

Advertising & Branding Co.

*Company Profile* X

### ***Confidentiality Notice***

**Toxik Investment T/A Out Of The Box Media (PTY) Ltd**

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# CONTENTS

- About Us
- Our Team
- Services
- Publications
- Branding
- Advertising Campaigns
- Brand Engagement
- Product Packaging
- Digital Marketing
- Signage & Exhibition Stands
- Corporate Branding
- Solutions
- Contact Us



# BRIEF HISTORY

“ Started from the bottom  
now we’re here ”

Out of the box media is a Full House Advertising Agency & Brand Solutions company specializing in Advertising, Communications, Brand Management and Events Management. The company was founded in 2013 by our managing director Mr Tammy Dlamini aimed to fill the gap in the creative agency field in the corporate world.

After a year of pitching and creative works, we landed the Sun International brand management contract in the Kingdom and the company was fully registered as Toxik Investments (PTY) LTD and trading as Out of the box media, with our first offices at ocean waves building and with only 3 staff members.

Now the company has grown and has diversified to other portfolios including branding, printing, exhibition design & manufacturing and Events. We now have an office block in Zakhle and a warehouse in Matsapha. The company has employed 10 full time employees, 5 part time employees and a list of clients from both the public and private sector. We have also started an intern program that gives student in the same field a chance to experience the industry first hand.

*This is Our Story  
and its not over yet*



## ABOUT OOTBM

“ We evolve brands through innovation & creativity. ”

OOTBM is a strategic branding and communication design consultancy, specializing in emerging markets and delivering media-neutral, business-focused solutions to client challenges. Areas of practice include design thinking, information, environmental and digital design, stakeholder communication and investor relations, internal brand engagement, advertising, public relations and events, digital brand management, procurement, project management and printing.

OOTBM is a function of its unique pool of talent. Built from the inside-out, we've assembled the brightest minds in our industry and created a high performance culture in which only the best is acceptable. This translates into superior client solutions and delivery of results that are unrivaled by our peers. Our team is highly diverse, driven to deliver results and ready to assist in deriving sustainable competitive advantage.

Over the past 8 years, we've fine tuned our organizational and operational strategy to provide clients with a 360° brand solution.

We've also taken an active leadership role in driving dialogue and influencing change in the creative community, with a regular podium presence by OOTBM board members at international and local workshops and conferences and representation on industry bodies.

This is ours.  
Every Brand Has A Story.

“ When everyone zigs,  
“ When everyone zigs,  
we zag”

Beg to differ.





Re-invent  
Re-invent  
Ignite  
Ignite  
Unleash  
Unleash

Advertising . Branding . Strategy. Communications . Design . Events

# OUR SERVICES

Think Big.  
Stand Out.

Smarter Approach

The critical part of your communication strategy is the planning. Having the right base, using the right marketing ingredients to best communicate the right message to your target audience. We drive and manage the whole process for you to ensure goals are met and you get the results.

*Our Services Include*

- Communications Strategy
- Advertising Campaigns
- Project Management
- Promotions
- Client Service
- Copywriting & Photography

stand out from  
**THE CROWD**



Look the part

In today's market place, you need more than just a good service and a quality product to be successful. Potential customers will judge your business on its looks. That is why your brand ID is so important. We build successful brands that stand out in their industries, and endure the test of time.

*Our Services Include*

- Creative Graphic Designs
- Logo Development & Styles Guides
- Branding & Corporate Identity
- Advertising
- Digital Representations
- Illustrations



## Our Services.

Print Proficiency.  
Online Excellence.

Digital Media

We understand your business needs a strong online presence that complements your real world branding and marketing. From websites, mobile sites to social media applications, all our web projects are designed to be visually appealing and easy to navigate.

### Our Services Include

- Web & Mobile Design
- Development & Testing
- Wordpress Content Managed Systems
- Wordpress eCommerce Systems
- Social Media & Facebook Advertising
- SEO & SAM



Our knowledge, experience and contacts in the print and production industry gives us the confidence to ensure we are using the right materials, paper stock, special print features and embellishments to compliment your brand, or convey your message more effectively.



### Our Services Include

- Business Cards & Stationery
- Brochures, Flyers, Catalogues
- Point-of-sale
- Newsletters
- Magazine & Press Advertising
- Signage



# PUBLICATIONS

2016 - present

In 2016, First Finance commissioned OOTBM to handle their brand positioning and identity for the company as well as for each of its three branches spread across the country. Since then, OOTBM has been involved in the creation of all First Finance marketing collateral - from it's brochures, print media adverts, billboards, stationery and digital material.



**START SAVING  
TODAY**  
"Your Priority Is Our Utmost Priority"

**first 1<sup>st</sup>**  
FINANCE COMPANY  
Your First Choice Lender

[www.firstfinance.co.sz](http://www.firstfinance.co.sz)



"Your Priority Is Our Utmost Priority"

**WE ARE MOVING**

We are pleased to inform our valued clients and stakeholders that with effect from Tuesday 18th September 2018 we shall have moved and we will be operating at our new office building situated at the following address:

Please note that our offices shall be closed to the public on Monday 17th September 2018

**DESTINATION:**  
**1st Floor , FINCORP Head Office building,  
Corner Gwamile and Dabede Street**

For more information please contact us at Tel:  
2411 9200

Website: [www.firstfinance.co.sz](http://www.firstfinance.co.sz)



"Your priority is our outmost Priority"

