

WORK PORTFOLIO

A KALEIDOSCOPE OF
SUCCESS STORIES.

MARKETING
AGENCY

StratDigi
SOLUTIONS DRIVEN



StratDigi
SOLUTIONS DRIVEN

www.stratdigi.co.za



EXPOS & EVENTS

BECAUSE WE'RE EXHIBITIONISTS, BY NATURE



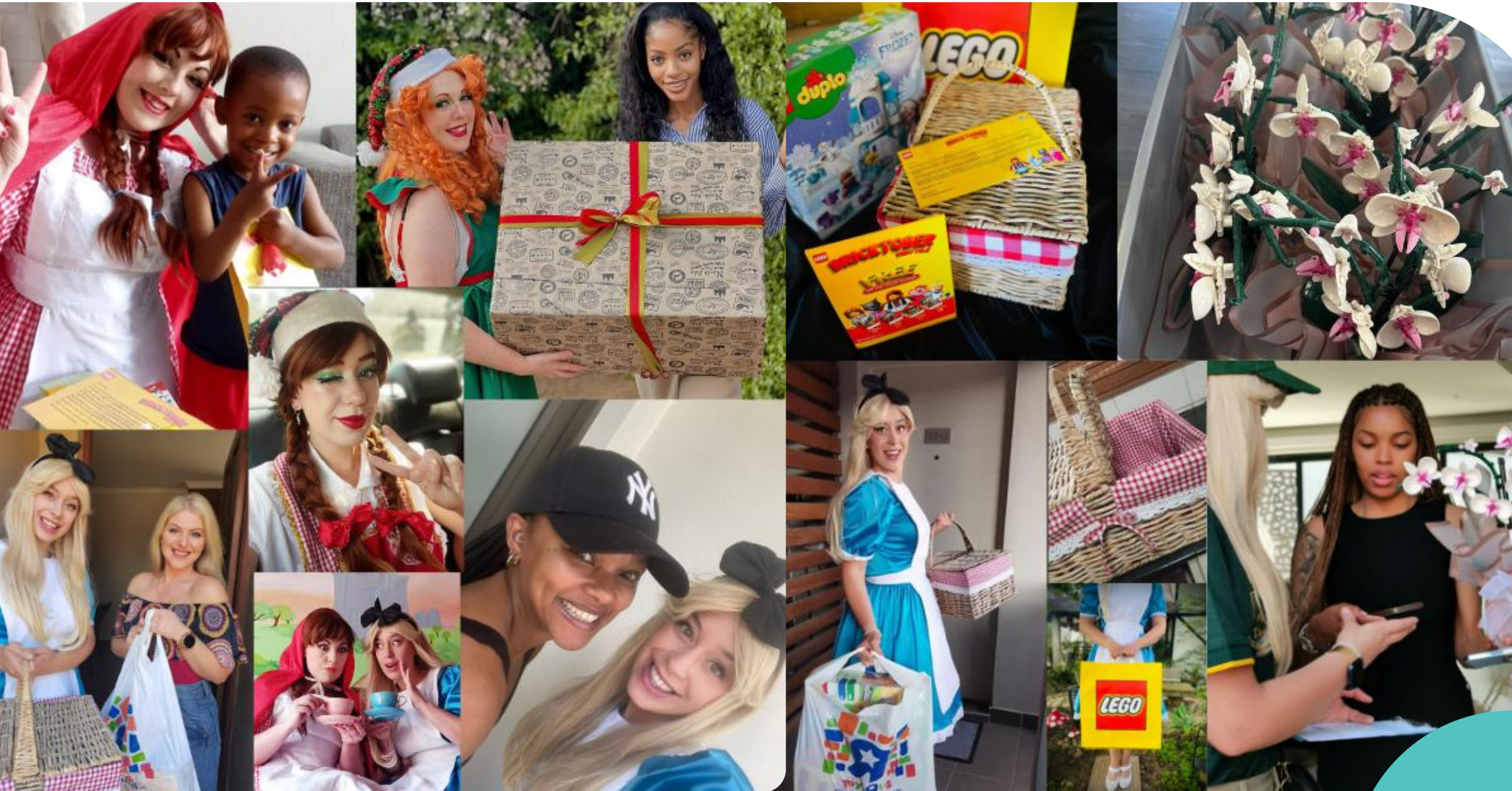
ACTIVATIONS

THREE WORDS: FUEL, IGNITE AND ACCELERATE.



INFLUENCER DROPS

WHERE BRAND EXPOSURE, MEETS BRAND LOVE.



