## Information for Client profile

**Racehorse Owners Association (ROA)** - *Brand Refresh*

In the brand refresh project, our team focused on revitalizing and modernizing the brand's visual identity and messaging elements. We conducted in-depth market research to understand current trends and audience preferences, leading to the creation of updated logos, a refreshed color palette, and refined typography. Additionally, we fine-tuned the brand's messaging and communication style to better resonate with the target audience. Our focus on refining the messaging aimed to better engage racehorse owners and enthusiasts, aligning ROA with current industry trends while preserving its esteemed heritage. The refresh ensures ROA remains relevant and connected within the dynamic horse racing community.

**Blank Page Production (BPP)** - *Brand Refresh*

Our team dedicated extensive efforts towards revitalizing and modernizing BPP's visual identity and messaging elements. Extensive market research provided invaluable insights into prevailing trends and audience preferences, guiding the creation of updated logos, a revitalized color palette, and refined typography. This strategic overhaul aimed to align BPP with contemporary standards while preserving the authenticity of its storytelling mission.

Moreover, a keen focus was placed on honing BPP's messaging and communication style to resonate more deeply with the intended audience. By refining the messaging, our goal was to establish stronger connections with sports enthusiasts and stakeholders, offering narratives that transcend the boundaries of conventional sports production. This concerted effort ensured that BPP's narratives resonated profoundly, touching the hearts of sports aficionados while showcasing the deeper, human side of athletic journeys.

**FNB Stadium -** *Interior Design*

216 Media collaborated with FNB Stadium to reimagine and revamp the interior spaces within their premises. Our team undertook a comprehensive interior design project, focusing on enhancing the ambiance and functionality of FNB's suit, reception area, and foyer.

Through a meticulous design process, we curated innovative and inviting interior layouts, incorporating modern aesthetics and functional elements tailored to FNB's brand identity. The revamped spaces aimed to create a welcoming atmosphere for clients and visitors while reflecting FNB's commitment to professionalism and innovation.

**Rand Mutual Assurance** - *Vehicle Branding*

216 Media collaborated with Rand Mutual Assurance (RMA) on a multifaceted approach to elevate brand visibility. We spearheaded impactful vehicle branding initiatives, ensuring RMA's and their partners message reached diverse audiences through sleek and purposeful designs on company vehicles.

Moreover, our partnership extended to hosting engaging events tailored to resonate with RMA. These curated events served as pivotal platforms, fostering **e**mployee engagement and strengthening team dynamics