**MAKING THE RIGHT  
FINANCIAL DECISIONS**

*At your service this season*

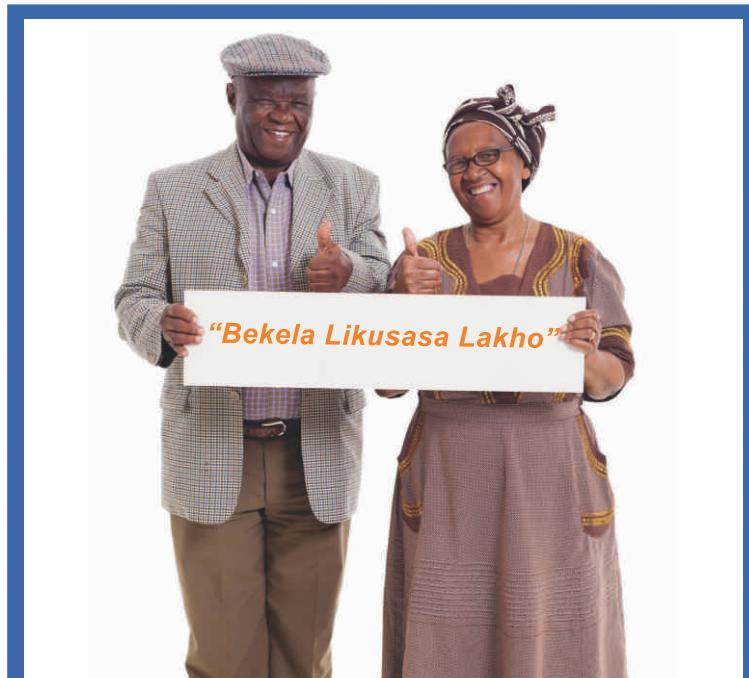
**Visit Us Today**

Tel: 2411 9211 / 9222      Website: [www.firstfinance.co.sz](http://www.firstfinance.co.sz)

**first 1<sup>st</sup>**  
FINANCE COMPANY  
Your First Choice Lender

# PUBLICATIONS

Here are more examples of print media publications done by our company over the years from different companies in the kingdom.



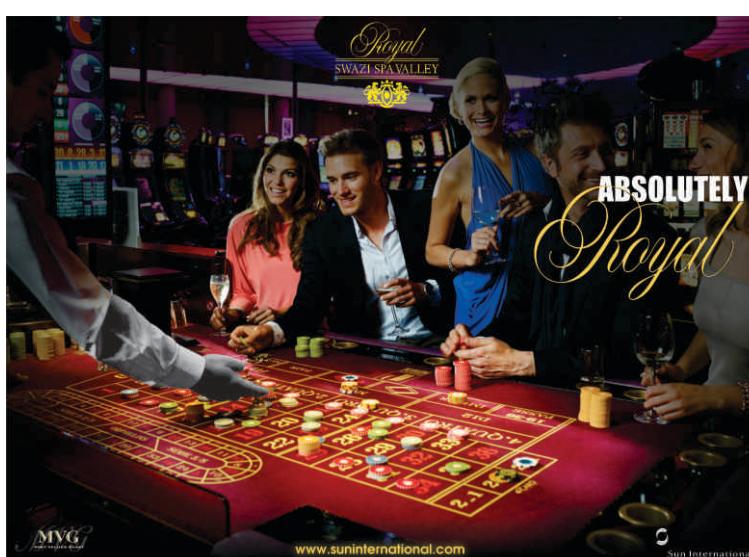
**Ingungu Savings Account**  
Swaziland National Provident Fund

Ingungu is a voluntary supplementary contribution paid by a member and/or his/her employer as an additional contribution to the basic statutory contribution. It serves the primary function of enhancing the member's benefit when the member reaches claiming age and it is not designed for withdrawal "along the way". The minimum amount that can be contributed is 50% of total monthly statutory contribution.

Participation is open to members of the Fund, employers contributing on behalf of their employees. Ingungu contributions basically supplement the member's statutory contribution. In this case the person must be a member of the Fund.

FOR MORE INFORMATION  
CALL 800 6002 Toll-Free  
\*EMAIL: [INFO@SNPF.CO.SZ](mailto:INFO@SNPF.CO.SZ) TO REQUEST AN E-BROCHURE

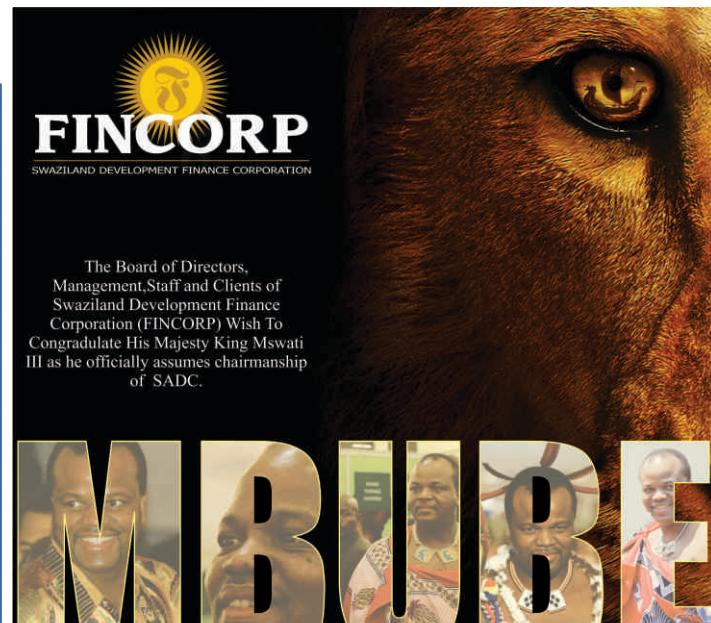




**ABSOLUTELY Royal**

**Royal SWAZI SPA VALLEY**

**MVG**  
[www.suninternational.com](http://www.suninternational.com)



**FINCORP**  
SWAZILAND DEVELOPMENT FINANCE CORPORATION

The Board of Directors, Management, Staff and Clients of Swaziland Development Finance Corporation (FINCORP) Wish To Congratulate His Majesty King Mswati III as he officially assumes chairmanship of SADC.

