

THINK

CREATE

INSPIRE



TELUKAMZURI

STRATEGIC BRANDING &
CORPORATE COMMUNICATIONS



SUMMARY

A comprehensive, integrated full-service marketing communications agency based in Johannesburg, South Africa, that specialises in creative media, events and marketing communication solutions for clients across a variety of industry sectors.

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COMPANY PROFILE

Teluka Mzuri is a comprehensive, integrated full-service marketing communications agency based in Johannesburg, South Africa, that specialises in creative media, events and marketing communication solutions for clients across a variety of industry sectors.

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Established in 2018, we have a proven track record in delivering the best results to our clients.

OUR STORY

Teluka Mzuri is a comprehensive, integrated full-service marketing communications agency based in Johannesburg, South Africa, that specialises in creative media, events and marketing communication solutions for clients across a variety of industry sectors. Established in 2018, we have a proven track record in delivering the best results to our clients.

Our services consist of event, design, and multimedia that are delivered with creative, unique, and integrated approach to fulfil the clients needs.

What sets us apart is how agile our brand constantly evolves to be relevant in all seasons.

We offer a range of media-related products and services including full print and digital publication production of industry magazines, business profiles, integrated annual reports, presentations and marketing materials. Our marketing solutions are focused on marketing strategy and tool development, including but not limited to Marketing Campaign & Materials Development, Public Relations Management, Brand & Website Development, and Content Management.





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The Creative Design, PR, Marketing, Branding and Communications Edge

OUR VALUES


PROFESSIONALISM


 Be true to our word by being authentically true to ourselves and celebrate our differences

 Seek to understand through empathy


 Treat others with compassion, kindness and respect

INNOVATION

 Forever learning and growing i.e. make time for ongoing education and training


 Be open to ideas


 Charge competitively and fairly


 Stay pragmatic about budgets but don't be afraid of investments that result in growth i.e. not afraid to take risk in pursuit of excellence




QUALITY

 Never compromise aesthetics, development, structure, plan, strategy or process in favour of an easy way out.

 Clear, honest and respectful communication

 Provide value for customer, vendors and staff

 Be generous with knowledge, tools and resources

HOW WE WORK

Our marketing solutions are focused on marketing strategy and tool development, including but not limited to Marketing

Campaign & Materials Development, Public Relations Management, Brand & Website Development, and Content Management.



OUR SERVICES

In today's media landscape, your brand needs smart digital communications to complement offline outputs and resources.



CREATIVE: TAILORED DIGITAL MARKETING SOLUTIONS

We create unique and memorable messages to your audience with attractive multimedia contents



DESIGN, COPY-WRITING & PRODUCTION

Content is a crucial component of any business, separating successful brands from those that flounder.



BRANDING

Brands are business tools that drive commercial value.



CORPORATE PODCASTING

The All-In-One Podcasting Solution - Record, Edit, And Share Your Podcasts From Anywhere

We strive to deliver high-impact solutions to help you differentiate your brand in the marketplace

OUR TEAM COMPROMISES OF:

- > Graphic Designers
- > Content Creators
- > Photographers
- > Videographers
- > Website Developers and Designers
- > Social Media / Digital Managers and Marketers
- > Copywriters
- > Communication and PR Specialists
- > Event Planners, Decor specialist, Caterers
- > Event Designers and Saxophonists, singer, artists
- > Florists
- > Corporate DJs
- > Corporate Anchors/MCs
- > Podcast anchors
- > Brand Strategists
- > Marketing and Promotion Specialists
- > Vision mixers, audio and visual specialists
- > Sound, lighting and stage design specialists
- > Drone pilots
- > Animators
- > Influencers
- > Photo Editors and Retouchers
- > Translators / Editors / Proof Readers



PUBLIC RELATIONS & COMMUNICATIONS

Our PR team can help craft your content, shape your corporate/product narrative and then utilize our media contacts to generate a steady stream of editorial coverage.



