

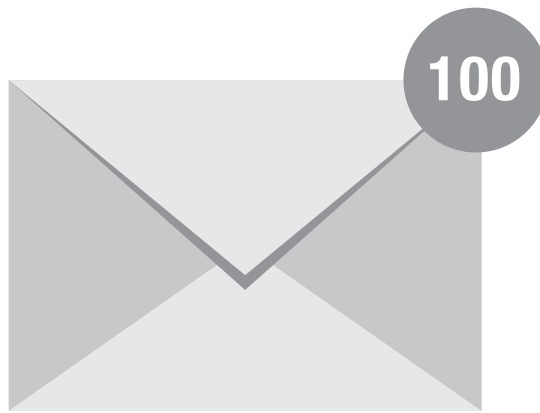
THERE IS SOMETHING **WRONG** WITH OUR WORLD



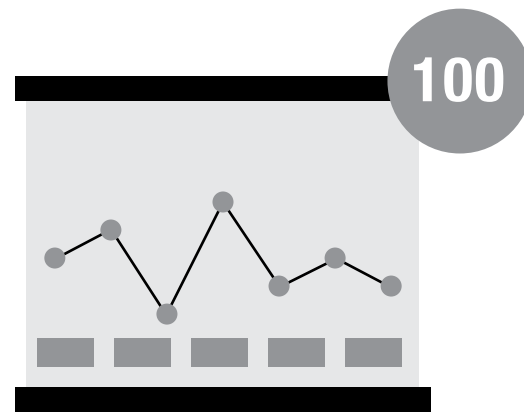
*CREATIVE
WORLD ☹*

**YOU GIVE A
PROBLEM TO
100 PEOPLE**

**YOU GOING
TO GET
100 ANSWERS**



100 new email conversations



with 100 budgets allocations



**and 100 ego's
telling you what
you should do with**

YOUR BRAND/BUSINESS

WHY?

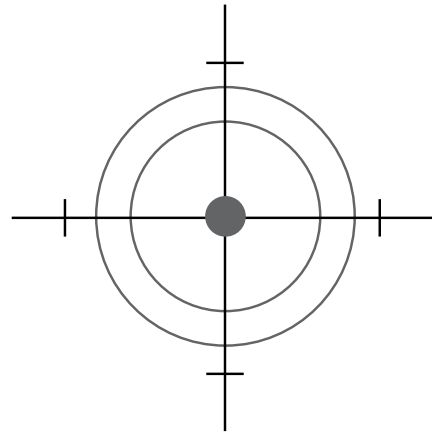
NOBODY IS WORKING TOGETHER





**NOBODY IS TALKING TO
EACH OTHER BECAUSE
THEY ARE “COMPETING”.**

**AND NOBODY IS WORKING
TOWARDS A SINGULAR, CLEAR
VISION FOR YOUR BRAND**

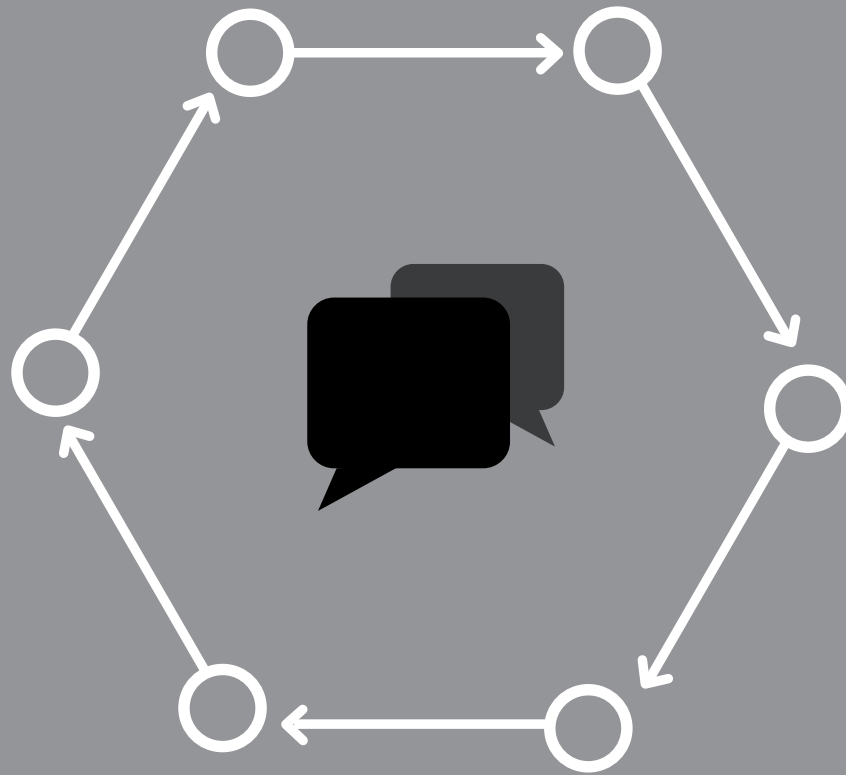


[UNTIL NOW]

we are / ***BOB***
BEST OF BREED INDEPENDENT COLLABORATORS

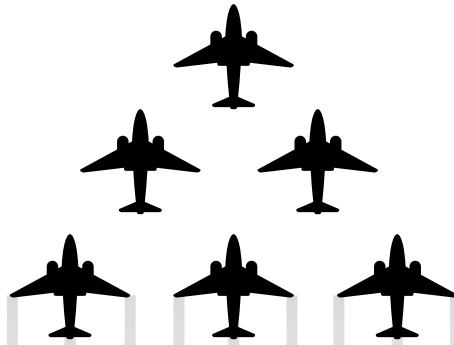
**AND WE BELIEVE THE
ANSWER LIES IN
COLLABORATION**

**AS INDEPENDENT SPECIALISTS, WE
STARTED TALKING TO EACH OTHER**



AND REALISED THE POWER OF

S Y N E R G Y



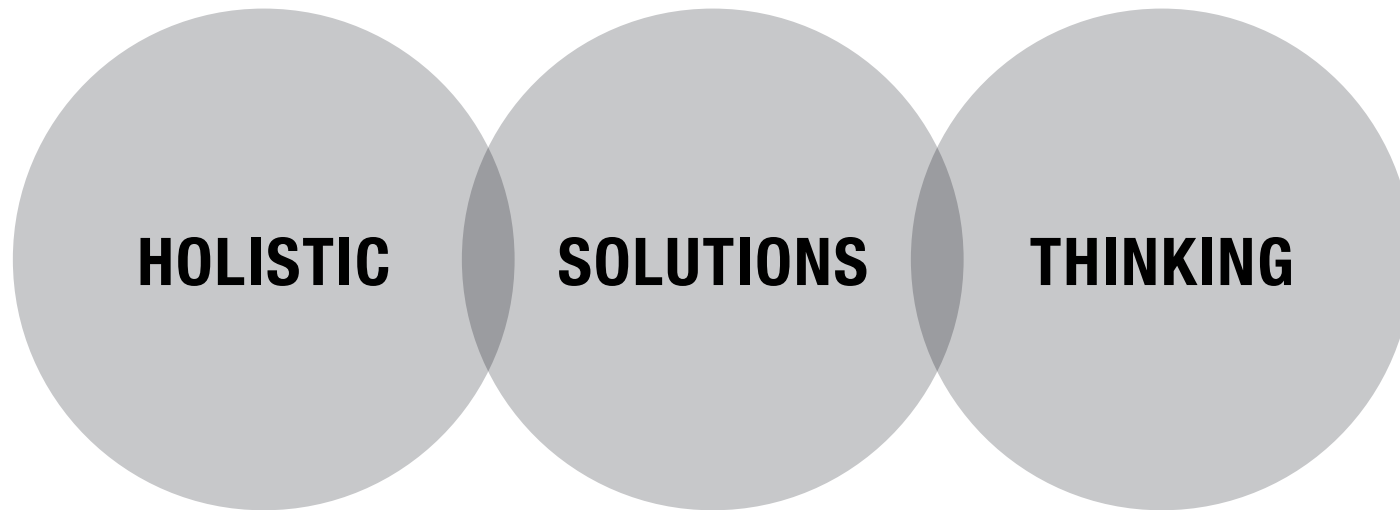
MANY EXPERTS. ONE PURPOSE.