**MIBUBE**

"Helping Swazi Entrepreneurs To Help Themselves"

**Tshaneini Branch**  
Shop #1, Office Park,  
Inyoni Plaza, Tshaneini  
P.O Box 329, Mhlume  
Tel: +268 2323 2351/2/4  
Fax: +268 2323 2350

**Head Office - Mbabane Branch**  
7th Floor, Dhlunubeke Building,  
Corner of Mdada & Lalufadlana Street  
P.O Box 6099, Mbabane  
Tel: +268 24049272/9436/7  
Fax: +268 2404 9273

**Siphofaneni Branch**  
Office #2,  
Nokuphila Complex, Siphofaneni  
P.O Box 488, Siphofaneni  
Tel: +268 2344 1988/9  
Fax: +268 2344 1987

  Email: [sdfc@fincorp.co.sz](mailto:sdfc@fincorp.co.sz)



**WIN BIG!**

Stand to Win yourself a Huawei handset & data bundles with MTN iPraise.

Send us a picture of who you will be watching the event with on Ayoba to **78886161** and stand a chance to win.

 12 September 2021  7pm

**Yello Hub**  
Facebook: [mtnipraise](#)  
Facebook: [mtneswatini](#)

We're in this together everywhere you go

**Ayoba**  Download the Ayoba App on Google Play Store or App Store now.

**MTN**  **iPraise**  
Official Sponsor

# BRANDING

## SMALL BUSINESS, BIG BRANDING

Why do some people return to the same restaurant, retail establishment or hairdresser time after time? They have an emotional connection with the brand. They trust it to meet their expectations. A brand can be defined as a promise wrapped in an experience - a consistent promise wrapped in a consistent experience. So when customers visit the same restaurant time after time, it's because the brand is keeping its promise.

Tammy Dlamini

The most obvious benefit of brand consistency is brand recognition. Every business should strive to be immediately recognizable by their target audience.

Not only does it help to build a strong association between your core messages and values and the visual elements of your brand, but it also sets your brand apart from the competition – a particularly valuable perk in highly competitive, saturated markets. Other benefits of brand consistency include:

**Shaping brand perception** – When you have brand consistency in your corner, shaping the perception of your brand in the minds of consumers is more easily achieved by introducing key messages alongside your consistent brand elements.

**Evoking positive emotions** – When you tie brand consistency to positive emotions (through carefully-crafted words and imagery), your audience will begin to associate those positive emotions with your brand.

When done right, those emotions are eventually evoked with exposure to a stand-alone logo or your brand name, whether or not those positive emotion-evoking messages and images are present.

That means mere exposure to your brand can make people feel happy, and happy people are more likely to buy (especially from a company they trust).

**Building trust and loyalty** – Speaking of trust, brand consistency leads to confidence among consumers that they'll have a certain experience when they engage with your brand. One often-cited example is Coca-Cola, a beverage brand with worldwide recognition.

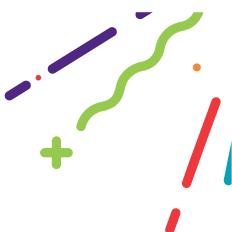
No one ever wonders what a bottle of Coca-Cola will taste like, because brand consistency ensures that it's always the same. Remember: brand consistency is as much about the customer experience as it is about the visuals.



# BRANDING

SNG Grant Thornton is a member firm of Grant Thornton International Ltd with an aim to help dynamic organizations unlock their potential for growth by providing meaningful, forward-looking advice.

We created a different strategy, which informed and gave rise to an exciting new identity and brand promise of SNG: An instinct for growth. The SNG signature was further developed across all two-dimensional business stationary, literature, electronic elements, marketing collateral, clothing and signage.



**I commit to:**

**C**ollaboration  
**L**eadership  
**E**xcellence  
**A**gility  
**R**espect  
**R**esponsibility



**CLEARR-ly**  
 living our values.



**SNG**  
 Grant Thornton



**SNG**  
 Grant Thornton  
 An instinct for growth™

Unlocking  
 your potential  
 for growth!



**Differentiating your brand** – Brand consistency is a key factor in differentiation, as well. In a competitive landscape with a variety of near-identical offerings, brand consistency often means the difference between earning a customer's business or losing them to the competition. Leverage brand consistency to communicate, again and again, what it is that sets your company apart from the rest.

### Best Practices for Brand Consistency

How do the world's most recognizable brands establish and maintain brand consistency? It takes time, but following a few key best practices will keep you on the right path.

### Use Caution When Re-branding

While the idea of rebranding your business might seem exciting, always consider the impact on brand consistency. If you haven't already established distinctive brand assets, rebranding may be feasible without sacrificing some hard-earned brand recognition.

If your visual elements are already established distinctive assets with strong brand associations, it's still possible to rebrand – but do so with caution and only if necessary. If you do, try to maintain some core elements of your old identity to ease the transition.

### If It's Boring, You're Doing It Right

If you get bored looking at the same visual elements, the same layouts, and the same color schemes for your marketing collateral, you're on the right track. For those exposed to these brand elements day after day, it tends to get a bit boring for marketers – but that means it's all the more likely to establish brand recognition in the minds of your target customers.

