



WHAT WE STAND FOR

OUR VALUES

At RBJ our CORE VALUE is managing and maintaining our business relationships through meeting our client's expectations and delivering on what we promise.

We believe in seeding symbiotic relationships that translate into long-term partnerships, while adding value to our projects and clients alike. As Africans we believe that this is the very essence of UBUNTU and the foundation of our value system.

OUR MISSION

We are committed to meaningful, mutually rewarding partnerships that not only add value to our clients' business, but especially their marketing investment by providing innovative, practical, highly effective solutions that deliver optimum results.



WHO WE ARE

THE RBJ TEAM

The team at RBJ Marketing Solutions has a passion for excellence in service delivery and customer satisfaction.

Every individual brings with them an element of passion and a fountain of knowledge gained from our years of experience.

We believe in assigning the best possible staff to our project team, so that we CAN ensure effective execution and a quality of service offering to all our clients that builds long term success stories.



THE DRIVING FORCE **BEHIND RBJ**

JEFF MADIBENG: CEO

A young professional entrepreneur with a combination of networking and brand management skills, bringing to the table the ability to coordinate effective management and placement of brands. Jeff achieves this effective brand alignment through the implementation of well planned marketing and communications strategies.

Experienced in the implementation of event branding and communications strategies and has directed events, for clients ranging from SMME to Corporate and Government level, with great success for the past 10 years. These events have ranged from a crowd capacity of 100 PAX to 45000 PAX.

Jeff has a comprehensive events management background including technical, logistical and PHS setup requirements to mention but a few.



THE DRIVING FORCE **BEHIND RBJ** **JOAN RAMAGOSHI MADIBENG:** **EXECUTIVE MANAGING MEMBER**

Executive Managing Member

Reaching any Dream, Achieving any Goal, Anything and everything is possible says Joan Madibeng, former Miss South Africa and esteemed business woman. It is a simple philosophy that Joan has used in building her own high profile career in Marketing and Corporate communications and in turn ensured the success of many branding campaigns, events, and social awareness projects that she has been involved with both locally and internationally.

Diplomas in public relations, business communication and brand development have allowed Joan to capitalize on her wide ranging associations in government, the private sector, media and non-governmental institutions around the globe.

Since 2011, Joan's successfully hosted the Annual Women The Real Architects of Society, whereby women gets the opportunity to participate in dialogue and networking opportunities.

AT YOUR SERVICE ALWAYS WHAT WE CAN DO FOR YOU.

At RBJ Marketing Solutions we believe in "MAXIMISING IMPACT BY CREATING MAGIC THROUGH CONSUMER INTERACTION". This is effortlessly achieved through our dedication to building brands and providing cost effective solutions through our "ENGAGE TECHNIQUE™". We are a young dynamic group of professionals experienced in brand activations which include events coordination and management, audio visual productions and structuring effective marketing strategies to achieve your desired outcome.

Our service offering includes but is not limited to:

- * Events Management
- * Sponsorship
- * Audio Visual Productions
- * Exhibitions
- * Creative Design
- * Talent Management
- * Corporate Merchandise
- * Activations



EXHIBITIONS

Many companies invest in exhibitions but this is not a priority in their internal planning process. At RBJ Marketing Solutions we take the hassle out of planning that next Expo and help you stand out from the crowd. Let our team develop your company's presentation and promotion so that you get the attention you deserve for your well-invested money.



EVENTS MANAGEMENT

Events have become a modern day tool to communicate and engage your workforce and clientele whilst entertaining them. At RBJ we take the clients objectives and needs into account, creating an operational and creative strategy that is cost effective, of the highest quality and which delivers beyond the client's expectations. We ultimately want you, our client to look back on your event with fond memories, of a fantastically run and well managed RBJ event.



CREATIVE DESIGN

Graphic design is a creative process, and we love getting our clients involved. Our team helps clients rethink graphic design as an opportunity to innovate rather than as a media spend. RBJ Marketing Solutions creates multifaceted experiences that connect people to brands in harmonious, meaningful, and emotional ways.



TALENT **MANAGEMENT**

Human capital is the most valuable commodity in the media and entertainment industry today. Here at RBJ we find, manage and strategically align ourselves so that we have access to A list talent both in and around South Africa. Whether you need a comedian, a master of ceremonies, entertainers or musicians, RBJ has the solution to any type of talent or performance requirement you might require.