UNITING

TOGETHER

AND CONNECTING OUR MINDS

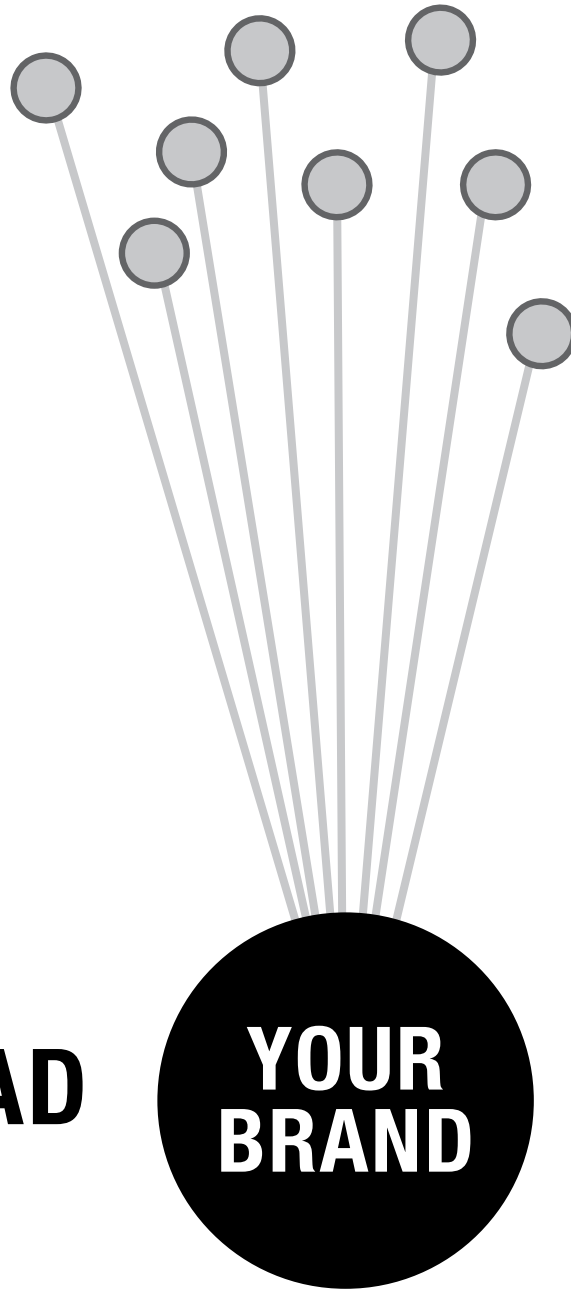
IN ORDER TO CREATE



THAT WILL LEAD

**YOUR
BRAND**

TO GREATNESS





WE ARE INDEPENDENT COLLABORATORS

MERCURY 1

Systemic strategic thinking

COMSOUND
ARKETING

Commercial and retail specialist



Innovative design and full brand service delivery

OMNI  STUDIO

Solutions for web, mobile, brand campaigns and more



Event, activation and style solutions

positive**dialogue**
communications

Innovative PR and social media solutions

MISSION BOB

Helping clients to achieve product, brand and business transformation from competence to excellence.

OPTIMISING PLANS, TEAMWORK AND PROJECTS

SUSTAINING INNOVATIVE THINKING

DRIVING CLIENT ROI

OUR VALUES & PHILOSOPHY

We are invested in jointness, team spirit
and innovative solutions.

We believe in making a positive difference in our service levels, our way of thinking and strive towards optimized planning methods. With a focus on innovative thinking and collaborative working conditions, we aim to build fresh communications for an evolving consumer with our clients close at our side.

**WHAT MAKES
US DIFFERENT?**

INDEPENDENT

We are all separate independent specialists.
This allows us to quickly change and adapt
the way we do business to suit the way you
do business.

COLLABORATIVE

We have a shared platform unlike anything else in the industry. By working together with various specialists, we have consistent fresh thinking that would not have been possible in isolation.

