

# MIDDLEMIST AGENCY

LET YOUR BRAND SHINE

Entertainment | Events | Branding | App Management



## COMPANY PROFILE **2021**

Let Your  
Brand Shine



MIDDLEMIST

# Executive Summary

01

Middlemist is a advertising agency which is dedicated to creating, planning and handling entertainment events branding & applications management for our clients. We are a wholly black owned organisation whose objective is to provide excellent service using insights, media channels and optimisation of events.

Entertainment events branding & application management are important elements which companies and brands can utilise to become a success. Hence, it is utterly critical that the precise strategy is developed using insights to inform the most effective media avenues to be used. Middlemist is a firm advocate of this position and endeavours only to consistently achieve and uphold such standards. We firmly believe in creating solutions that have been meticulously hand crafted for your specific brands, in such a manner that the vision you have are encompassed and enhanced in the final product offering. Our methodology is to look after your brand, to grow your brand and effectively to distinguish your brand from competitors in the corporate and entertainment events branding, by analysing and interpreting consumer insights to inform all communication strategies for our clients.



MIDDLEMIST



# Services

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**Entertainment  
Events  
Branding**



**Application  
Management**



**Artist  
Management**

# Strategy

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Our methodology when developing our Entertainment events branding and Application management strategies are based on the following four key pillars:-

1

## Landscape Understanding

- Macro and Micro environments
- Consumer purchase journey
- Competition analysis

2

## Channels Mix

- Using channels your target audience uses
- Align with your goals and objectives
- Understanding consumer behaviour

3

## Budget Allocation

- Analyse past performance and marketing mix
- Analyse competitors spend and strategy
- Reserve a percentage of budget for experimentation

4

## Measuring Marketing ROI

- Design measurable programs
- Choose measurements that matter
- Demonstrate ROI

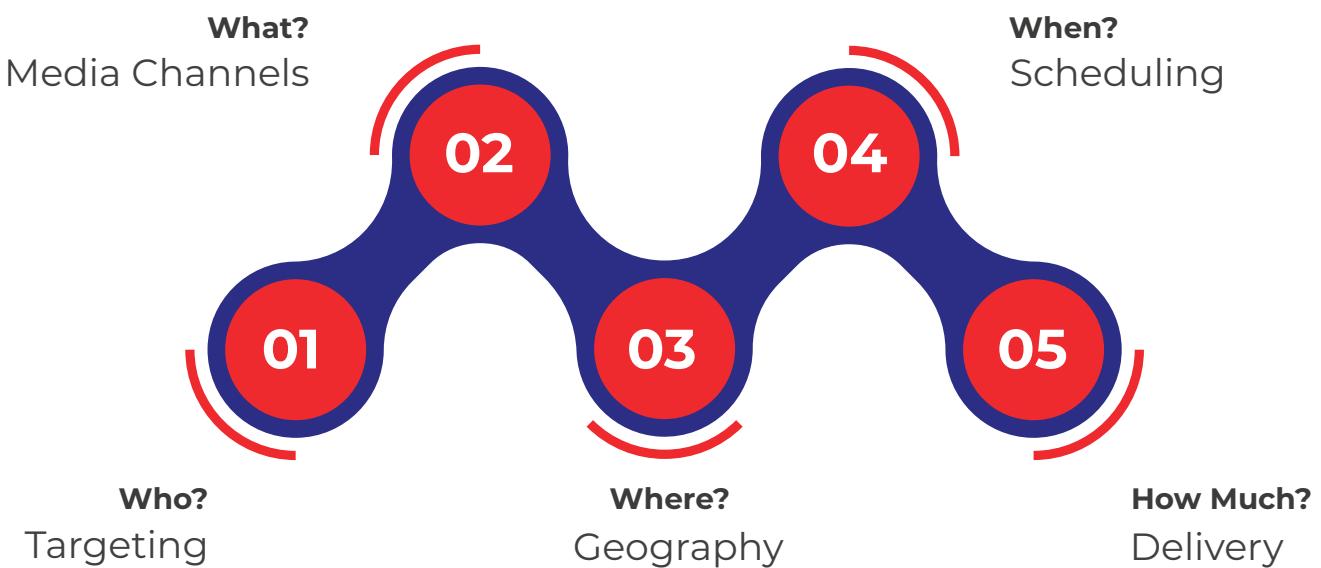




# Middlemist

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Our methodology when developing our plans entails finding the most appropriate media platform to advertise the client's brand or product. By using latest trends and consumer behaviour patterns we are able to determine when, where and how often to engage the audience with the relevant touch points. Our goal is to reach the right audience at the right time with the right message to generate the desired response, and stay within the designated budget





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## THANK YOU

### Contact Us



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