CORPORATE **MERCHANDISE**

RBJ Marketing Solutions offers a wide selection of high quality, value for money corporate gifts and clothing to incorporate into your company's brand identity. We work as partners with our clients to understand exactly what it is they're trying to achieve and help assist them to do just that. With our strict attention to detail and service, we promise to deliver merchandise, which is not only cost effective, but also eye catching and of the highest quality.



ACTIVATIONS

RBJ takes a fresh look at your company's current brand, and with you develop a fresh, effective strategy for your activation. We have successfully negotiated a range of activations for our clients, from consumer packaged goods and service models to retail spaces, to product platforms and promotional campaign development. We will always go above and beyond our client's expectations in order to create effective brand awareness in the right markets.



AUDIO VISUAL **PRODUCTIONS**

Many companies invest in exhibitions but this is not a priority in their internal planning process. At RBJ Marketing Solutions we take the hassle out of planning that next Expo and help you stand out from the crowd. Let our team develop your company's presentation and promotion so that you get the attention you deserve for your well-invested money.



SPONSORSHIP

RBJ has an extensive network within both the private and public sectors. Sponsorship is not only an opportunity to strategically place your capital, but also an opportunity to extend your brand into new potential markets. Whether you're looking for sponsorship or require a strategy to socially invest, RBJ will formulate a tailor made plan for maximum brand exposure and value added marketing.

THE FOUNDATION OF CONCEPTS THAT INSPIRE

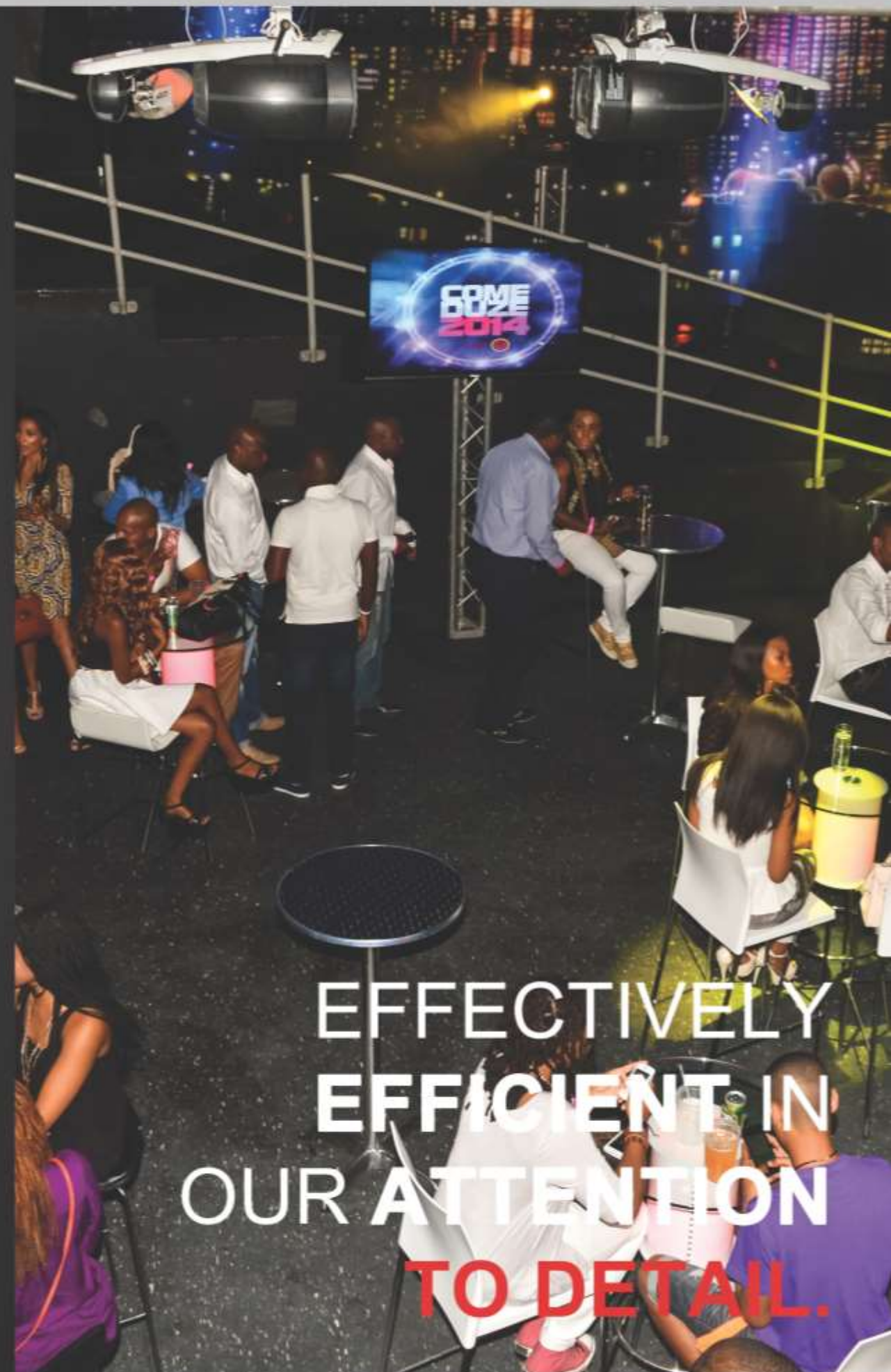
- Visualise the Purpose of Your Campaign.
- Find the Right Approach to realise Your Vision within Your Means.
- Determine the relevance of marketing mediums and methods to Your desired outcome.
- Determine a Strategic Plan of Action to achieve Your Project Goals.
- Design a Concept that will inspire Success across the board for Your Brand and its Stakeholders