“

Nothing makes me happier than seeing a successful project through from concept to completion.

- Tammy Olamini

### Use a Brand Style Guide

There are myriad factors that make up a brand, and ensuring consistency across every one is a daunting task. Create a brand style guide to define your brand elements and branding rules to keep everyone on the same page and your materials and messaging on-brand.

Your brand style guide should include your company's mission, the brand's color palette, fonts (including when and how they're used, such as for certain headings, etc.), brand voice and copy guidelines, photo and imagery styles, and any other information that your team needs to know to maintain consistency.

### Make Approved, On-Brand Materials Easily Accessible

If your brand is like most, you have a variety of professionals hailing from different functions who are creating brand materials in some way or another. Providing easy access to the most up-to-date, approved brand materials – such as logos, templates, images, and even copy – goes a long way in ensuring brand consistency.

A brand strategy isn't simply the unique product or service that the business offers, but rather that offering resting on a defined set of values and wrapped in layers of tangible signifiers.

Brand consistency is a must for any company that wants to build brand recognition and foster trust among their target audience, and that means that brand consistency is essential for every business.

Without it, your target audience won't recognize your brand, they won't associate your brand with feel-good messages and positive emotions, and they won't have confidence that they'll have a consistent experience if they choose to engage with your brand.



# ADVERTISING Campaigns

The print campaign serves both the corporate image and the target audience, centering around the “Proudly Local” theme. It’s used particularly for the public to convey the powerful realities of energy and promote awareness of the Kellogg's Tolaram noodles brand. Well-targeted advertisements with effective, concise copywriting and original photography were used to effectively reach the niche institutional audience.

**Project:** Kellogg Noodles  
**Client:** Kellogg Tolaram



# ADVERTISING Campaigns

**Project:** Healthy Nandos  
**Client:** Nandos Group



when life gives  
you wings,  
make sure they're  
sweet & chillie

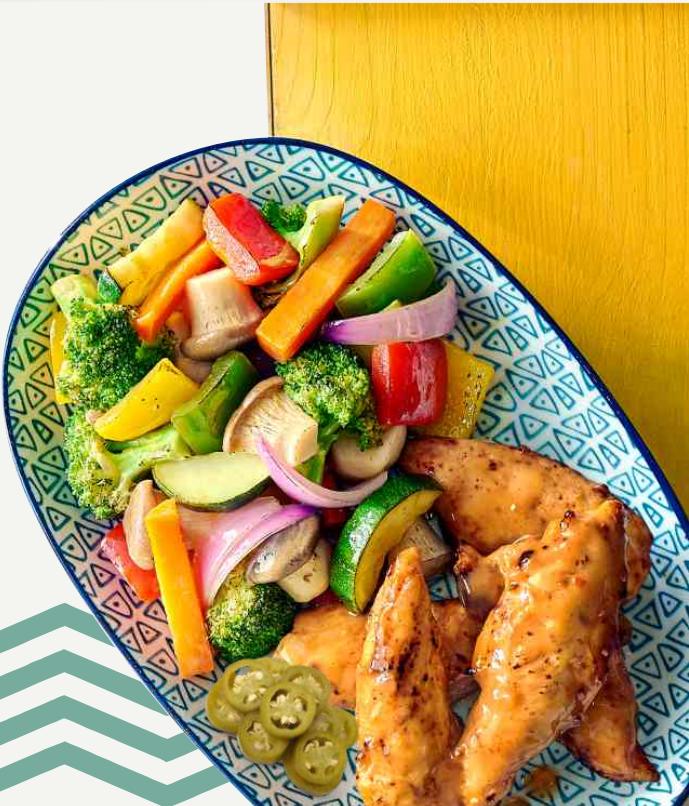
introducing Our all  
new mouth-watering  
sweet & chillie Peri-wings.





for breasts that  
won't get  
jalapeno business

► hot like a heater



# ADVERTISING Campaigns

**Project:** Bank cards migration  
**Client:** Standard Bank

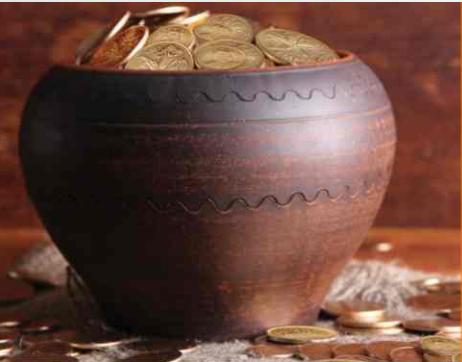


PAYING HAS NEVER  
BEEN SAFER.

Standard Bank Moving Forward™



**Project:** Sivuno project  
**Client:** ENPF



**Sizumbulu**  
SAVINGS

**Invest in your future**  
from as little as E1000 lump sum payment

800 6002 | www.snpf.co.sz | info@snpf.co.sz

TOLL FREE



**Project:** Bulk Buying  
**Client:** ABinBev

**NUMBERS DON'T LIE.**  
DRINK RESPONSIBLY

A REALITY CHECK FROM  

**SWAZILAND  
Beverages**

**BRAND ENGAGEMENT**

*Campaigns*

**BRAND  
ALIGNMENT  
*for*  
SUSTAINABLE  
COMPETITIVE  
ADVANTAGE**

In a turbulent and ever-changing world economy, the need to break from the brand clutter and overcome perpetual product and service parity, remains a dire need and a key opportunity to claim differentiation and build sustainable competitive advantage. Whereas products are copied and innovation gaps rapidly closed, and service models and systems are replicated amongst competitors, the deeper-seated notion of internal brand behavior and culture is not. This represents an ideal opportunity for true differentiation and competitive advantage that can set a company apart. Tammy Dlamini



Beg to Differ.