EVENTS CONCEPTUALISING DESIGN

We offer a turnkey events management service that is custom-designed to fit the client's culture and strategic objectives.

"What sets us apart is how agile our brand constantly evolves to be relevant in all seasons."

OUR SERVICES

CREATIVE: TAILORED DIGITAL MARKETING SOLUTIONS

In today's media landscape, your brand needs smart digital communications to complement offline outputs and resources. We have an intelligently disruptive approach, not only to get people talking about your brand online and offline, but boosting discoverability across channels to meet and convert your target market. Our creative designers, writers and interactive pros with so much expertise in delivering high-impact deliverables to help you differentiate your brand in the marketplace.

We create unique and memorable messages to your audience with attractive multimedia contents that includes:

- ✓ Corporate podcasting -The All-In-One Podcasting Solution - Record, Edit, And Share Your Podcasts From Anywhere with an option of:
 - Professional voice for intro
 - Professional anchor
 - Hosting and connection to all the major podcast distributors and aggregators, such as iTunes, Spotify, Audible, CastBox, Deezer, Overcast, etc.

- ✓ Digital social media design, management and measurement across all platforms.
- ✓ Website content provision, development and maintenance
- ✓ Corporate Identity - Logo design, business card design, letterhead design, company profile design, flyer design and email signature
- ✓ Speeches, scripts and audiovisual presentations
- ✓ Reputation and brand tracking management
- ✓ Digital print, marketing and advertising
- ✓ E-mail campaigns and sales collateral
- ✓ Social media & content marketing including influencer marketing
- ✓ Video and animation
- ✓ Photography
- ✓ Retouching & Editing

We create unique and memorable messages to your audience with attractive multimedia contents that includes:

- Digital social media design ,management and measurement across all platforms.
- Website content provision ,development and maintenance that includes:
 - Responsive Website Design
 - Usability and Competition Analysis
 - Information Architecture Design
 - User Experience Design
 - Website Content Strategy
 - Installation & Setup
 - CMS and e-Commerce Integration
 - Cross Browser and Platform Testing
 - Optional Hosting

- Corporate Identity - Logo design, business card design, letterhead design, company profile design, flyer design and email signature.
- Speeches, scripts and audiovisual presentations
- Reputation and brand tracking management
- Digital print, marketing and advertising
- E-mail campaigns and sales collateral
- Social media & content marketing including influencer marketing
- Video and animation
- Photography
- Photo Retouching and Editing



VIDEOGRAPHY



PHOTOGRAPHY



GRAPHIC DESIGN

OUR SERVICES

DESIGN, COPY-WRITING & PRODUCTION : TAILORED CONTENT DELIVERY

Content is a crucial component of any business, separating successful brands from those that flounder. We package the message you need to convey in a way that resonates with the right target audience since its important to present your enterprise with excellence.

- Very often, your business profile and publications make the first professional impression on your potential clients. This is why your publications of any form should be clear, comprehensive, concise and elegant.
 - Our development process covers every base, from interviews and research to copy and graphic development, ultimately delivering a professional company profile and other publications that you'll be proud of for a long time to come.
 - To convey your company's messages, we offer creative ideas of designs integrated with our high quality printing services.
- > Annual Reports
 - > Sustainability Reports
 - > Copy-writing, editing and proofreading
 - > Prospectus
 - > Company profiles, Business cards, Calendars etc.
 - > In-house Magazines/ Publications, Newsletters and marketing collateral
 - > Corporate Merchandising
 - > Powerpoint Branded Layout Designs



OUR SERVICES

BRANDING

Brands are business tools that drive commercial value.

Our data-driven approach helps you transform your brand to accelerate growth and insulate you against competitive threats. Each phase is critical to the brand-building process, helping to boost brand equity and increase market share.

Whether you are launching a new brand or refreshing an existing one, we have the team and the processes to bring your brand to life.