**THINK BIG,
DREAM BIG,
DO BIG
AND THE RESULTS
WILL BE BIG.**

PRODUCTIONS THAT REASSURES YOUR INVESTMENT

- Assure the best quality for investment at all times – no compromising.
- Apply experience as well as knowledge to every activation.
- Well planned execution of Your campaign to minimise the need for contingency plans or damage control.
- Effective Time Management in an age where “Time is Money”.
- Creating lasting impressions through delivering with integrity.

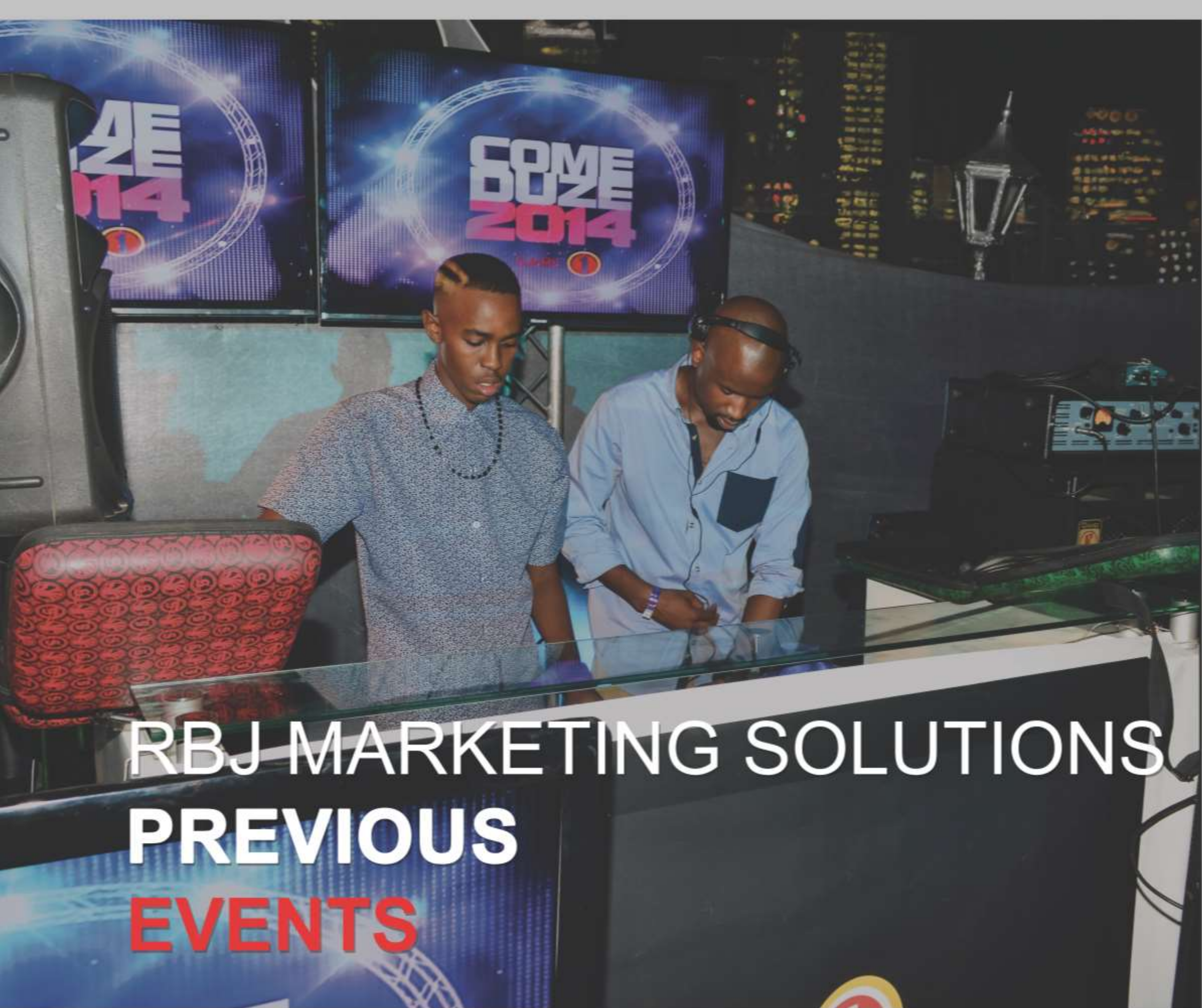


EFFECTIVELY
EFFICIENT IN
OUR ATTENTION
TO DETAIL.

IMPLEMENTATION AND MANAGEMENT

- Running a Tight Ship when it comes to ensuring only the Best Quality that your money can buy you is delivered.
- Our Commitment to Reliability is the Life Essence of our project management style.
- Communication is our most essential tool to ensure structure and dependability.
- Black on White, written SLAs and contracts to ensure that everyone knows exactly what their roles are at any given time.
- Reporting both internally and externally so that no one is left in the dark.





RBJ MARKETING SOLUTIONS

PREVIOUS

EVENTS

EVENTS MANAGEMENT

2014 THE INNOVATION HUB - GAUTENG ACCELERATOR PROGRAMME (GAP) AWARDS