# BRAND ENGAGEMENT

Project: MTN iPraise  
Client: MTN Eswatini



**SNAP**  
**Swenka & Win**  
**yourself a brand new Huawei phone with Ayoba.**

**Do the most** and send us a picture of you wearing your **best church outfit** for free on Ayoba to **78886161** today and stand a chance to win fantastic prizes including a Huawei handset.

Competition ends 30 June 2021.

We're in this together everywhere you go

**Ayoba** Download the Ayoba App on Google Play Store or App Store now.

**MTN** **iPraise** Official Sponsor



**Vote to get your favorite artist on the MTN iPraise virtual stage.**

**Do the most** and send in your votes for free on Ayoba to **78886161** or dial \*7768#, select option 2 and enter the artist's code.

Ayoba is free and counts for 2 votes while SMS costs E1 per vote and only counts as 1.

Voting lines close 13 June 2021.

We're in this together everywhere you go

**Ayoba** Download the Ayoba App on Google Play Store or App Store now.

**MTN** **iPraise** Official Sponsor



**Support your favourite artist and get them a step closer to the virtual stage.**

**Do the most** with MusicTime and stream music from your favorite gospel artist today. Top 5 artists with the most streams stands to win a share of the grand prize and a chance to perform at the virtual concert.

We're in this together everywhere you go

To download Music Time visit the Google Playstore.

**MusicTime**

\*Exclusive to MTN Users Only.

**MTN** **iPraise** Official Sponsor



**thank you!**

**Nidvumise kwabonakala! Maswati lamahle Siyatibongela for praising the most.**

**Top 5 will be announced 20 June 2021.**

We're in this together everywhere you go

**Ayoba** Download the Ayoba App on Google Play Store or App Store now.

**MTN** **iPraise** Official Sponsor



# BRAND ENGAGEMENT

The advertisement features a black and white portrait of a woman with curly hair, smiling broadly. To her left, large, stylized text reads "Fill your Life with Joy" in white, with "Joy" in purple, followed by "FOR LESS". Above the text is a decorative graphic of colorful confetti and streamers. Below the woman is a white, torn-paper-style banner displaying various Mondelēz products: Cadbury Dairy Milk chocolates, Oreo cookies, Lunch Bar, 5 Star, P.S., and Crunchie bars. The background is dark, making the white text and products stand out.

Project: Joy Campaign  
Client: Logico / Mondalez

Mondelēz International



# BRAND ENGAGEMENT



**HAZELDENE**  
Mixed Fruit Jam

**PROUDLY  
MADE IN  
ESWATINI**  
*Tsenga kwasekhaya*

AVAILABLE IN ALL STORES NATIONWIDE

This advertisement features a vibrant red and orange background with stylized mountain graphics. At the top left is the brand name "HAZELDENE" in large, bold letters, with "Mixed Fruit Jam" below it. In the center, there's a product shot showing a large tin, a small tub, and a jar of Hazeldene Mixed Fruit Jam, surrounded by various fruits like peaches, plums, and pears. A "NEW" badge is visible on one of the smaller containers. To the right, the slogan "PROUDLY MADE IN ESWATINI" is prominently displayed in large white letters, with the Swati phrase "Tsenga kwasekhaya" in script below it. The bottom right corner contains the text "AVAILABLE IN ALL STORES NATIONWIDE".

**Project:** Proudly Eswatini / Refreshes like no other

**Client:** Rhodes Food Group



**REFRESHES**  
LIKE NO OTHER

**Rhodes**  
Quality

**MANGO**  
100%  
FRUIT JUICE BLEND  
Apple &/or grape &/or pear,  
and mango

**RED GRAPE**  
100%  
GRAPE JUICE  
Apple &/or grape &/or pear,  
and cranberry

**CRANBERRY**  
100%  
FRUIT JUICE BLEND  
Apple &/or grape &/or pear,  
and cranberry

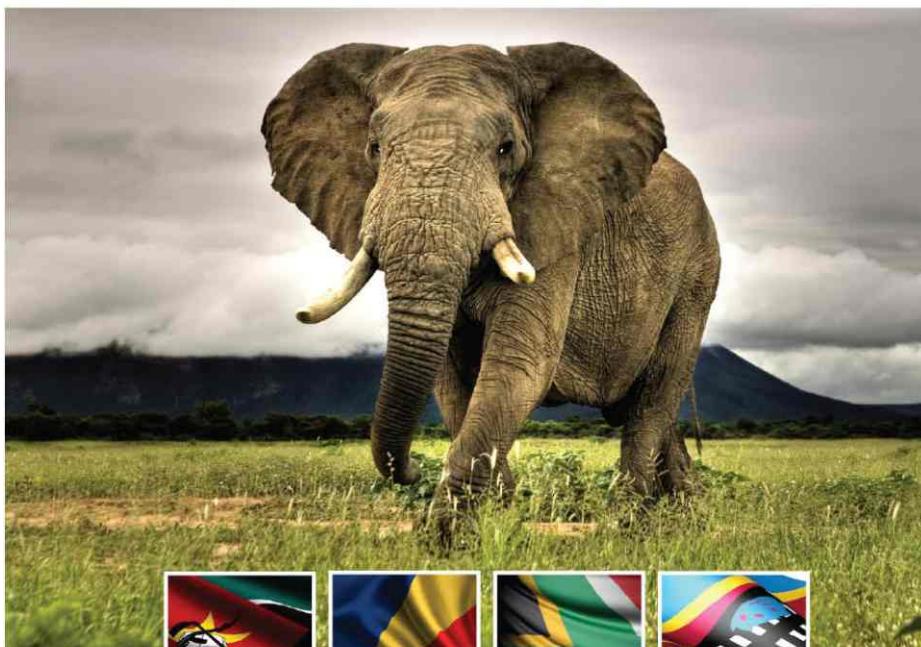
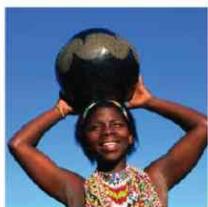
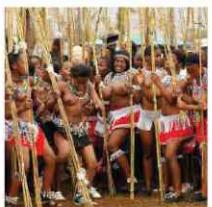
This advertisement has a red background with a dynamic yellow fruit juice splash on the left. The word "REFRESHES" is written in large, white, serif capital letters, with "LIKE NO OTHER" underneath in a smaller font. The Rhodes logo is in the top right. Below the main text, three juice cartons are shown: "MANGO" (yellow), "RED GRAPE" (purple), and "CRANBERRY" (red). Each carton features the Rhodes logo and "Quality" text, along with a description of the juice blend.