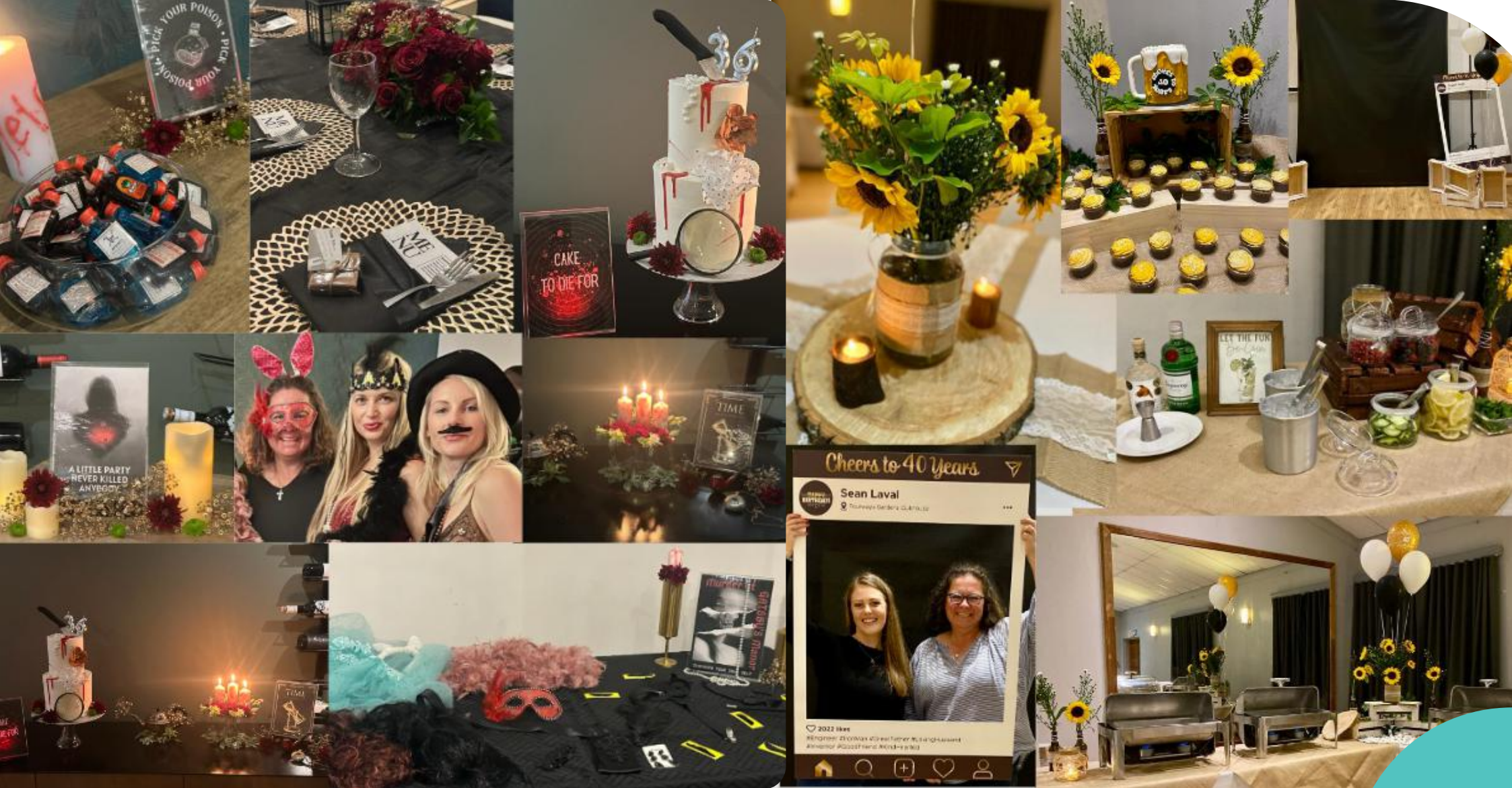
PR EVENTS

WE ORGANISE IT ALL.



PRIVATE EVENTS

DELIVERING EXTRAORDINARY EVENTS.



CSR EVENTS

EMBRACE CSR... FOR A BETTER TOMORROW!



ILLUMINATE YOUR LAUNCH

UNVEIL EXCELLENCE WITH A PRODUCT DEBUT TO REMEMBER.



CONFERENCING & WORKSHOPS

EMPOWERING CONNECTIONS THROUGH ENGAGING FORUMS.



ILLUMINATE YOUR LAUNCH

SET THE STAGE FOR SUCCESS WITH A DAZZLING DEBUT.



CONFERENCING & WORKSHOPS

A FORUM TO IGNITE THE RIGHT CONVERSATIONS



EVENTS ADD-ONS

AMPLIFY YOUR EVENT EXPERIENCE



CORPORATE GIFTING

EVERY GIFT SPEAKS VOLUMES.