RBJ Marketing Solutions had the responsibility of managing the 2014 Annual GAP Awards on the 20th November 2014. The Innovation Hub ran four high profile innovation competitions for Gauteng-based researchers and entrepreneurs with plans to become global leaders in the Medical, Green, ICT and Biotech sectors. The winners for the competition were then announced at the GAP awards ceremony, everyone at the event enjoyed an evening with delectable food and entertainment.

Event Aspects Managed by RBJ Marketing Solutions:

- Venue Selection, Confirmation and Functional Layout Design
- Set-Up of Stage, Lighting, Sound and Video (Including all certifications)
- Set-Up of Furniture, Décor, Bars, VIP Areas and Service Areas
- Security and Access Management (Including Registration and Accreditation)
- Special Effects Design and Management (Including all Compliance Permits)
- Sourcing and Management of Skilled Technical and Event Staff
- Local Municipal Consent (Fire Department and Special Events Department)
- Entertainment Sourcing and Management
- Production Scheduling and Management

Event Venue: The Innovation Hub, Mark Shuttleworth Street , Pretoria

Event Capacity: 300 PAX

Principal Client: The Innovation Hub

Contact Person: Johanna Tilodi

E-Mail Address: jtilodi@theinnovationhub.com



EVENTS MANAGEMENT

2012/13 SAMA AWARDS SABC AFTER PARTY:

In 2012 and 2013 RBJ Marketing Solutions has had the responsibility of managing the SAMA Awards After Party Event for S'khonyana Productions and SABC 1. This is a private event celebrating the achievements of SABC in the music industry.