## BRAND ENGAGEMENT

# EXPLORE

KWAZULU-NATAL, SWAZILAND, MOZAMBIQUE & SEYCHELLES



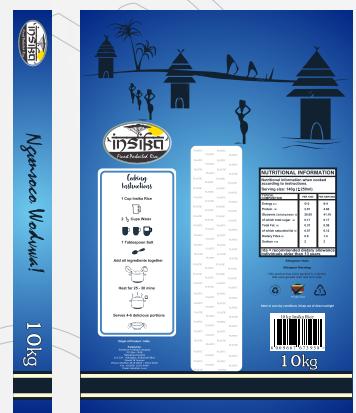
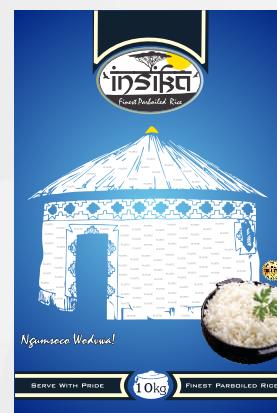
**Project:** Explore  
**Client:** Sun International



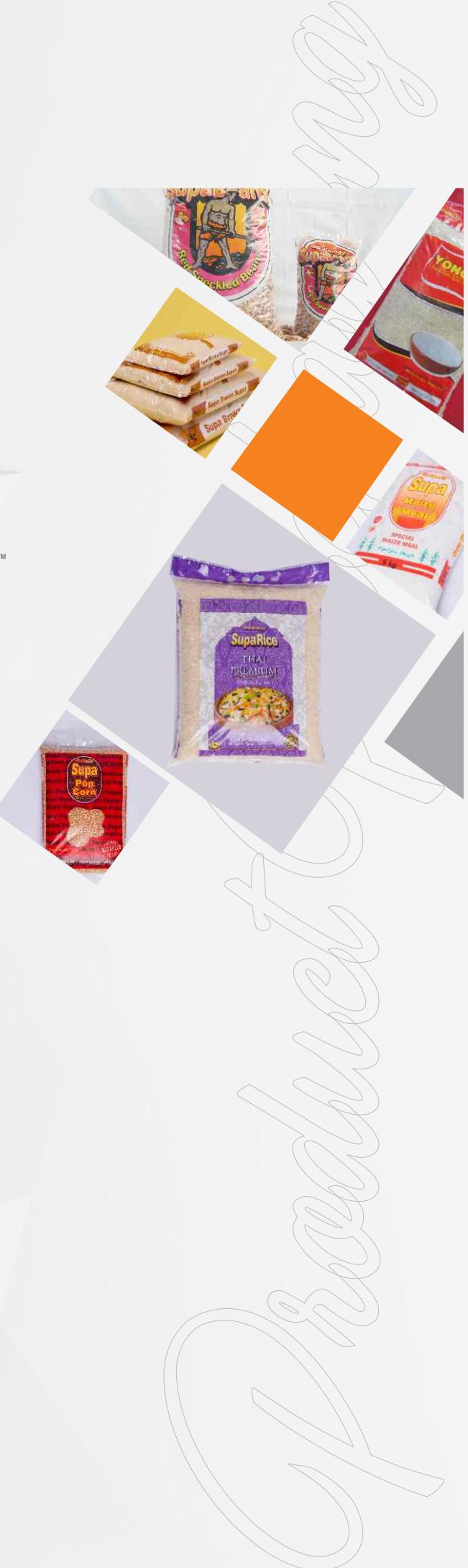
Advertising . Branding . Strategy. Communications . Design . Events

# PRODUCT PACKAGING

## Branding & the FMCG Industry



# PRODUCT PACKAGING



# good design

/good de'zīn'\

Verb

Planning and composing things in a considered way that affects appearance, function and meaning. It's inseparable from quality and it's not a lick of paint.