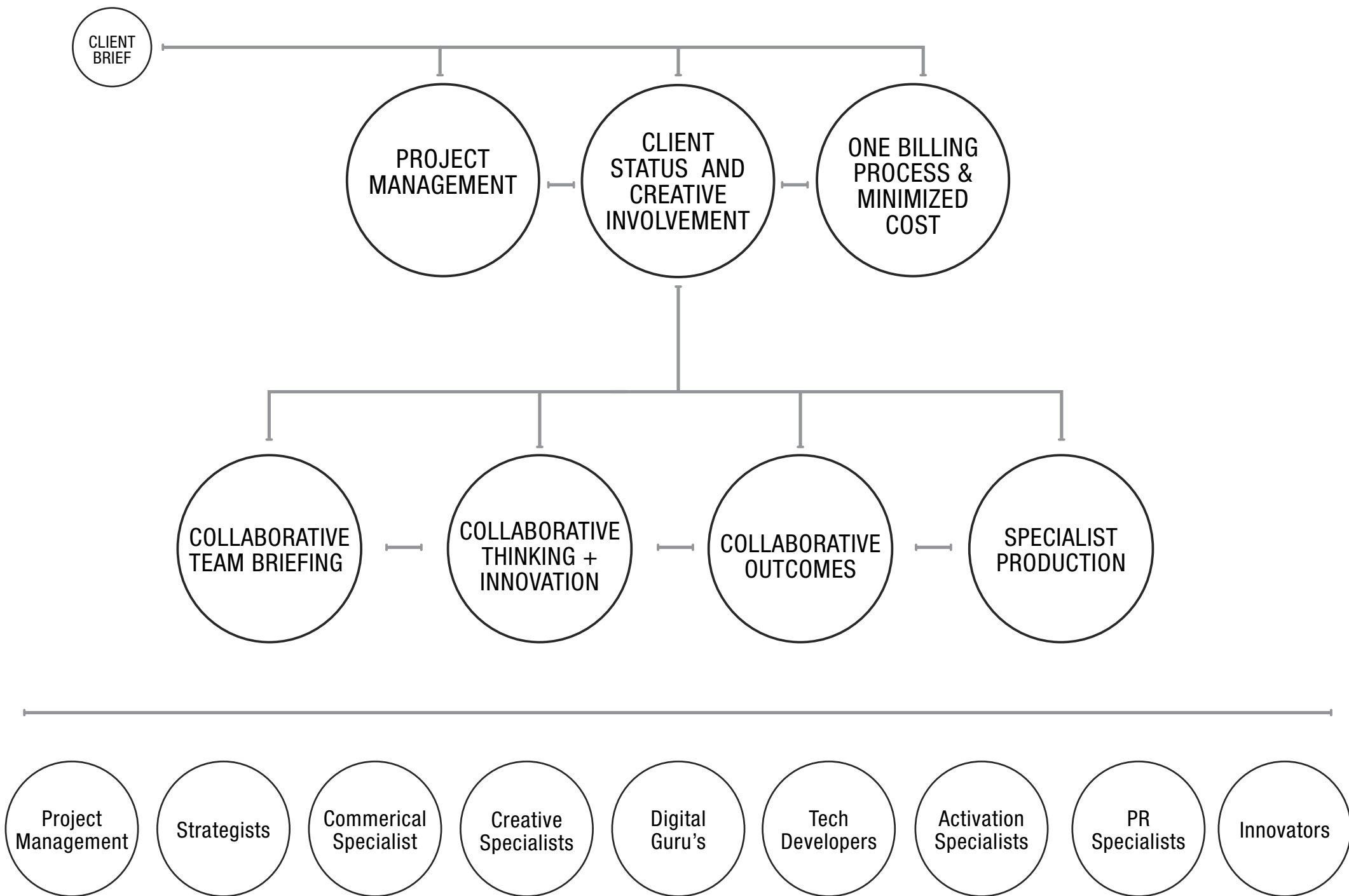
PROCESS

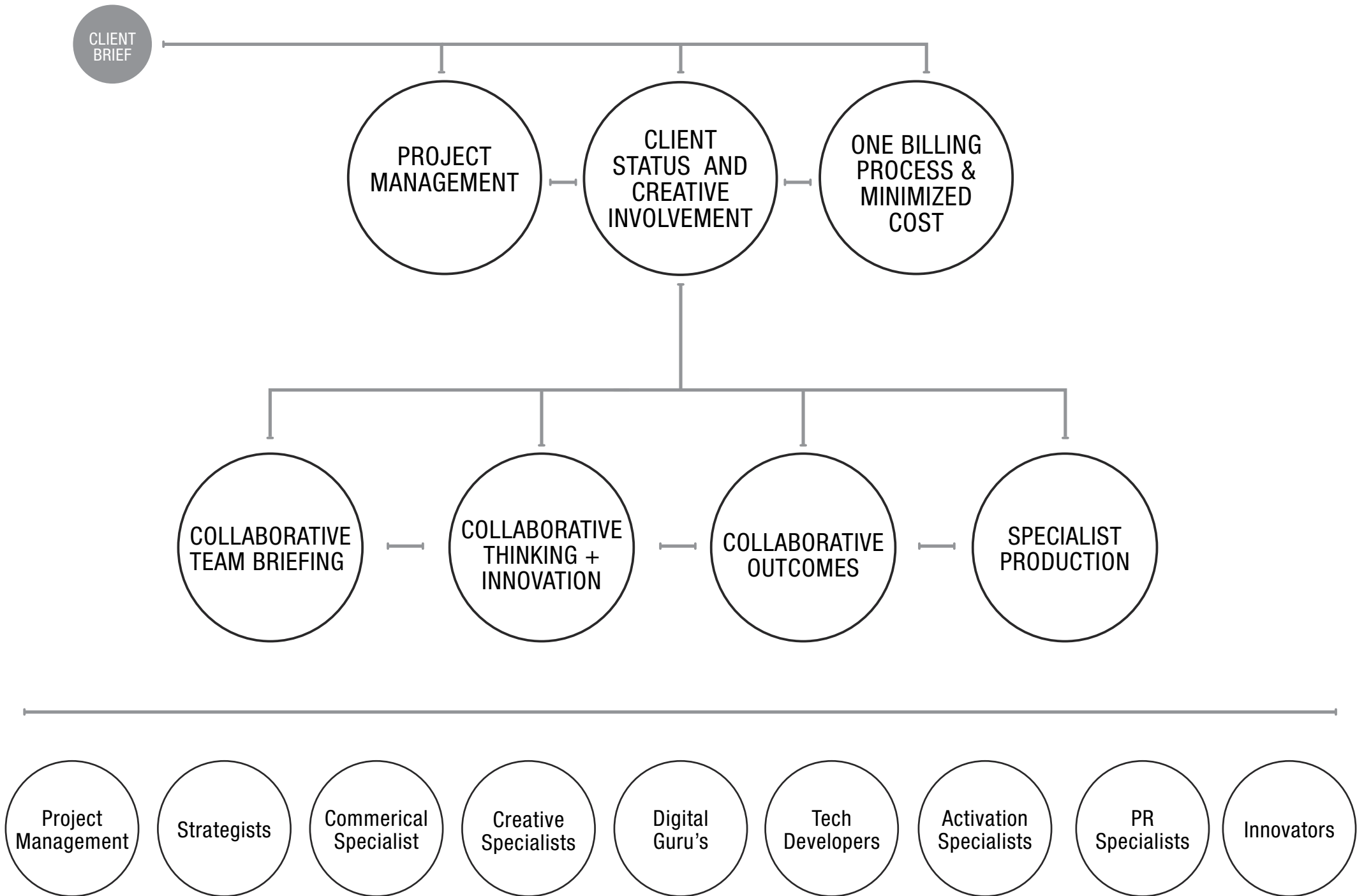
Our management services are at the heart of our business. Minimizing the cost to you (no double markups) and maximising efficiencies for your business.