Event Aspects Managed by RBJ Marketing Solutions:

- Venue Functional Layout Design
- Set-Up of Stage, Lighting, Sound and Video (Including all certifications)
- Set-Up of Furniture, Décor, Bars, VIP Areas and Service Areas
- Security and Access Management (Including Registration and Accreditation)
- Special Effects Design and Management (Including all Compliance Permits)
- Sourcing and Management of Skilled Technical and Event Staff
- Production Scheduling and Management

Event Venue: Sun City, Rustenburg

Event Capacity: 4000 PAX

Principal Client: S'khonyana Productions

Contact Person: Joe Correia

E-Mail Address: duku@sabc.co.za | abe@skhonyana.co.za



EVENTS MANAGEMENT

2004/13 ANNUAL SABC 1 COME DUZE

Since 2004 RBJ Marketing Solutions has had the responsibility of managing the New Year's Eve Event for S'khonyana Productions and SABC1 on the 31st of December each year. Come Duze is an event which is broadcast live on SABC1, reflecting on the past year's events. The Event Boasts with Live Entertainment, Live Broadcasting, Celebrity Guests and Spectacular Special Effects.

Event Aspects Managed by RBJ Marketing Solutions:

- Venue Selection, Confirmation and Functional Layout Design
- Set-Up of Stage, Lighting, Sound and Video (Including all certifications)
- Set-Up of Furniture, Décor, Bars, VIP Areas and Service Areas
- Security and Access Management (Including Registration and Accreditation)
- Special Effects Design and Management (Including all Compliance Permits)
- Sourcing and Management of Skilled Technical and Event Staff
- Local Municipal Consent (Fire Department and Special Events Department)
- Entertainment Sourcing and Management
- Production Scheduling and Management

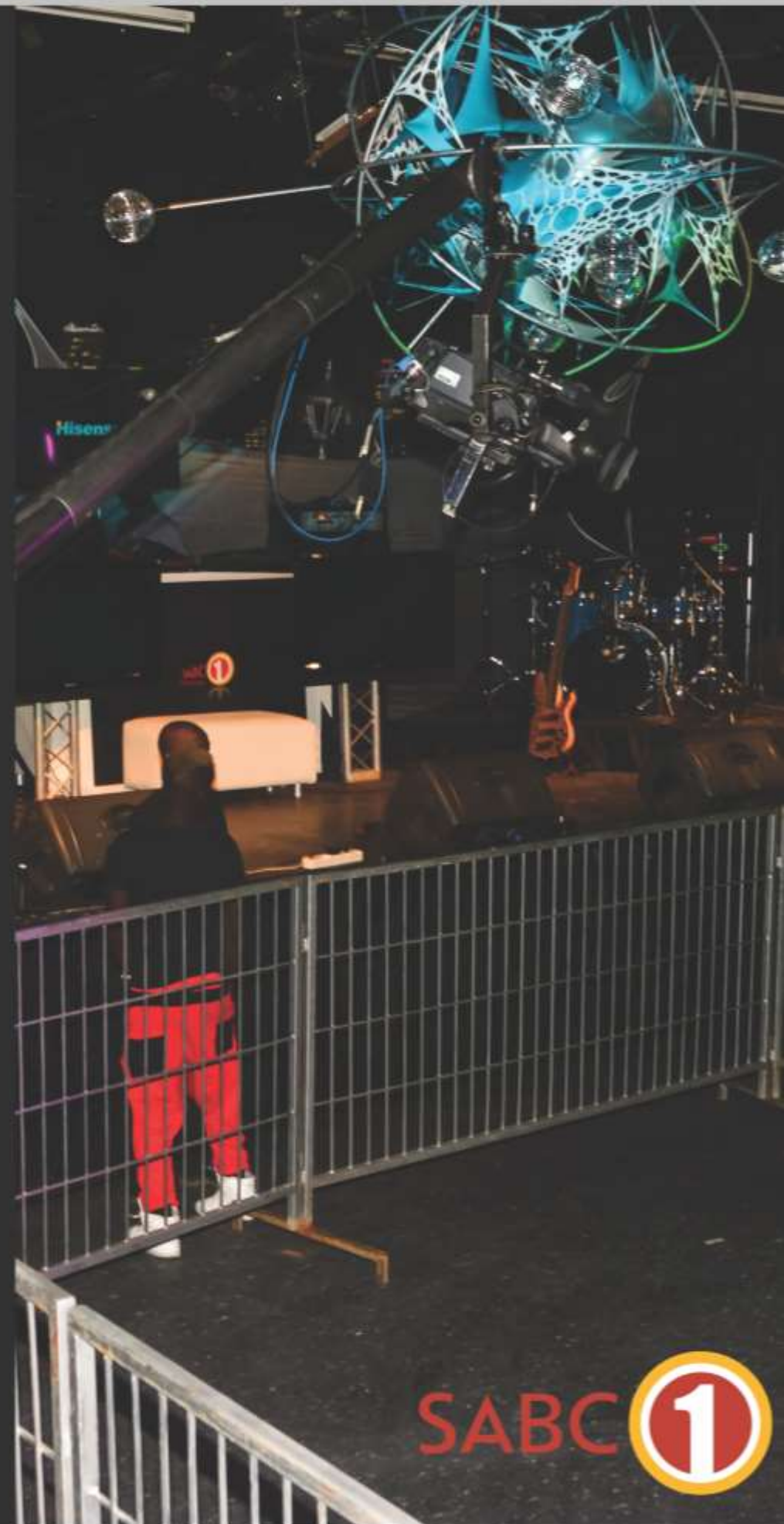
Event Venue: Baseline, Johannesburg Event