RETAIL POINT OF SALE UNITS

THE HEARTBEAT OF YOUR COMPANY



RETAIL POINT OF SALE UNITS

EMPOWERING RETAIL EXCELLENCE



RETAIL INSTALLATIONS

BOOST YOUR BUSINESS PRESENCE



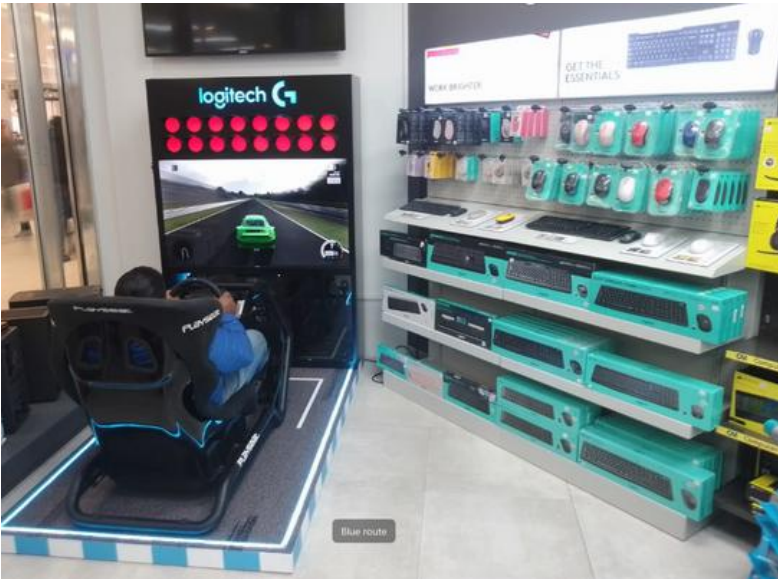
RETAIL INSTALLATIONS

TRANSFORMING RETAIL DYNAMICS



RETAIL INSTALLATIONS

ELEVATED CUSTOMER EXPERIENCE



IN-STORE POS

UNLEASHING THE POWER OF EXTRA VISIBILITY



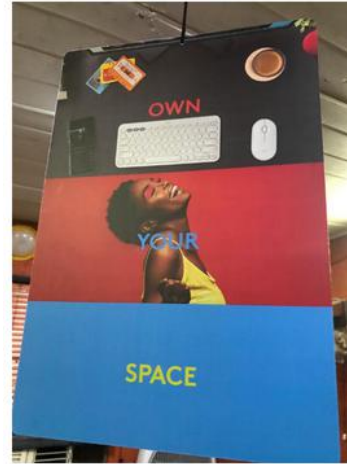
PORTABLE BRANDED COUNTERS

SHOWCASE YOUR BRAND IN STYLE



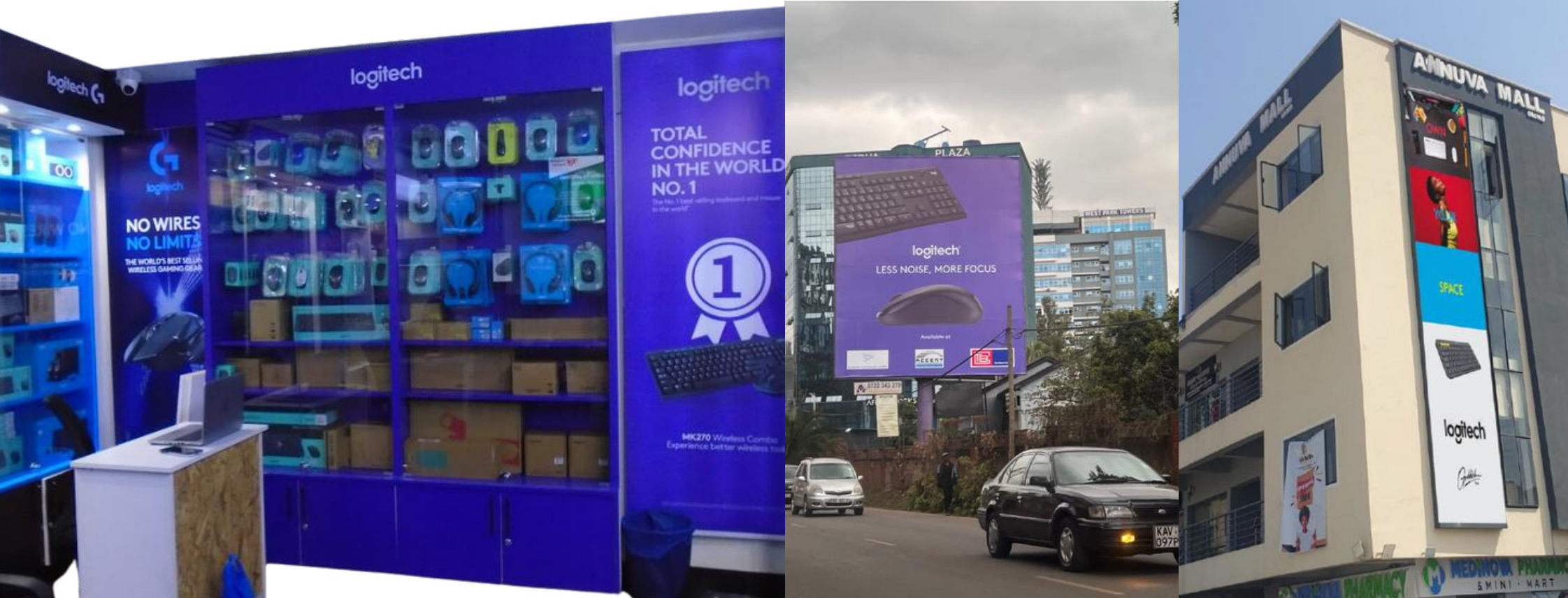
AFRICA RETAIL SUPPORT

POINT OF SALE - SUPPORTING ALL MARKETS



AFRICA RETAIL SUPPORT

POINT OF SALE - SUPPORTING ALL MARKETS



AFRICA RETAIL SUPPORT

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AFRICA RETAIL SUPPORT

POINT OF SALE - SUPPORTING ALL MARKETS



BROCHURE DESIGNS

WHERE IMAGINATION MEETS VISUAL EXCELLENCE.