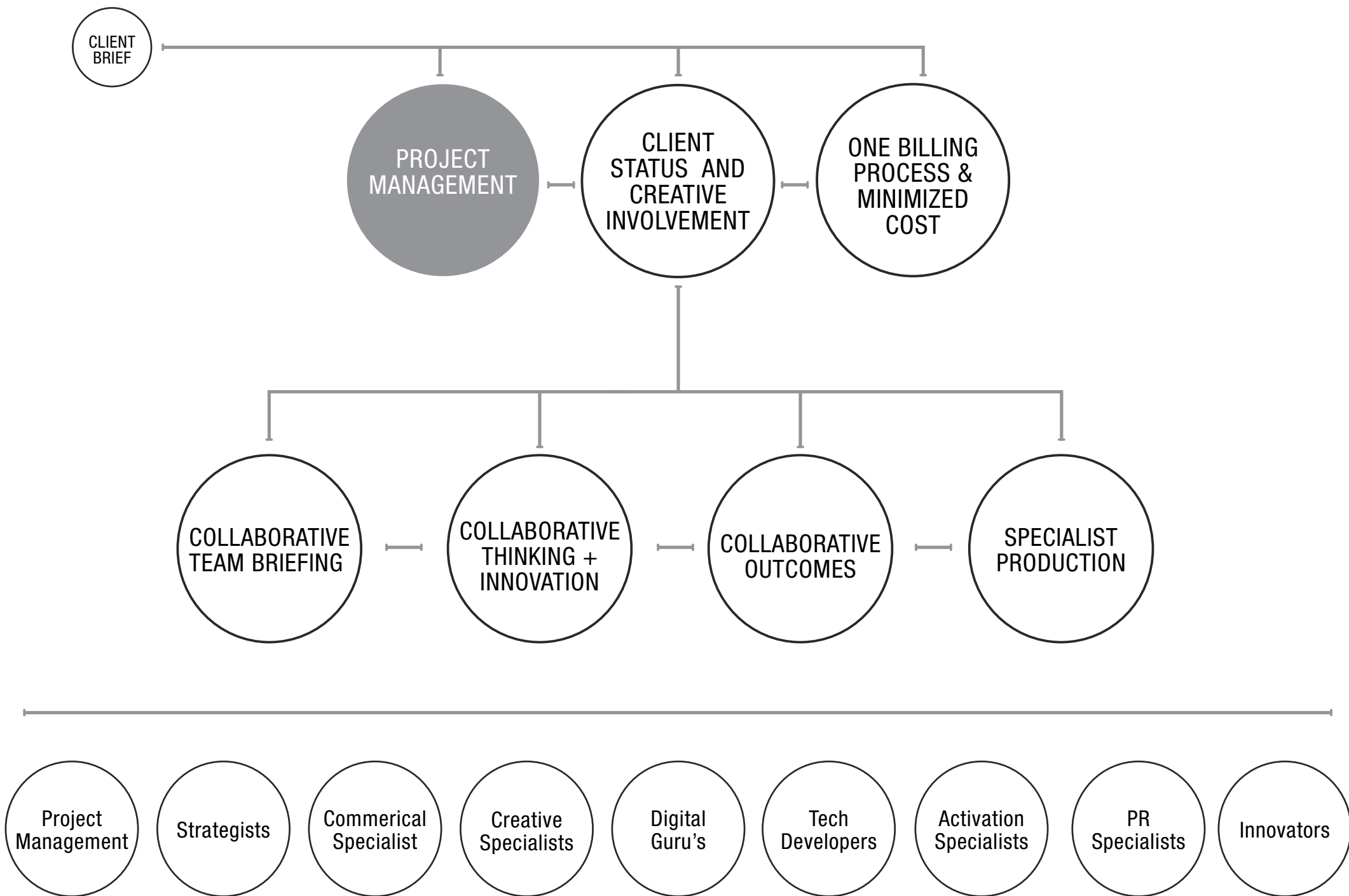
INDEPENDENT

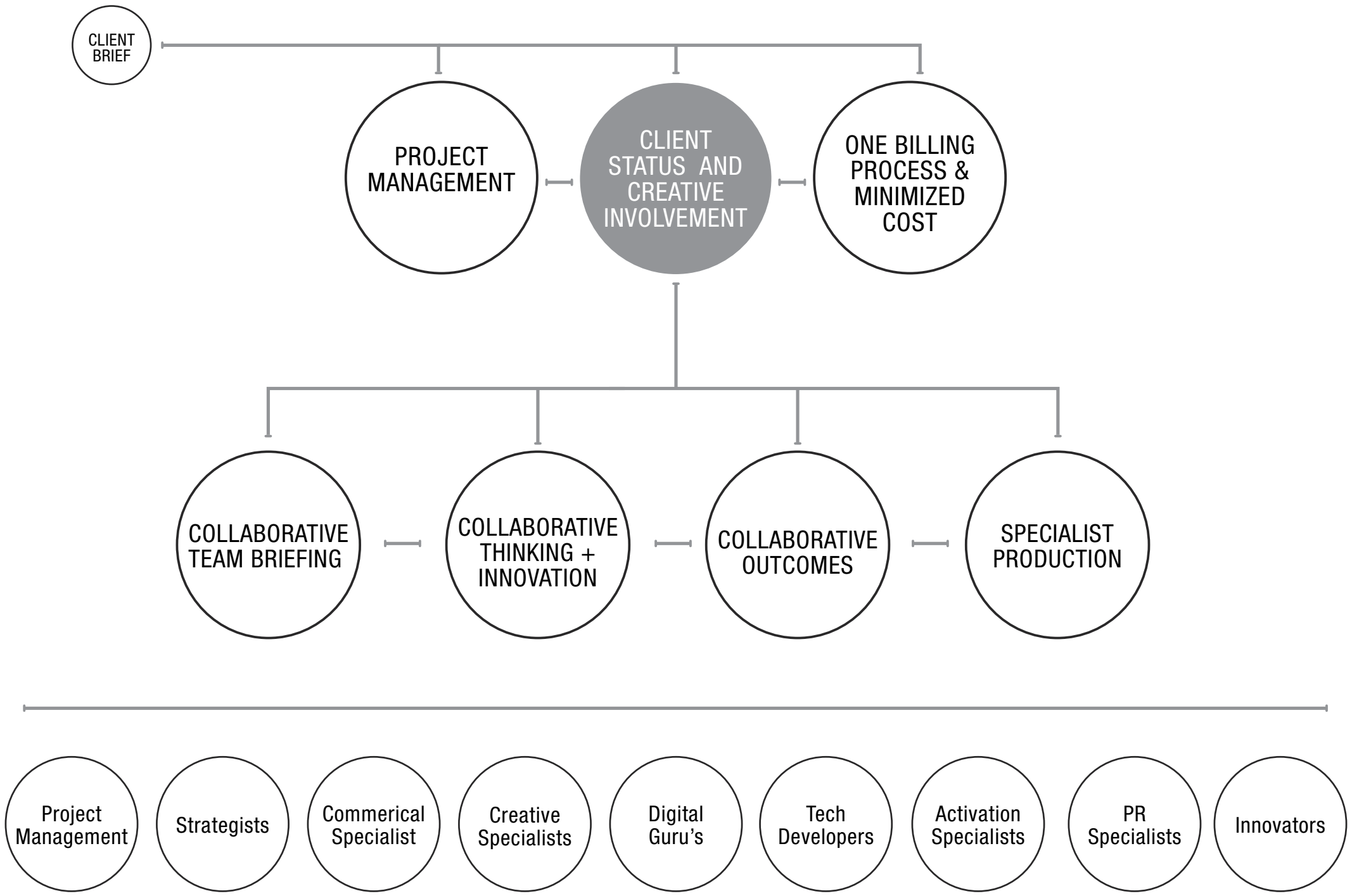
COLLABORATION

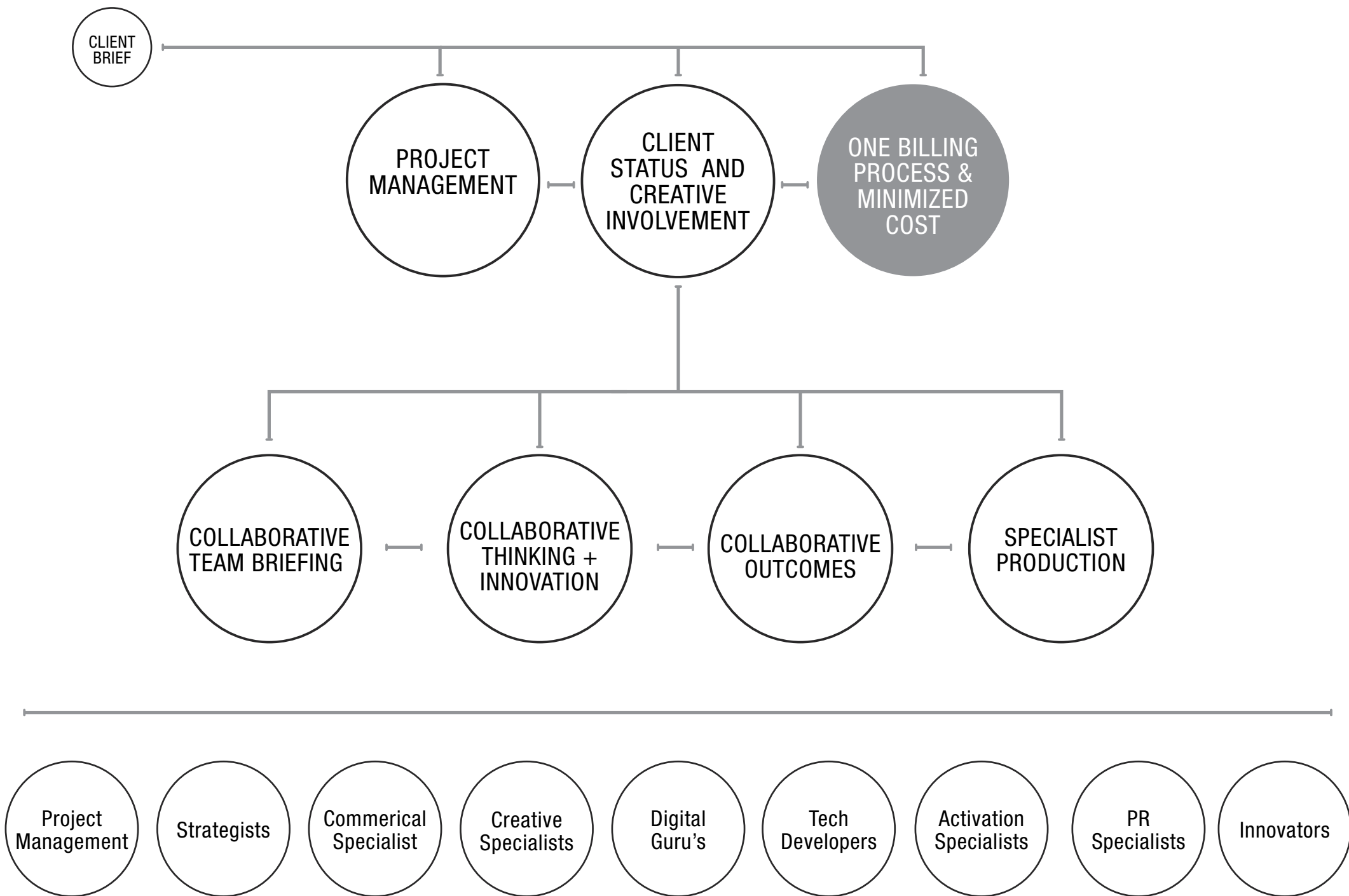
PROCESS

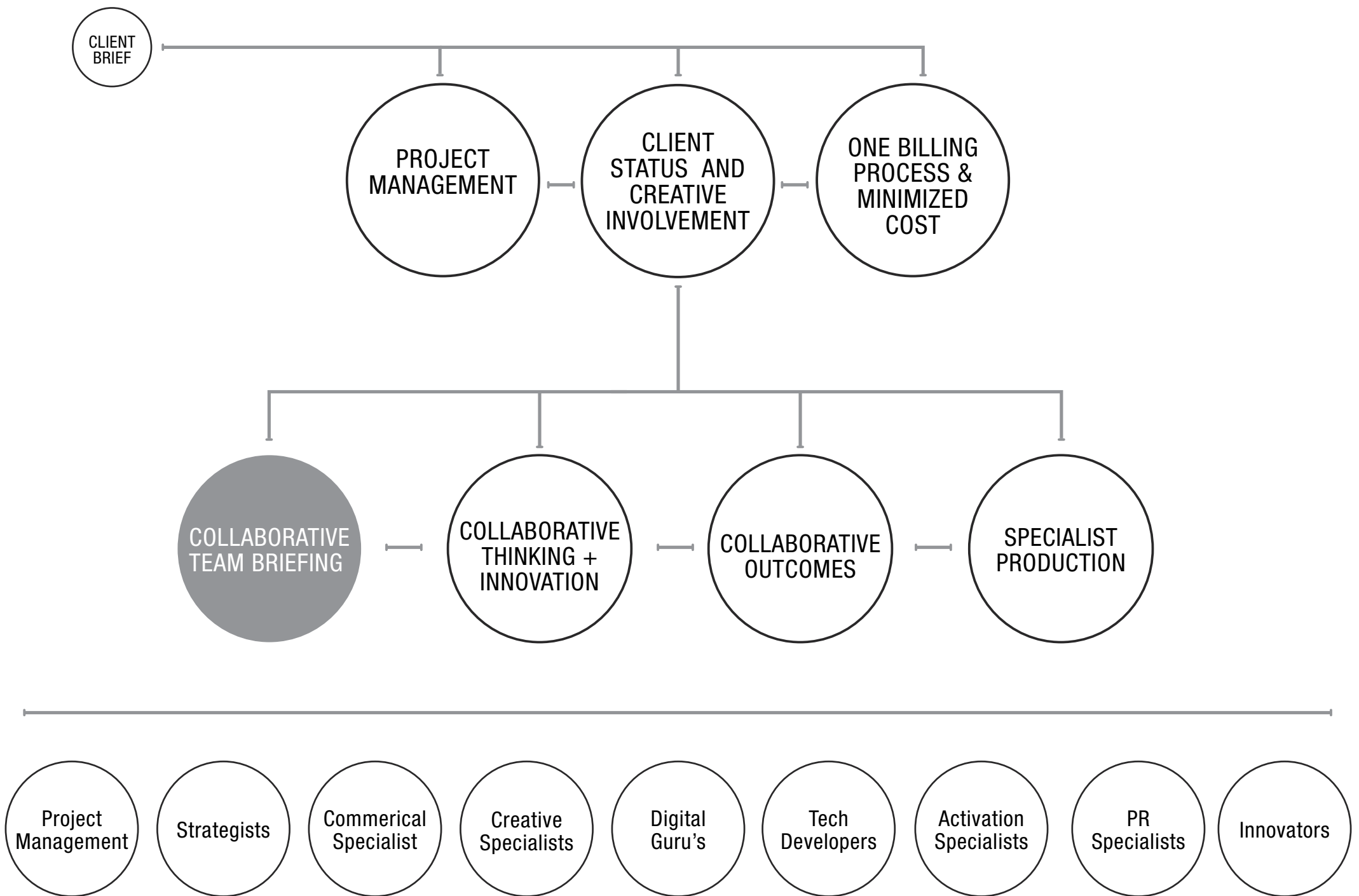


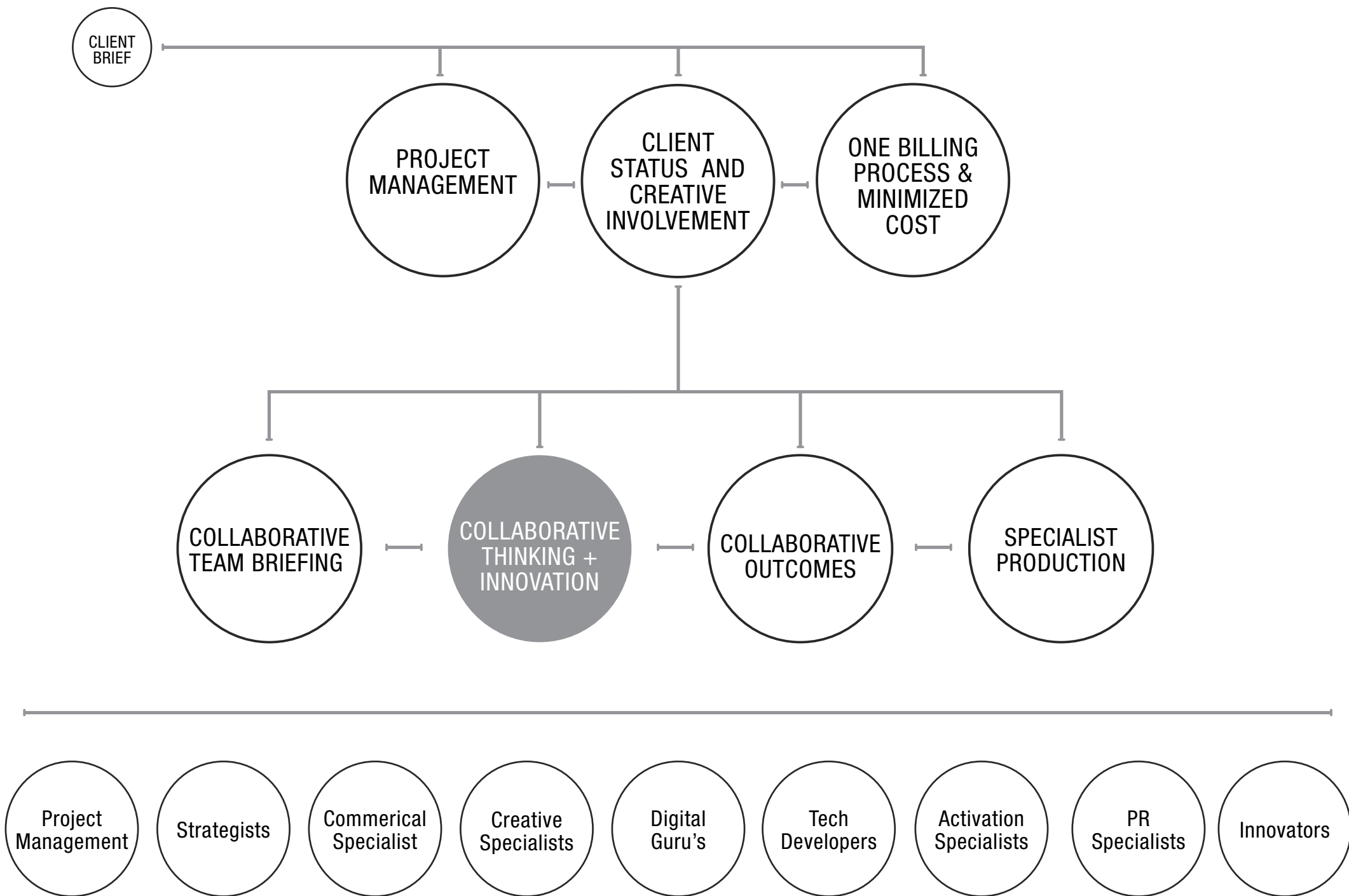


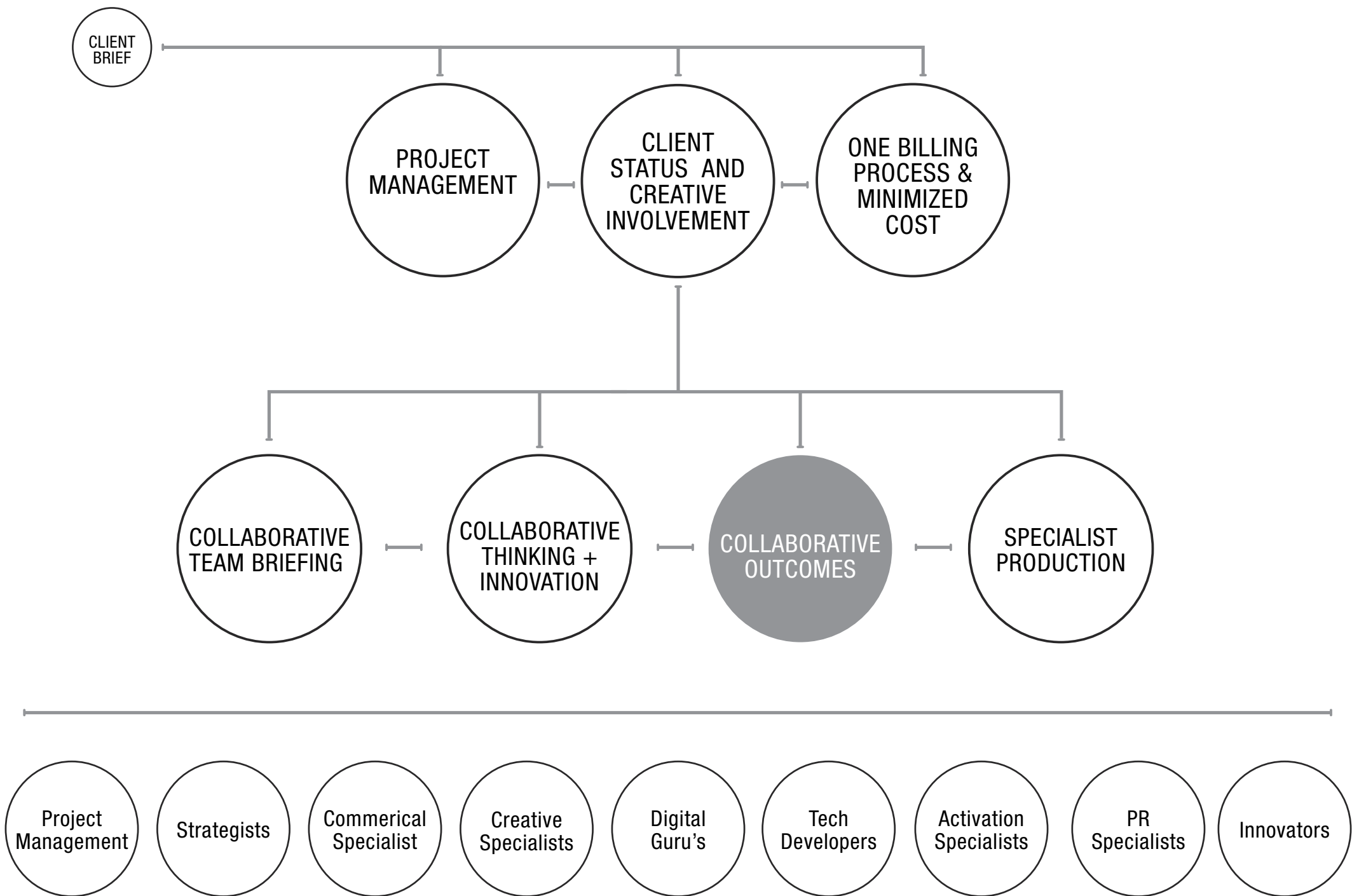


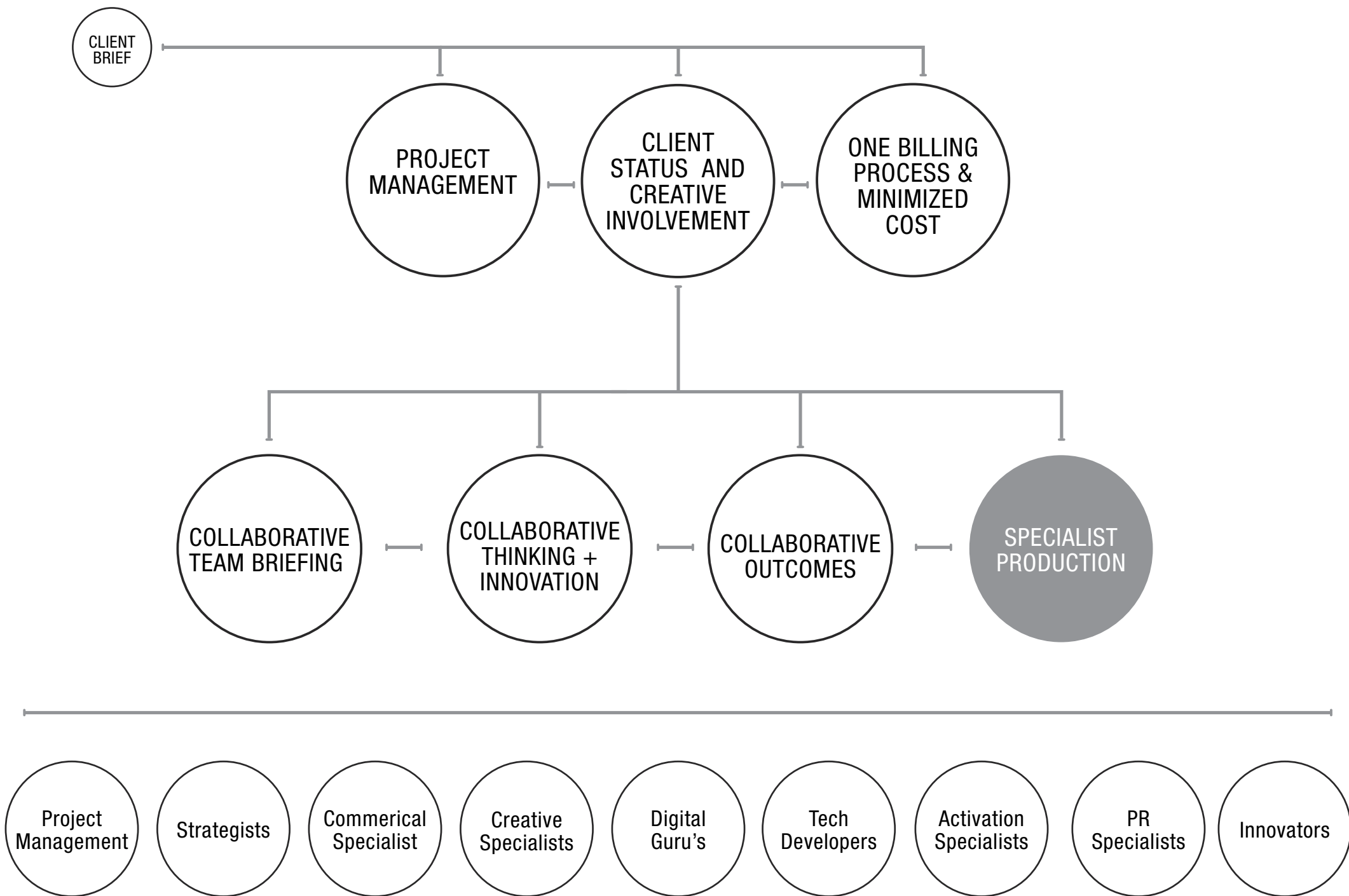


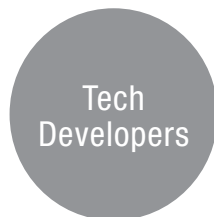
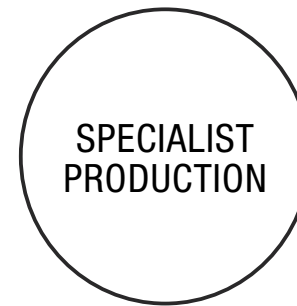
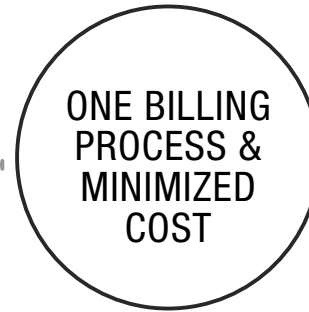
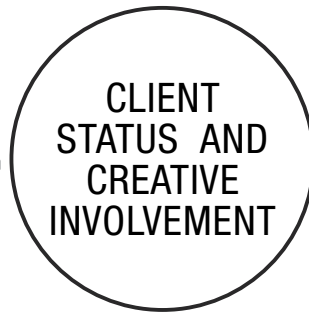












OUR SERVICE OFFERING

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- Strategic brand and communication development

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- Research

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- TTL communications and integrated campaign development

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- Activations, events, conferences, pop ups and guerrilla marketing
- Trend analysis and innovation teams

we are / **BOB**
BEST OF BREED INDEPENDENT COLLABORATORS

