing](mailto:info@imajinnation.marketing)

# OUR SERVICES

## What we do

Imajinnation handles all elements from above- through to below-the-line Brand Marketing Communications. In fact, we no longer believe the line has a place in modern advertising strategy as we prefer to focus on disruptive shock-360 campaigns that connect with all touchpoints and are bound to get the consumer's attention (see our article about "[no more above and below the line](#)").

So we cover the full Marketing Communications spectrum, whether on TV, Radio, Print, Outdoor, Digital, Social Media or Mobile, PR, CSR, Events, Activations, Exhibitions, Sponsorships, you name it – we execute them in an integrated way to ensure the '*golden thread*' is carried throughout, and that all elements speak to the overall strategy and creative through Integrated Marketing.

Our services include: Research; Strategy; Concepts; Design and Production; Innovation; Sourcing; Planning; Booking and Placement; Project Management; and Reporting.

## Where we do it

- Television: sourcing, planning and scheduling according to demographic breakdown, along with production.
- Radio: the entire scope as per above but includes voice-overs, live-read scripts, competition management.
- Print: sourcing and negotiation; design; advertorial writing; management; tracking results.
- Outdoor: sourcing; scheduling; negotiating; planning; design; production; booking; management; reporting.
- Out-of-Home (OOH): full scope as per outdoor advertising.
- Digital: digital strategy; social media strategy and management; digital advertising; website design and development; domain management and hosting; SEO; SEM; lead generation; Influencer marketing; CRM and email marketing; design and production.
- Public Relations: PR strategies; media relations; public affairs; crisis management; media launches; press releases; product placement; securing media; copywriting; editorial; advertorials; media monitoring.
- Internal Marketing Communication: design and printing; desk drops; gifting and incentive management; internal events; team building functions.
- CSR: sourcing appropriate initiatives and managing every aspect of the project.
- Events, Activations, Exhibitions, and Sponsorship Activities: executed by our sister agency, [Ideology Agency](#).

## How we do it

Simply put: We do integrated marketing. But what does that actually mean? Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force, achieving more than the sum of its parts, i.e.  $1+1=3$ . It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.

For our small to medium clients we offer a retainer-based service of all marketing activities combined to ensure the '*golden thread*' is carried throughout, and that they meet the overall strategic requirements and objectives, or retainers on specific requirements, or even on a case-by-case or project-by-project basis, such as with Digital, Production or PR. Whereas our larger customers are more likely to engage us on a specific campaign (with the full 360 approach), or even a specific requirement, such as with a singular element, like Design, Production, Digital, etc (where integration of multiple providers becomes the key to its success).

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# OUR WORK

## Our experience

Imajinnation's team has worked on a myriad of requirements, with a plethora of well-known consumer brands over the years, from a diverse set of industries, such as: beverage; liquor; FMCG; retail; cellular; fashion; fragrance; luxury goods; fitness; pharmaceutical; cosmetic; energy; banking; entertainment; electronics; technology; and automotive. Here are some of the clients that we have experience with:



## Our projects (Some of our sample work includes):

ABI Casino Campaigns (design, print and competition mngt.)



Mercedes-Benz Sandown Dealer Network (design, outdoor, OOH)



Revlon Mitchum (design, gym advertising and management)



Estée Lauder Aramis (design, print radio, digital, sms, outdoor, instore)



Nissan Juke (design, digital, web development, dealership toolkit)



Decorex DSTV advert



BAIC Digital Retainer (social media mngt, website mngt & development)

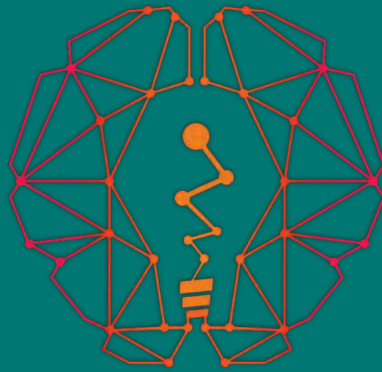


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## Why Us?

Here is list of advantages that sets us apart from the rest:

- Flexibility and Adaptability – being a boutique agency makes us easily re-mouldable.
- Pricing – overheads are much lower than larger agencies, allowing us good value for money.
- Personal Investment – Our dedicated focus on a smaller number of clients ensures dedication.
- Timelines – time pressures are part and parcel of our environment, which we are well accustomed.
- Experience – our diverse expertise from both ends of the spectrum makes us unique to market.
- Integrated Marketing – ensuring all elements come together and speak one language, always.
- Strength of Strategy – connecting all the dots together to form a complete plan of the future.
- Applicable Concepts – Concepts driven by strategy and vision, rather than creativity only.
- Our experience using Innovation to overcome threshold to messaging sets us apart from the rest.
- Focus on Results – Always looking at the Return on Investment to ensure results are achieved.



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