What you get

BRAND RESEARCH

Brand research yields important insights that help you understand your brand's current value, its future potential, and the roadblocks in between. This is especially critical in advance of strategic moves like mergers and acquisitions, or during times of accelerated growth or market uncertainty.

From competitive audits to customer interviews, we draw on a range of brand research methodologies to uncover the insights needed to build a more valuable brand. This evidence-based approach helps you make confident decisions about the future of your business.

SERVICES :

- > Competitive Analysis
- > Brand Equity Research
- > Internal Brand Research
- > Customer Research
- > User Research
- > Brand Audits
- > Message Testing
- > Audience Persons



OUR SERVICES

BRANDING STRATEGY, IDENTITY & ACTIVATION

BRAND STRATEGY

Brand strategy bridges the divide between business strategy and customer experience. Informed by research, our brand strategy services help you build a foundation for the future of your brand by defining a positioning platform that drives relevance and differentiation.

Brand strategy is both functional and inspirational. It lays the groundwork for boosting customer loyalty and building brand equity. Using proven behavioural sciences techniques, we work collaboratively with your team to build a brand that will drive business growth.

SERVICES

- > Brand Positioning
- > Brand Story
- > Brand Architecture
- > Naming
- > UX Strategy
- > Communication Strategy



BRAND IDENTITY

Strong brands have distinct visual and verbal identities that are instantly recognizable in every brand experience. Because they're informed by data-driven strategy, the brand identity systems we create connect with audiences in meaningful ways, boosting brand awareness and customer loyalty.

In every interaction with every audience, your brand identity should be both relevant and differentiated. By defining how your brand looks and sounds across touch-points, we ensure that its presence in the marketplace is cohesive and memorable, building the equity that is essential to growth.

SERVICES

- > Visual Identity
- > Verbal Identity
- > Websites
- > Photography & Video • Content Creation
- > Packaging
- > User Experience
- > Marketing Collateral • Environments

BRAND ACTIVATION

Even the best strategy has no practical value until it's effectively implemented. Our brand activation services help ensure that your brand remains primed for growth far beyond its initial launch. They help you stay relevant in a fast-paced and ever-changing market landscape.

Internally, brand activation includes aligning your team around culture and positioning. Externally, it means continually optimizing your brand experience for impact and performance. These critical measures are how you maximize the return on your branding investment.

ACTIVATION SERVICES

- > Brand Launch
- > Brand Implementation
- > Brand Training
- > Brand Management
- > Campaign Development
- > Employer Branding

PUBLIC RELATIONS & COMMUNICATION

(Internal & External)

Public relations is more than just media relations and positive publicity. While this is crucial, effective public relations is about broader communications strategies – ones that tackle media, stakeholders, community, employees and consumers. It's about integration of all marketing strategies to deliver the best possible results for clients in line with a comprehensive communications strategy that defines desired outcomes. There is no business, irrespective of size, that will not benefit from positive public relations. No matter the size of your business, public relations will play a pivotal role in your stakeholder