Collaborative management service

TO GIVE YOU BETTER...

IDEAS

SOLUTIONS

CREATIVE

ACTIVATIONS

ROI

+ TRENDS & INNOVATIVE PRODUCTS

SPAR BRAND AUDIT - CASE STUDY

MERCURY 1

THE BRIEF

Develop an indepth independent brand audit on the SPAR retail group in regards to the SPAR Brands, brand experience and retail environment in order to develop strategic recommendations on how to significantly grow the brand as a whole.

THE PROCESS

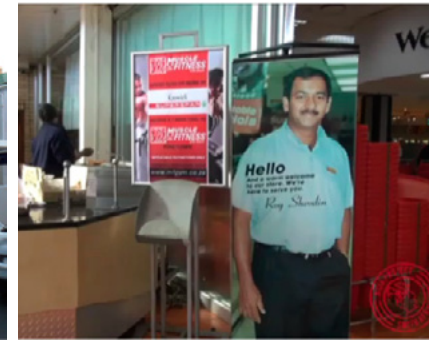
As systemic thinking strategic consultancy, our approach is to do an outside in analysis of the brand and its ecosystem. In order to answer the complex brief we conducted a 5 month indepth research and audit study that included conducting in store research in a multitude of stores around South Africa, in home interviews, consumer intercept interviews in and around retail environments.

THE OUTCOME

From the indepth background analysis, we were able to pin point very specific constraints and barriers that were severely damaging the SPAR Brand. Over and above this, our