Event Capacity: 6000 PAX

Principal Client: S'khonyana Productions

Contact Person: Joe Correia

E-Mail Address: duku@sabc.co.za | abe@skhonyana.co.za



EVENTS MANAGEMENT

2014 ANNUAL SABC 1 COME DUZE: VIP

RBJ Marketing Solutions has been managing the Annual SABC 1 Come Duze event for the past decade, the event has been a huge success since 2004 which is why RBJ Marketing Solutions opted to host the VIP Marquee in 2014. The VIP`s were treated with luxurious and first class entertainment.

Event Aspects Managed by RBJ Marketing Solutions:

- Set-Up of Furniture, Décor, Bars, VIP Area
- Entertainment Sourcing and Management

Event Venue: VIP Marquee Baseline, Johannesburg

Event Capacity: 150 PAX

Principal Client: S'khonyana Productions

Contact Person: Joe Correia

E-Mail Address: duku@sabc.co.za | abe@skhonyana.co.za



EVENTS MANAGEMENT

2011/12 METRO FM WALK FOR FREEDOM

In 2011 and 2012 RBJ Marketing Solutions had the responsibility of managing the Annual Metro FM Walk For Freedom. This is a commemorative event in honour of the Soweto Uprising on 16 June 1976. The 16th of June has become a National Holiday known as Youth Day in remembrance of this historical protest by scholars against Apartheid and Bantu Education in which many young people were killed. This Public Participation is a Fun Walk Event from Morris Isaacson High School to Phefeni Junior Secondary School in Vilakazi Street in Soweto hosted by Metro FM.

Event Aspects Managed by RBJ Marketing Solutions:

- Route and Venue Functional Layout Design
- Set-Up of Stage, Lighting, Sound and Video (Including all certifications)
- Set-Up of Furniture, Décor, Bars, VIP Areas and Service Areas
- Catering for 200 PAX (VIP)
- Security and Access Management (Including Registration and Accreditation)
- Route and Venue Branding Design and Production
- Sourcing and Management of Skilled Technical and Event Staff (EMS, Security, Marshals, Water Point Crew, etc.)
- Local Municipal Consent (Fire Department, Traffic Department, Public Transport Department and Special Events Department)
- Entertainment Sourcing and Management
- Production Scheduling and Management