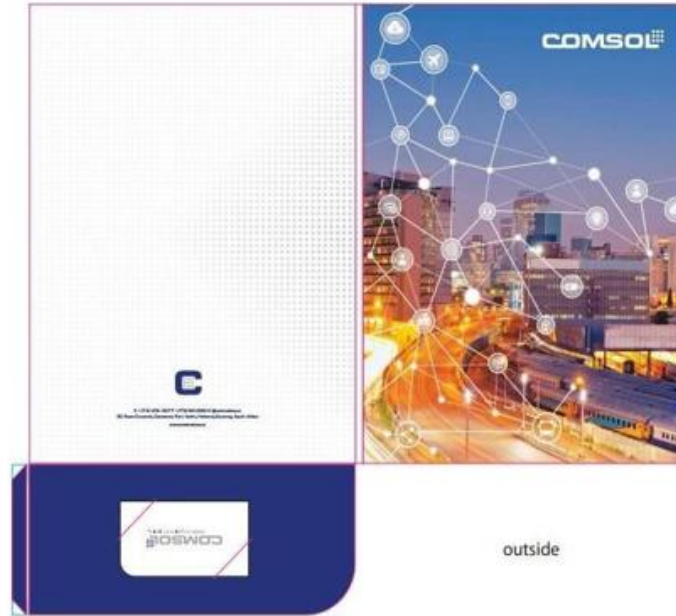


BROCHURE DESIGN

EMPOWERING YOU WITH CHOICES.



outside



outside

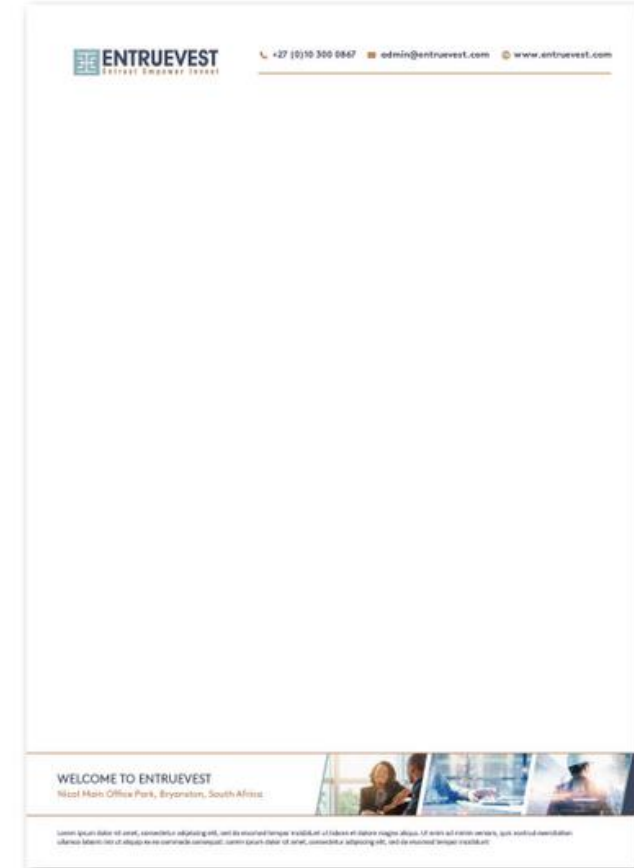
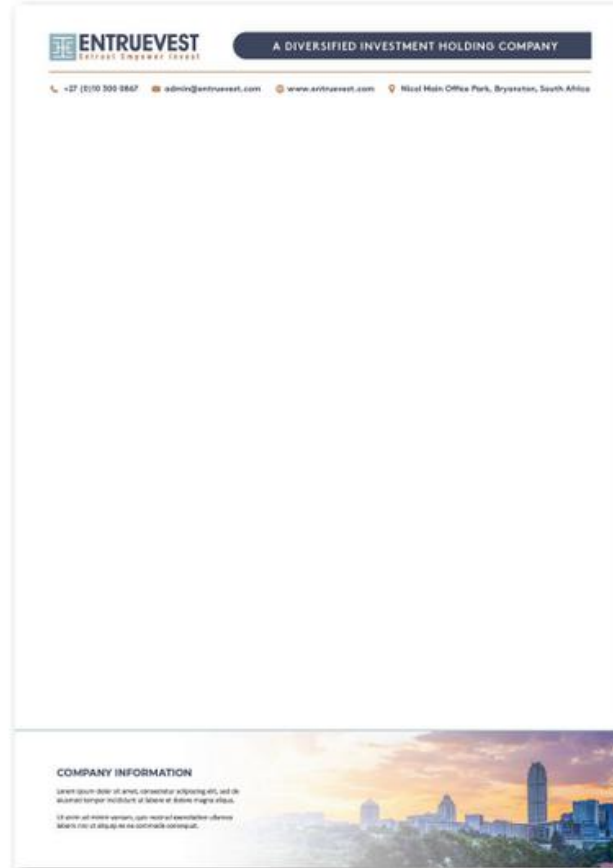
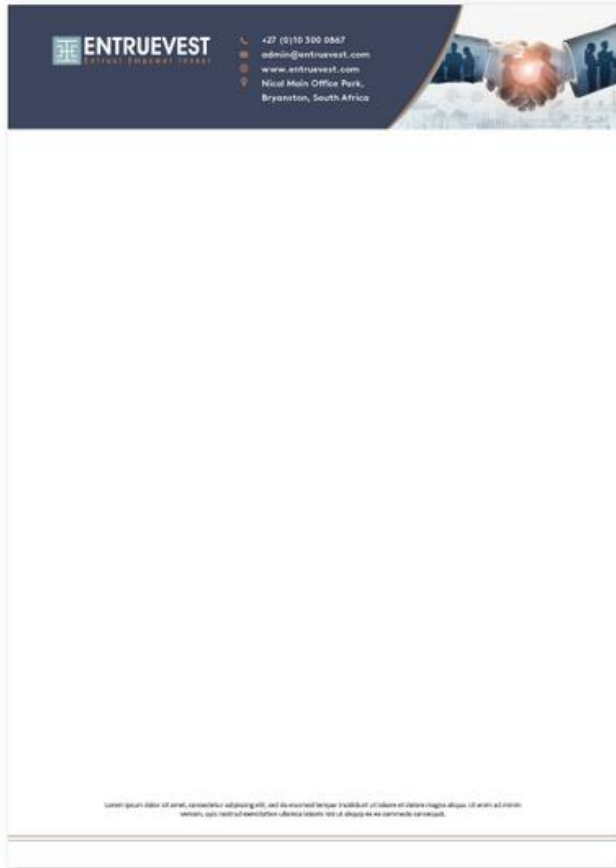
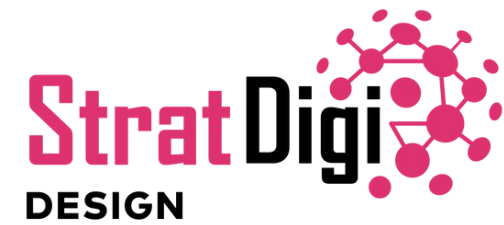