# DIGITAL MARKETING

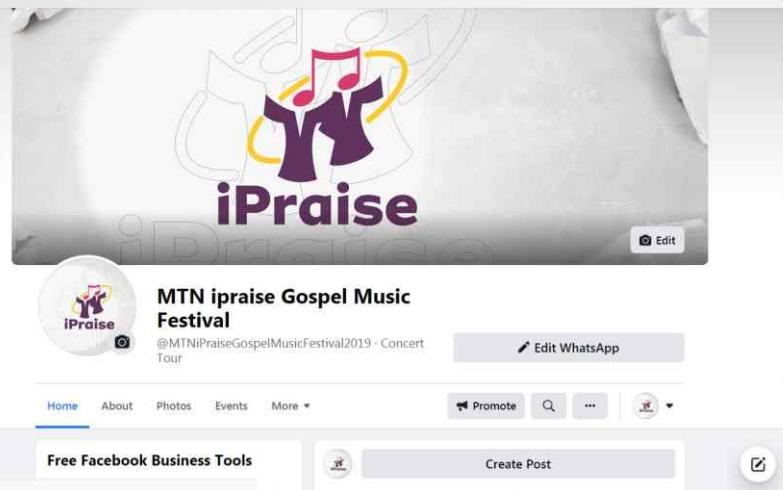
Digital marketing encompasses all marketing efforts that use an electronic device or the internet. We leverage both companies & public figures digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.

**Manage Page**  
MTN ipraise Gospel Music Festival

- Home
- News Feed
- Inbox
- Business Apps
- Events
- Notifications
- Insights
- Publishing Tools

Promote

Transferring data from video.hsho1-1.fna.fbcdn.net...



MTN ipraise Gospel Music Festival

Home About Photos Events More Promote Create Post

Free Facebook Business Tools



Home About

Tweets 17.6K Following 779 Followers 40.6K Likes 2,614

#MyLady #valentines @buffalosouljah1

Even in the US it is well known that Niggas don't bring drugs in the hood The Man does #Xenophobia

New to Twitter? Sign up now to get your own personalized timeline! Sign up

You may also like · Refresh

**Manage Page**  
Zaire TV

- Home
- News Feed
- Inbox
- Business Apps
- Creator Studio
- Notifications
- Insights
- Publishing Tools

Promote



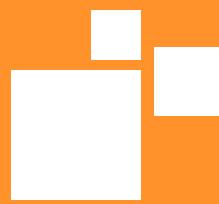
Zaire TV

Home Live Videos Groups More Promote

Browse Groups to Join

Find new customers and build community with businesses like yours. Pages that join groups get an average of 130% more visits a month.





# SOCIAL MEDIA MANAGEMENT

“

As social media evolves, market players maintain each channel's core purpose: the trifecta of connection, communication and community. Sprout Social data showed that 57 percent of consumers will follow a brand's social page to learn about new products or services. It's why brands should make sure they're posting content that satisfies connection and engages in communication while building community – instead of posting promotions for users without any thought

”

“

To maximize your online presence, Out Of The Box Media weaves social media management services into your overall marketing strategy. The right Facebook or Instagram management service can attract, nurture and convert followers into loyal customers. The social media management campaigns our team has implemented and overseen for our small business, enterprise or franchise clients are a testament to that.

”