Event Venue: Soweto, Johannesburg

Event Capacity: 6000 PAX

Principal Client: Metro FM

Contact Person: Marketing Manager

Telephone Number: +2711 714 9111



OTHER SIGNIFICANT **RBJ EVENTS:**

- **2008** Ikwekwezi FM Star Awards – Ikwekwezi FM
- **2009** FIFA CONFEDERATIONS CUP PVA – City of Tshwane Municipality
- **2010** FIFA FAN FEST TSHWANE PVA – MATCHWORLD and City of Tshwane Municipality
- **2010** Solomon Mahlangu Concert – City of Tshwane Municipality
- **2011** Radio 2000 Beach Cricket Tournament – Radio 2000
- **2012** Diamonds and Dorings Music Festival – Sol Plaatjie Municipality
- **2012** Unveiling of New Palm Ridge Court – Department of Justice and Constitutional Development
- **2011 - 2015** (current) Women The Real Architects of Society Event – Joan Madibeng Management
- **2012** Radio 2000 Breast Cancer Awareness Event – Radio 2000
- **2013 -2014** Manchester United and Manchester City Tour - MATCHWORLD
- **2013** AFCON – MEGAPRO
- **2013** Nelson Mandela 95th Birthday Celebrations – MATCHWORLD
- **2013** ABI Awards Event – ABI South Africa
- **2013** Gauteng Carnival Launch – Department of Arts and Culture
- **2010 – 2014** DSTV Launch Corporate Merchandise and Branding – DSTV Africa
- **2014** Water Week Campaign - Rand Water
- **2014** Launch Campaign of The Official Nelson Mandela Opus - MATCHWORLD
- **2014** MMI Holdings & KTH Holdings – Celebrating a decade of partnership
- **2014** Middle Market Launch – Momentum (MMI Holdings)
- **2014-2015** (Current) Annual Career Expo- Joan Madibeng Management
- **2015** International Woman's Day- Joan Madibeng Management

SPONSORSHIP

2015 SALGA CONFERENCE

RBJ Marketing Solutions was given the opportunity to sponsor the South African Local Government Association (SALGA) National Meeting Assembly which was held at the Gallagher Convention Centre in Midrand from 24-26 March 2015. The conference was attended by over 1000 delegates and 278 municipalities and senior local government leaders.

Event Aspects Managed by RBJ Marketing Solutions:

- Technical Camera and Video staff
- Edited photography and videography footage (coverage of 4 days)

Event Venue: Gallagher Convention Centre, Midrand, Johannesburg

Event Capacity: 1500 PAX

Principal Client: South African Local Government Association (SALGA)

Contact Person: Valerie Tshesedi

E-Mail Address: vsetshedi@salga.org.za



ACTIVATION

2014 THE SANSUI SUMMER CUP

GAUTENG

The Summer Cup is the premier horse racing event in Johannesburg. In 2012 the Summer Cup reached its 125 year anniversary, in 2009 SANSUI became the lead sponsor of the finest horseracing event to take place in Johannesburg. This high profile event took place on the 29th November 2014 and was successfully hosted in Gauteng. The sophisticated social and sporting event is the city's oldest and most respected first-grade horse race. The event features a high class calibre of South African socialites including musicians, sports enthusiasts, media and many other popular celebrities. RBJ Marketing Solutions was part of the project management team and ensured the smooth running of the event.

Event Aspects Managed by RBJ Marketing Solutions:

- Venue Selection, Confirmation and Functional Layout Design
- Set-Up of Stage, Lighting, Sound and Video (Including all certifications)
- Set-Up of Furniture, Décor, Bars, VIP Areas and Service Areas
- Security and Access Management (Including Registration and Accreditation)
- Special Effects Design and Management (Including all Compliance Permits)
- Sourcing and Management of Skilled Technical and Event Staff
- Local Municipal Consent (Fire Department and Special Events Department)
- Entertainment Sourcing and Management
- Production Scheduling and Management

Event Venue: Turffontein Racecourse - Johannesburg

Event Capacity: 30 000 PAX

Principal Client: Mega Pro

Contact Person: Taryn

Telephone Number: 011 305 9844

E-Mail Address: taryn@megapro.co.za



ACTIVATION

2015 THE BIG SWITCH ON - THE GAUTENG DEPARTMENT OF EDUCATION

RBJ Marketing undertook to rollout a well-orchestrated campaign for the Gauteng Department of Education. The plan was to deliver an effective outreach campaign that communicated the core objectives of the "Wired for Life – Paperless Classrooms campaign, and amplifies it across the designated communities that the Department would be targeting. RBJ Marketing's activities culminated with the official launch of the Big Switch On the 14th January 2015 at Boitumelong Senior Secondary School and commenced the closing of the event at the Soshanguve South Secondary School. The activation period for this event lasted for one month.