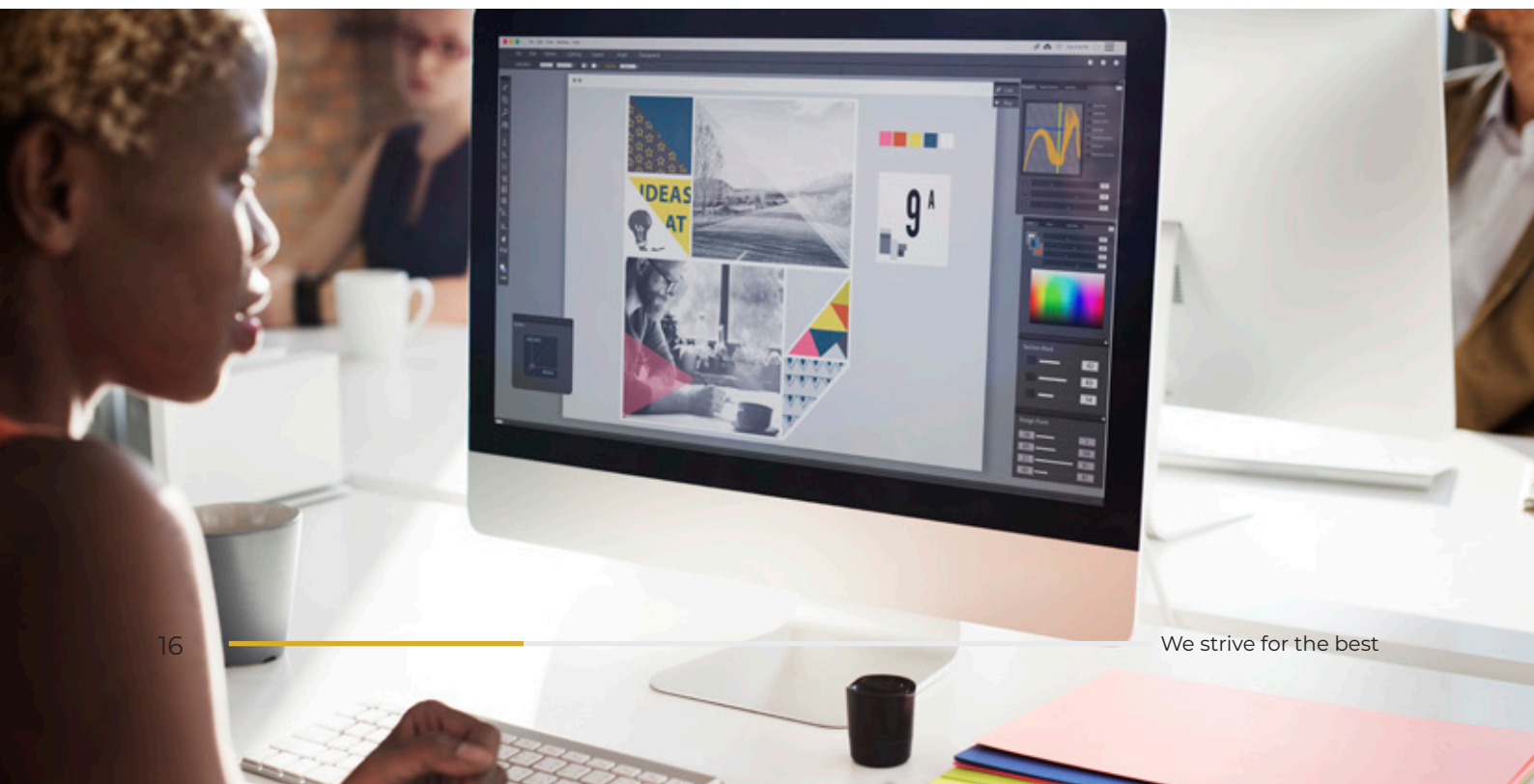
relations and is the single most cost-effective means of influencing the opinions and perceptions that stakeholders have of your organisation. At Teluka Mzuri, we believe that words have tremendous power. They can make or break an organisation and so, risk management of all your communications is our priority. The power of positive publicity cannot be overstated. Our PR team can help craft your content, shape your corporate/ product narrative and then utilize our media contacts to generate a steady stream of editorial coverage.

WHAT YOU GET:

- > Press releases
- > Feature stories
- > Case studies
- > Thought leadership pieces • White-papers
- > Blogs
- > Targeted distribution
- > Proactive editorial outreach • Interviews/ Q&A's
- > Company profiles
- > Event/press coverage
- > Reporting & analysis

We can meet your company's needs of delivering information to the public through the best local media networks.

- > Media Handling
- > Media Placement & Buying
- > Media Monitoring
- > Information Disclosure
- > Advertising



EVENT CONCEPTUALISING DESIGN, ORGANISING & MANAGEMENT

CORPORATE GATHERINGS, ANNUAL GENERAL MEETINGS, BOARD STRATEGY SESSIONS AND TEAM BUILDING EVENTS.