outside



LETTERHEAD DESIGN

DESIGNS THAT BEST SPEAK TO YOUR BUSINESS.



REPORTS WITH A DIFFERENCE

ELEVATE MUNDANITY TO MAGNIFICENCE.



INTRIGUING ADVERTORIALS

CRAFTING UNFORGETTABLE NARRATIVES.



COMSOL NETWORKS

TRANSFORMING WIRELESS CONNECTIVITY IN SOUTH AFRICA

Fibre is often touted as the premium technology to enable connectivity in the information age, but modern wireless networks offer comparative performance with a host of benefits, and should not be overlooked.

One can hardly drive a kilometre in the major cities without noticing a myriad of organisations frantically laying optical fibre in a land grab initiative last seen during the Gold Rush. You would therefore be forgiven in thinking that this presents a silver bullet approach to solving all of businesses' connectivity challenges.

The reality is that the right wireless solution can provide highly reliable access, offering fibre-equivalent speeds and quality-of-service. Installation of wireless infrastructure involves significantly less bureaucratic processes, like applying for way leaves and municipal approvals and then the associated delays in trenching etc., resulting in exponentially faster installation times. Considering the remote locations of many branch offices and rural industries requiring connectivity around South Africa, wireless is often a more feasible alternative to rolling out extensive fibre infrastructure. The story is no different for many businesses in the heart of metropolitan areas, who have been overlooked by fibre providers due to logistical or economic constraints.

Comsol Networks has recently completed the phase 1 rollout of its network, Comsol Connect, to over 200 South African metropolitan areas and towns*, creating a business grade foundation for you to connect, anywhere, any time. Comsol Connect is South Africa's first, truly nationwide layer 2 open-access wireless network providing dedicated high speed connectivity. Utilising the most advanced wireless technology in dedicated licensed frequency spectrum ensures the quality of service of any carrier-grade network.

Organisations such as telecommunications operators, internet service providers (ISPs), system integrators and individual businesses can leverage off the Comsol Connect network to

access uninterrupted data speeds from 2Mbps to 1Gbps, in just six working days**. Companies who already benefit from fibre and are in need of higher reliability should consider adopting a dual-medium (fibre and wireless) approach to their connectivity. Such an approach addresses single points of failure in both the physical and wireless domains. Each connectivity medium can be serviced by a different service provider simultaneously, creating a truly redundant network that practically eliminates the risk of down time, and guarantees 99.999% service availability. Such redundancy was traditionally reserved only for the most critical of industries and applications but in today's digital age of migrating to the cloud servicing all their converged services (Data, VoIP, Video etc.), very few organisations can afford to be disconnected from the umbilical cord of business productivity for any length of time.

Already, Comsol Networks provides extensive coverage in all major metropolitan areas, cities, and towns. Furthermore, it is continually connecting towns across the country that will see all South Africans being able to have access to fast and reliable wireless connectivity.

Comsol Networks specializes in building the connected world of tomorrow based on two complimentary pillars - dedicated high speed and low power wireless connectivity.

* - Coverage dependent ** - Coverage dependent / >1000hrs



Email: info@comsol.co.za | Web: www.comsol.co.za



Why choose to wait for lengthy fibre deployments...

... when you can have Speedy, Simple & Equivalent Business Grade Services?