# SIGNAGE & EXHIBITION STANDS

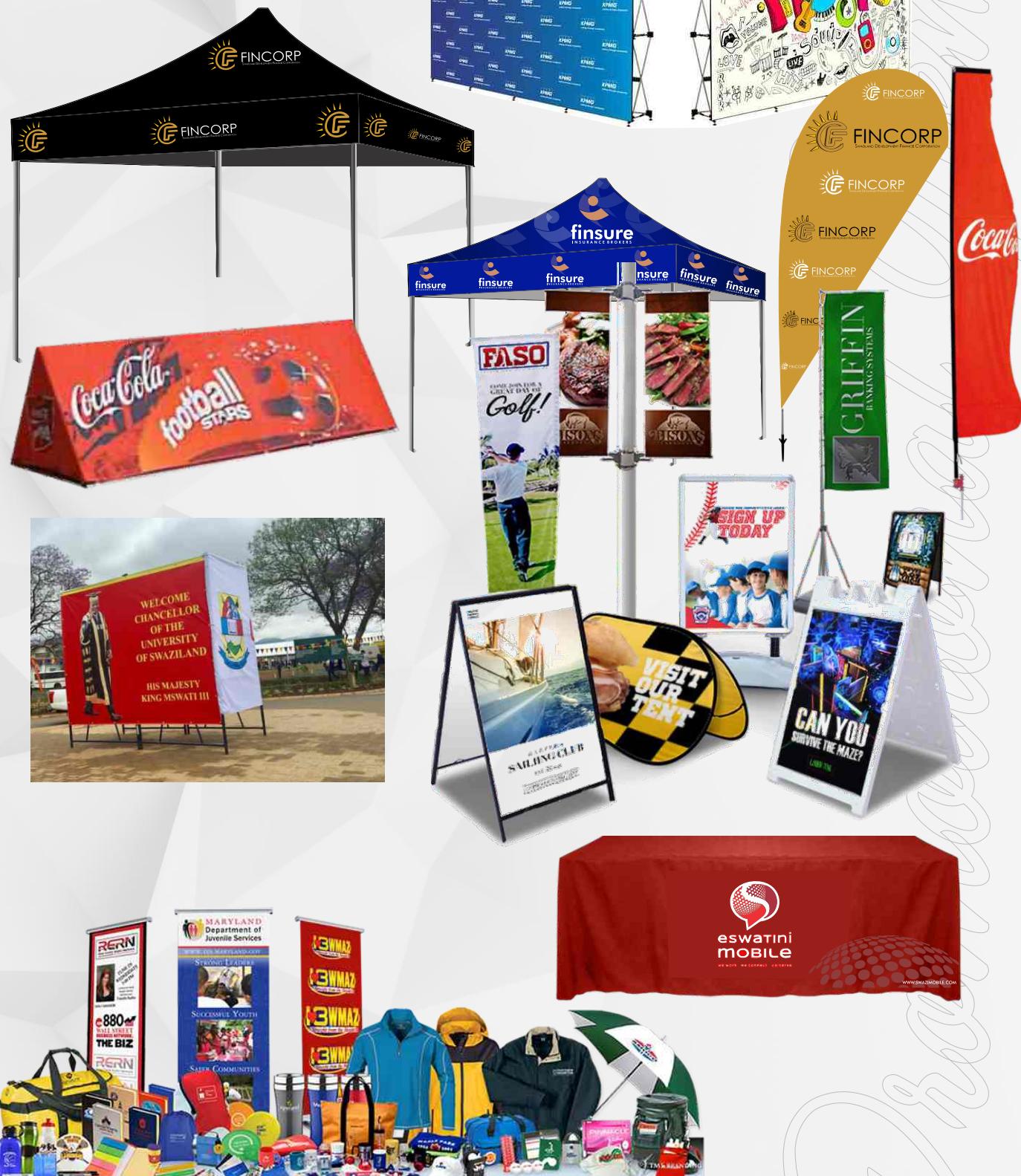


# SIGNAGE & EXHIBITION STANDS



Advertising . Branding . Strategy. Communications . Design . Events

# PROMOTIONAL & DISPLAY ITEMS



Advertising . Branding . Strategy. Communications . Design . Events

# BRANDING & CORPORATE WEAR



From Chao  
from Company  
to Differ.



From Chao  
from Company  
to Differ.



Advertising . Branding . Strategy. Communications . Design . Events



# EVENTS MANAGEMENT

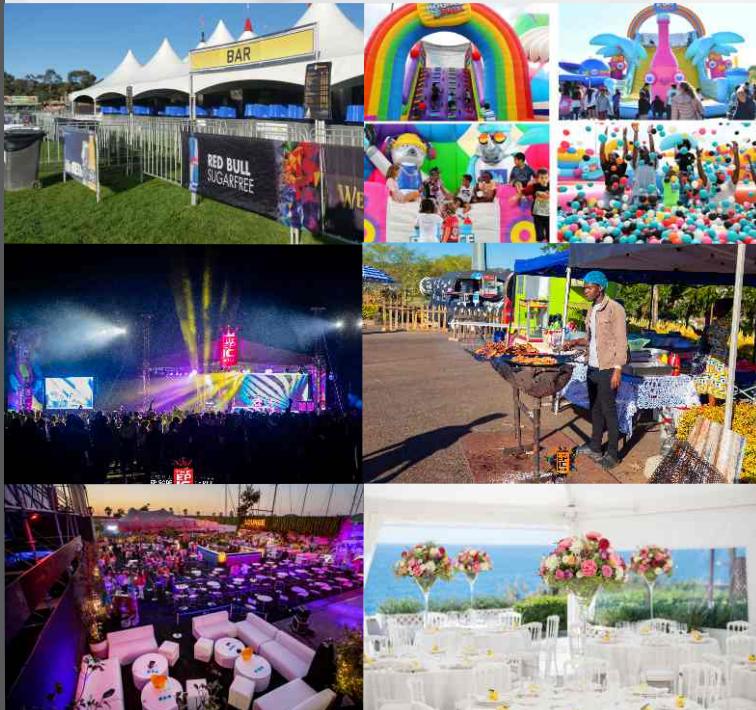
# EVENT MANAGEMENT

We love events, we are passionate about them and take each one personally. Our passion and dedication, combined with the experience of our in-house event specialists enables us to exceed client expectations. We make it our priority to understand our client's objectives, working alongside clients from concept to completion to create a unique and memorable event.

We rarely see a client just once. Most of our clients come to us again and again, enabling us to develop a solid understanding of their business objectives. Virtually all new customers arrive by personal recommendation. Owning our own equipment means we have total control of your event from concept through to completion, giving us the ability to price competitively as well as guaranteeing the best possible execution.



## Event Management



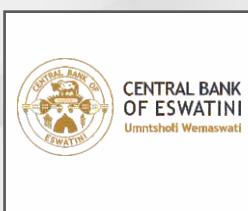
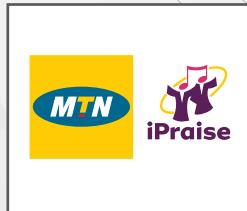
Whether you need to strengthen client relationships, integrate new members of staff, kick-start learning & development, engage in team building or simply throw a memorable Christmas Party, OOTBM can provide the right support. We do not restrict the location of our events, we are client led.

We pride ourselves on delivering a first-class service to each and every one of our clients, large and small.

Get in touch now to see how OOTBM can help your business.



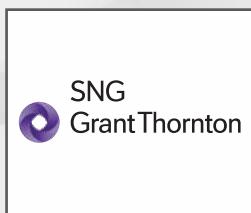
# DELIVERING IDEAS AND SOLUTIONS ACROSS ALL INDUSTRY SECTORS



OOTBM has partnered with numerous companies to develop their brands and help establish communication strategies that reflect both their local personality and international capabilities. Each of these players has a unique personality and value proposition, which needs to be reflected in its brand in order to effectively communicate how its offering differs from the rest of the market.



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## 24/7 STAND-BY

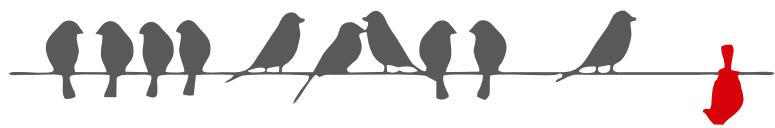
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