We are adept at creating events that are inspiring & exciting.

From full-on experiential presentations to corporate, educational seminars, fully self-funded seminars and conferences, corporate golf days and various product, service and consumer magazine launches among others with all measure of budgets and objectives to surpass expectations and deliver a service that is unrivalled in the market, whatever your eventing needs may be.

We offer a turnkey events management service that is custom-designed to fit the client's culture and strategic objectives. We understand that events are part of an integrated marketing communication plan, and most importantly are responsible for accentuating the corporate and brand character. We are particularly adept at handling the cultural, ethnic and diplomatic requirements of South Africa's multicultural market place and our events are designed to create impact

and longevity in the minds of consumers and stakeholders.

All our events are complemented by strategic marketing communications and media strategies developed by our PR division. Our team is committed to producing relevant strategic work, skilful implementation of campaigns and events with impactful results and meaningful benchmarking.



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We offer customised turnkey events management service

We provide events that range from full-on experiential presentations to corporate, educational seminars, fully self-funded seminars and conferences, corporate golf days and various product, service and consumer magazine launches



Complemented by strategic marketing communications and media strategies developed by our PR division

WITH OUR SPECIALIST TEAM OF EVENTING, WE OFFER CUSTOM-MADE EVENT IDEAS THAT BEST SUIT YOUR EVENT NEEDS, WE OFFER :

- > Events planning, design, & co-ordination, decor & catering and audio visual (photography & videography)
- > Media events
- > Press conferencing and corporate entertainment
- > Corporate gatherings
- > Product Launching activities
- > Exhibition brand activations
- > Lifestyle events and experiential creation
- > Workshop & Training Press Conference

With our specialist team of PR and events, we offer integrated PR solutions with custom-made event ideas that best suit your needs.

- > Public Expose
- > General Meeting of Shareholders/Board members
- > Investor Gathering
- > Press Conferences
- > Influencer marketing

360 PHOTOBOOTH SERVICES

Elevate your events to the next level of Premium with a 360 spin booth that are unique, swift, and spinning shots shareable within seconds



CUSTOM MADE EVENT PLANNING

Whatever your event needs may be, we offer customised turnkey event management services that best suit your needs. From fundraisers to corporate golf days big or small

Our team is committed to producing relevant strategic work with skilful implementation of campaigns and events with impactful results and meaningful benchmarking

PRACTICE AREAS

- > Financial Services, Insurance (short term, life)
- > Healthcare funding
- > Education and Training
- > ICT
- > Media, Advertising and Direct Marketing
- > Trade and Logistics
- > Public Benefit, non-profit
- > Consumer
- > Professional Services and Bodies, Industry Associations
- > Retail
- > Exhibitions
- > Industrial, engineering and agricultural operations

OUR CLIENTS

Momentum Metropolitan
Lethabong Lifestyle Estate
Masa Auditors
BDO South Africa
CHIETA
Fasset
NHBRC
SEFA-Small Enterprise Finance Agency (SOC) Ltd
IIA SA
FNB SA
Fuel Retailers Association
Sasol
Women in Mining South Africa(WIMSA)
Style Alert SA
Gauteng Tourism Awards
GGDA
IATF- Inter Africa Trade Fair
SAWIL (Strategic African Women in Leadership)
ABSIP
Sanofi
ABASA
Madam Waste
IRMSA
Progressive Business Forum(PBF)
RH Bhopelo
Norsad Capital
The Shard
Sizwe Africa IT Group
Ntiyiso Consulting
AFCFTA Business Forum
Institute of People Management (IPM)
Mila Risk Management Solutions
Dr Emmanuel Taban
Emmanuel Taban Foundation
The Lung Institute - Dr Taban
Embassy of Tanzania
Embassy of Lithuania
British High Commission SA
World Bank



BLACK BUSINESS COUNCIL





TELUKA MZURI

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STRATEGIC BRANDING
AND CORPORATE COMMUNICATIONS

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