*Guaranteed delivery of 2 – 100 Mbps uncontended services delivered within 6 working days after ordering. Available in more than 200 metropolitan areas in South Africa.



Equivalent Service Level Agreements (SLAs) to fibre – MEF 2.0 Compliant – Best network performance for Voice, Video and Data services



Ideal Solution to support your business services and cloud strategy when you only have a single fibre connection

Choose a Licensed Comsol Connect Wireless Solution Today!

Available through Telco's, Service Providers and Systems Integrators.

+27 (0) 10 140 8800 | info@comsol.co.za | www.comsol.co.za




TURN TO WIRELESS

FOR FAST, RELIABLE INTERNET CONNECTIVITY

Mention high-speed internet connectivity and chances are your thoughts turn to fibre. This is hardly surprising. It has been touted as a key technology for access to the information age.

As far back as 2015, the incumbent stated that it plans to have six million homes covered by its fibre network by the end of 2018. You would be forgiven in thinking that this presents users with a silver bullet approach to solving challenges around internet access.

And yet, wireless connectivity should not be overlooked. Not only is it competitive from a speed perspective, it also provides more reliable access with less down time. Installation does not involve trenching or intrusive infrastructure to be rolled out. Given the remote locations of many branch offices and rural industries requiring connectivity around South Africa, wireless is a more feasible alternative to rolling out additional cabling.

Critical Industries (e.g. Security, Medical, Finance) that are already connected through fibre should consider investing in a dual fibre-wireless solution, to mitigate their risk and guarantee 0% down time. In the event that connectivity is lost, issues involving wireless links can generally be diagnosed and repaired faster than that of fibre infrastructure.

Already, Google is using a combination of fibre and wireless to provide users with high-speed internet access [1]. This often takes the form of laying fibre and using wireless for 'last mile' connectivity. More recently though, the company is considering going the wireless-only route, as traditional fibre networks are more expensive and time-consuming to install.

In fact, Google Fibre relies on wireless technology in several major cities including Los Angeles, Chicago, and Dallas. Instead of traditional fibre-optic cables to provide high-speed access, no longer does one need to compromise on speed, as businesses can be linked via an uncontended high-throughput (>100Mbps) carrier grade data network, provided by Comsol Networks.

The technology merits serious consideration as a primary vehicle for fast, reliable, and always-on internet/VoIP. While some might feel that wireless is unproven, the reality is significantly different. Technology has evolved to the extent that wireless is a serious tool for enhancing communications, especially for businesses in underserved areas.

For its part, Comsol Networks provides extensive coverage in all major metropolitan areas, cities, and district councils. Furthermore, it is continually connecting towns and cities across the country that will see all South Africans being able

Comsol Networks specializes in building customised, multi-tenant, wireless access infrastructure for companies, irrespective of industry.

For more information, and to get connected:
Email: info@comsol.co.za
Web: www.comsol.co.za



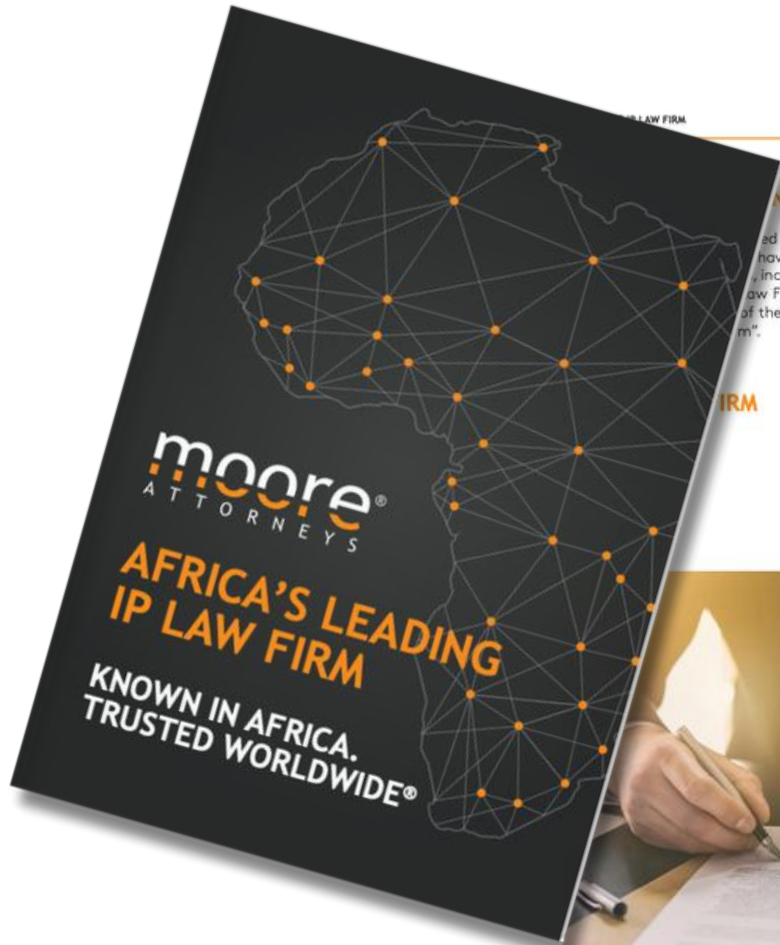
LEAFLET DESIGN

PIXEL PERFECT DESIGNS.