analysis also empowered us to also pin point very specific brand strengths and pillars that could be used to significantly influence brand growth. Over and above this, we were able to spot critical retail and market trends that could be implemented in order to have a significant impact on the performance of the brand.

THE DELIVERABLES

1. Development of new strategic brand assets
2. Improved retail shopping experience
3. Improved and optimised retail flow patterns
4. Improved store journey and product offering as well as structuring
5. Improved use of point of sale
6. Focused and optimised communication platforms that would more effectively relate and engage with consumers
7. Develop multiple market leading innovation platforms to grow the brand and increase engagement around the brand
8. Pin point and cement specific brand pillars and focus areas to create brand growth
9. Development strategies to overcome and negate significant brand success constraints



SAB - CASE STUDY



THE GREENHOUSE
INNOVATIVE BRAND DEVELOPMENT AGENCY

The Greenhouse was tasked with driving draught beer sales while enforcing draught as the premium beer format. Through a clear predefined strategy, resulting from in-depth research, and a sound understanding of consumer behaviour SAB Draught Beer was developed into a successful brand of its own.

THE RITUAL

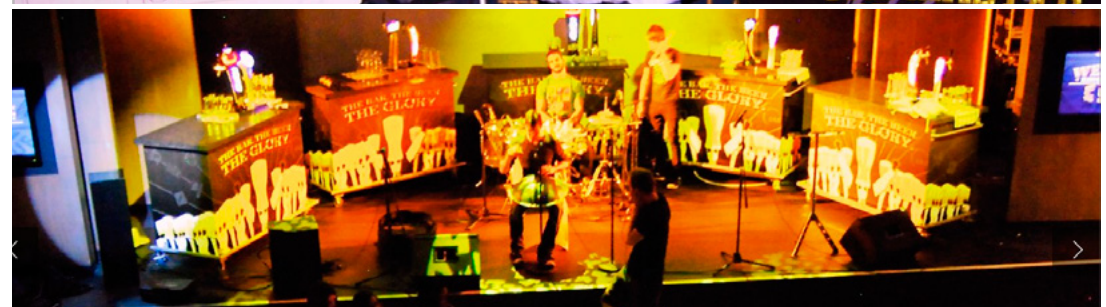
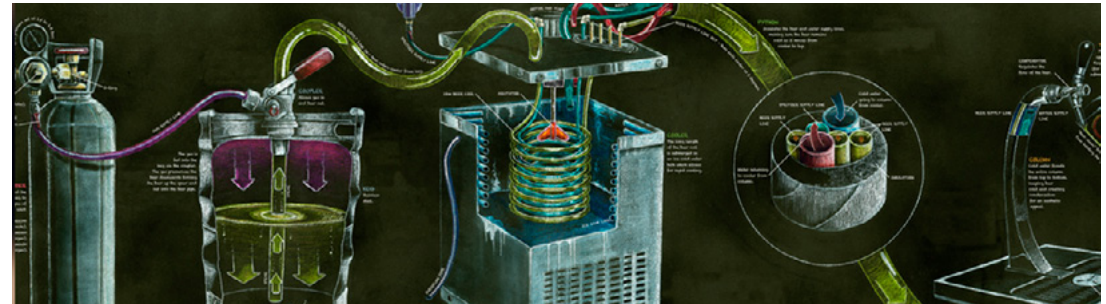
Wine has a ritual, coffee has a ritual even tequila has a ritual. The premium beer format needed a ritual. The five-step ritual was developed to ensure that consumers across the country received SAB draught beer in the same perfect manner every time. The five steps we developed are, The First Impression, The Art of the Pour, The Art of the Carry, The Art of the Serve and The Moment of Truth.

THE ACADEMY

To ensure barmen were delivering SAB Draught Beer perfectly with each order we needed to create effective barmen education. We develop an edutainment academy that launched at Newlands Brewery and then rolled out across the country.