Event Aspects Managed by RBJ Marketing Solutions:

- Activation, parent meetings and roadshow implementations
- Venue Selection, Confirmation and Functional Layout Design
- Set-Up of Stage, Lighting, Sound and Video (Including all certifications)
- Set-Up of Furniture, Décor, Bars, VIP Areas and Service Areas
- Security and Access Management (Including Registration and Accreditation)
- Special Effects Design and Management (Including all Compliance Permits)
- Sourcing and Management of Skilled Technical and Event Staff
- Local Municipal Consent (Fire Department and Special Events Department)
- Entertainment Sourcing and Management
- Production Scheduling and Management

Event Venue: Boitumelong Senior Secondary School , Thembisa, Pretoria & Soshanguve South Secondary School, Soshanguve, Pretoria

Event Capacity: 3000-3500 PAX

Principal Client: The Gauteng Department of Education

Contact Person: Phumla Sekhonyane **Email:** Phumla.Sekhonyane@gauteng.gov.za



THE BIG SWITCH ON



THE MEC FOR EDUCATION MR PANYAZA LESUFI CORDIALLY INVITES YOU TO THE LAUNCH OF "THE BIG SWITCH ON": CLASSROOM OF THE FUTURE" TO TAKE PLACE AS FOLLOWS:

EXHIBITIONS

2014 / CURRENT CAREER DAY

The career exhibition is hosted annually by Joan Ramagoshi Madibeng. It`s primary target audience are matriculants and education institutions in South Africa.

Event Venue: Gallagher Convention Centre, Midrand, Johannesburg

Event Capacity: \ PAX

Principal Client: Joan Madibeng Management

Contact Person: Joan Madibeng Management

Telephone Number: Mobile Number: +2782 688 6937

E-Mail Address: info@joanmadibeng.com



COMPAGNS

National Book Week

Start: 25th July 2013

Finish: 10th December 2013

Brief of project

We were approached to run, manage, maintain and grow the Facebook Social Media presence for National Book Week.

When we began, the page had approximately 2000 Likes and within 2 months we grew it into 6 537.

We were asked to keep in line with the “ethos” of the page and encourage the love for reading.

Strategy

We are all avid readers and book lovers in our Department (Content and Social Media) and this particular project was close to our hearts. We consistently motivated people to enjoy reading and also instill a sense of love for reading and books.

We received some truly amazing feedback and response around some of our posts.

We were asked to stop working on the page after the event but, we will most likely retain the contract when the next National Book Week is launched this year.

RBJ DÉCOR & FLOWERS

Ultimate Décor & Flowers, an in-house event division within RBJ Marketing Solutions, can professionally take care of Corporate Events / Functions / Wedding/Kiddies Birthday Parties/Décor Requirements i.e. flowers, décor, draping, marquees, sound, catering etc. We have a large variety of décor available i.e. damask table cloths, runners, fairy lights, overlays, chair covers, stretch tie-backs, candles, flowers etc.

A professional Event & Décor Specialist is available on-site to discuss your company requirements style / color scheme / theme / décor in line with your budget.

A sample set up for your event can be arranged at no additional cost upon confirmation of order.

Day-to-day flowers / hamper orders can also be arranged and delivered to that special person in your life!!!



RBJ MARKETING SOLUTIONS

CLIENTS

- SABC • SABC RADIO • CHANNELO • MULTICHOICE • MNET DSTV • CITY OF JOBURG
- CITY OF TSHWANE • FIFA • NATIONAL GOVERNMENT • PROVINCIAL GOVERNMENT
- THE CSIR • FIRST NATIONAL BANK • BLUE IQ • APPLETISER • BRAND HOUSE
- MATCH WORLD • HOBOYI & ASSOCIATES • ATHLETICS SOUTH AFRICA
- PROTEA COIN GROUP • MVELA SERVE • SARSA CADEMY • TELKOM • SCAFELL
- MARINGO • TELESCIENCES • JASCO • ALEXANDER FORBES • KFC • ALBANY
- MURRY & ROBERTS • MOMENTUM • CANSA • Mc CANN WORLD GROUP
- FARANANI RISK SOLUTIONS • S A MEDICAL ASSOCIATION • M M I HOLDINGS
- GAUTENG DEPARTMENT OF EDUCATION • THE INNOVATION HUB

RBJ MARKETING SOLUTIONS

Thank you for your perusal of this presentation, we look forward to hearing from you about how we can make your next event more impactful and memorable.



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We look forward to hearing from you.

RBJ Marketing Solutions