PROFILES THAT CAPTIVATE

CRAFTING COMPELLING NARRATIVES.



AFRICA'S LEADING IP LAW FIRM

KEYS

ed as the
have won
aw Firm of
of the Year"
m".

We are a team of highly experienced and award-winning professionals who deliver an out-of-the-box, no-nonsense and pragmatic approach to IP law. Simply put, we do not overcomplicate matters, but find and deliver solutions.

IRM

- Managing Intellectual Property
- World Trademark Review
- Chambers & Partners
- Legal 500
- IAM Patent 1000



KNOWN IN AFRICA. TRUSTED WORLDWIDE®

AFRICA'S LEADING IP LAW FIRM

OUR INTERNATIONAL PRESENCE



KNOWN IN AFRICA. TRUSTED WORLDWIDE®

ENGAGING PROFILES

CRAFTING STORIES THAT LEAVE A LASTING IMPRESSION.



Turning data into insight through people-centred market research

CONCEPT TESTING

Concept testing is necessary when a new product idea is being developed. Many new ideas are generated by consumers and small companies and generally go untested due to a lack of market research. Ideas can also be generated by consumers too, but a structured approach is to get consumer response to concepts and input to further develop. The power of concept testing lies in the manufacturers to test an "idea" as opposed to a product or prototype, before going to the development/manufacturing.

A concept test typically covers the following questions:

- 1. The Uniqueness of the Product Idea
- 2. Suggestions for Improvement
- 3. Likes and Dislikes About the Product
- 4. Likelihood to Try (With or Without a Price Attached)

PRODUCT TESTING

Product testing is the ideal way to identify the strengths and weaknesses of your products' performance. This is done versus the competition or any action standard identified before a test.

Whether you are testing a new or existing product, you have probably been conflicted on which testing method to choose. As in most research ventures, the optimal solution will vary depending on the number of products, type of products you are testing, the budget and the research objectives.

PRODUCT BENCHMARKING

One of the most powerful pieces of research clients can do, is to benchmark their product against the competition to establish superiority in terms of delivery and performance. In the South African market, we often see products that outperform market leaders, but their manufacturers seldom capitalise on this advantage. A superior product performance deserves premium pricing and packaging to ensure larger margins for the manufacturer.

Speak to us to design the correct survey to meet with your specific market research needs, to suit your product category.

Product Benchmarking can play a helpful role in analysing business performance.

- Gain an independent perspective
- Drill down into performance gaps
- Develop a standardised set of processes and metrics
- Enable a mindset and culture of continuous improvement
- Gain strategic advantage and valuable information
- Helps to understand what makes a company successful
- Set performance expectations
- Monitor company performance and manage change

OUR VALUES

- Our mission is to use a focused and resourceful research approach to enable our clients to achieve their goals, reduce costs and minimise risk based on accurate data.
- We utilise a focused and resourceful research approach to enable our clients to make effective and successful marketing decisions in a highly competitive market.

Turning data into insight through people-centred market research

HOME-USE TESTING

Establish how customers use your products in the comfort of their own homes.

Once all testing has been done, it is always best to conduct a home-use test to ensure that when consumers use the product at home, they are still satisfied with its overall performance. These tests are usually conducted monodically, as this is the most common way in which consumers use products.

In some instances, the only way to test a product is by conducting Home-Use Tests, as this is the only way to truly test the performance of a product, for example, dishwashing liquids or other homecare items.

Benefits of home-use testing

- 1. The testing of products takes place in natural conditions (at home).
- 2. The opinion of the whole family can influence the perception of the product.
- 3. In-home testing can be used to test sensitive categories like personal care products, kids' products etc.

FMCG PACKAGING EVALUATION

When the decision has been made to change packaging designs, the consumer's input must be gained from very early stages.

These initial stages of research must identify the elements that consumers absolutely cannot go without seeing on a product, for instance, what are the recognition triggers of the brand e.g. Chappie the cheetah on Chappies.

Our questions are structured to gather not only if the consumer likes the packaging, but also what they feel the packaging is communicating about the brand.

The research design at this stage should include aspects such as:

- 1. Ability to catch attention/Recognition triggers
- 2. The likelihood of consumers buying the product in the new packaging design.
- 3. Uniqueness
- 4. The extent to which the packaging design is in line with the overall brand positioning

EYE TRACKING

Keep your eyes on the prize and find out whether your packaging attracts customers.

The eye-tracker can produce a "heat map" which clearly indicates the areas that consumers focus on and what they do not notice. The general rule is to keep the packaging as simple as possible. Experience has shown that busy, cluttered packaging designs can lead to confusion and less understanding of exactly what a brand stands for. Therefore, eye-tracking can assist in making packaging cleaner and less cluttered.

Product Benchmarking can play a helpful role in analysing business performance.

- Reveals subconscious behaviour that is very useful in data collection
- Provides unbiased, objective, and quantifiable data
- Provides a high level of detail
- It is explanatory and can depict processes and actions that are difficult to articulate or explain
- Allows for natural behaviour as the research method is unobtrusive

OUR VALUES

- Market Instinct believes in a high level of personal involvement in our projects. Our team adopts a hands-on approach to all projects, with flexibility and a willingness to see it through to the end. We are accessible and responsive from the initial consult to project completion.