THE SAB DRAUGHT QUALITY LEAGUE

We needed to take The Academy into the bars and ensure barmen were practising what they had learned. To achieve this we developed a league, which divided the country into five regions, and had barmen pouring their hearts out to be crowned the Draught Master.



- CASE STUDY



INNOVATIVE BRAND DEVELOPMENT AGENCY

The Greenhouse was commissioned to develop a campaign that would introduce trendy new tenants to Cavendish Square shoppers. After identifying how and why consumers shop at Cavendish Square we developed the “**Many more ways to spoil yourself**” campaign.

CONCEPT

Using the high-fashion imagery associated with Cavendish Square, and its shoppers, we developed a campaign illustrating the decadence and luxury of the new Cavendish Square tenants.

ROLL OUT

The campaign rolled out in local print publications, on billboards and hoardings within the centre, and online. This successful cross-platform roll out proved the simple effectiveness of the campaign.



MTN MOBILE SELF SERVICE - CASE STUDY



Omni Studio created a self service style guide and application for MTN.

Check your Balance
Load Airtime
Buy internet and SMS bundles

SPLASH SCREEN

We created a splash screen that would live up the functional process with lifestyle imagery that brightens up your day.



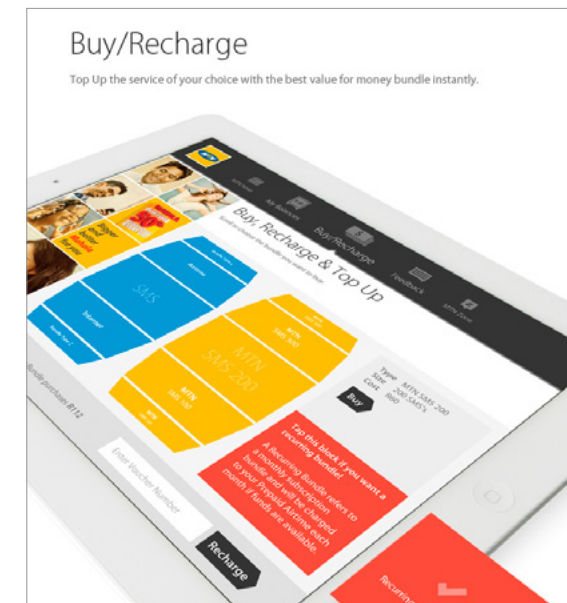
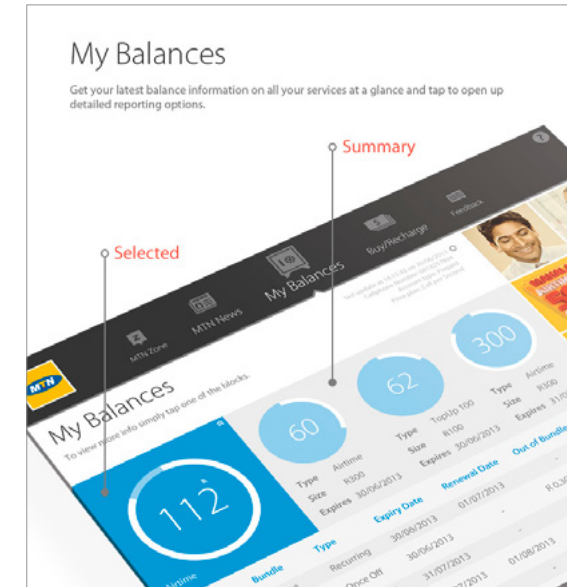
PUBLIC DASHBOARD

See promotional material, product and service updates and a multimedia overview of the application.

MY BALANCES

Get your latest balance information on all your services at a glance and tap to open up detailed reporting options.

MTN ZONE : Take advantage of time and location sensitive service discounts through the MTN Zone tool.



OLD MUTUAL WISDOM FORUM - CASE STUDY



Colourworks was tasked to conceptualise themes, branding and execute a series of high level events for Old Mutual.

Objectives and overview of Wisdom Forum events:

Old Mutual Corporate, the business-to-business solutions segment within Old Mutual South Africa, is an industry leader. As part of their drive to engage with clients and potential clients on thought provoking issues, Old Mutual approached Colourworks to conceptualise and manage roundtable discussion dinners. These are held quarterly around the country.

These intimate events are aimed at creating platforms for Old Mutual's Corporate MD, to engage in discussion with top clients. The events are to facilitate networking of high profile clients and to reiterate Old Mutual's key message of **Do Great Things** and **Wisdom**. Ultimately, the event is to share knowledge and position Old Mutual as a thought leader in the industry.

Target Audience:

Decision makers within top SA corporates which includes:

- Chairman
- CEO's
- MD's
- Financial directors and other important business stakeholders

Chosen theme:

WISDOM FORUM

GATHERING WISDOM FOR A SHARED JOURNEY

Wisdom is a useful truth with a long shelf-life.



SPREE BLOGGER LAUNCH - CASE STUDY

South Africa's first "shoppable magazine", spree is an online platform that offers designer fashion as seen in the pages of magazines from the Media 24 stable: Drum, Fairlady, Grazia, Huisgenoot, Sarie, True Love and You. Each item available on the website is in line with international trends and handpicked by spree's fashion editors after fine-combing the latest local designer ranges and boutiques. spree is a completely secure and easy-to-navigate online shop where you are able to stay up to date with the latest trends, browse your magazines' favourite styles, build a wishlist and purchase items which are delivered directly to your door, free of charge.

OVERVIEW

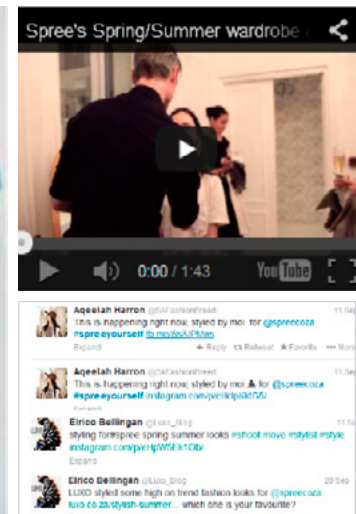
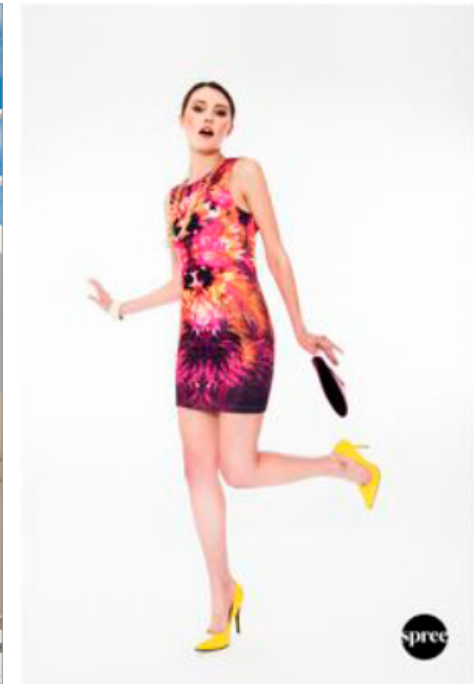
A variety of fashion and lifestyle bloggers were invited to curate their own signature look with the help of Chris Viljoen. They were able to have their look professionally modelled and photographed or to be the model themselves, with the help of hair and make-up experts, Langaro Lifestyle Centre.

RESULTS

6 FASHION BLOGGERS with **17 756 FOLLOWERS**

8 LIFESTYLE BLOGGERS with **92 457 FOLLOWERS**

106 PIECES OF COVERAGE





One&Only
Cape Town



AEG



eX'cla·ma'tion



THE
CERES BEVERAGE
COMPANY

COTY KOTEX®



thankyou.

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