CAPTIVATING PROFILES

WEAVING STORIES THAT RESONATE.



SERVICES OFFERED

INTERIOR DESIGN

For optimum space functionality, look & feel, balance & flow and bespoke items.

- Full investigative site survey
- Concept design
- Preliminary layouts
- 3D Rendering
- Preparation of full working drawings
- Kitchen Design and layouts
- Lighting Design and layouts
- Preparation of drawings for council submissions
- Shop fitting and interior design details, including manufacturing drawings
- Compilation of standard specifications for shop development

COST ESTIMATION

For optimum feasibility

- Initial budget and costing in BOQ Format
- Preparation of tender documents
- Adjudication of tender documents
- Continual on site construction management and valuation of work done for progress payments
- Cost control
- Budget reconciliation
- Preparation of final accounts

SERVICES OFFERED

PROJECT MANAGEMENT

For optimum communication, quality control and flexibility

- Drawing up of a critical path for the project duration
- Awarding of contracts to approved suppliers in consultation with Client
- Establish procurement procedures
- Ensure all health and safety standards are met
- Regular site visits to ensure the project stays on track and within budget
- Weekly site meetings and comprehensive site meeting minutes and progress reports
- Address discrepancies / changes timeously
- Drawing up and execution of the snag list after project completion
- Hand-over the completed scope of work to the client

SPECIALIZED SERVICES

- Extraction systems
- Bulk refrigeration
- Air-conditioning systems
- Reclaimed solid timber floors
- Kitchen equipment
- Alarm systems
- CCTV systems
- Sound systems
- Signage
- Decor
- Furniture
- Fire control

CONSTRUCTION / CONSTRUCTION MANAGEMENT

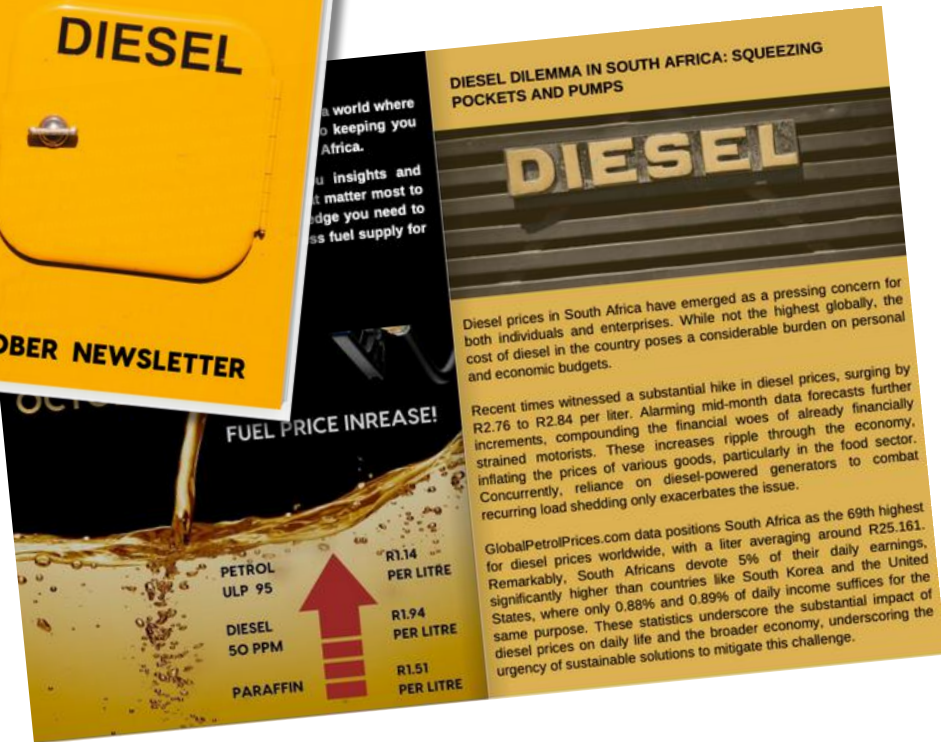
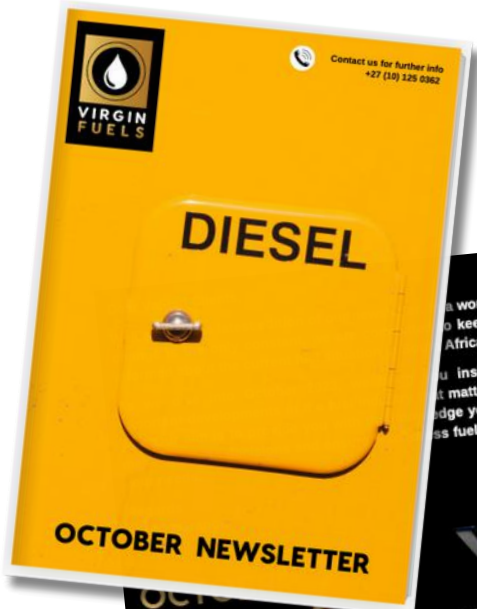
- Wet trades
- Electrical
- Plumbing
- Ceilings
- Tiling
- Painting
- Roofing
- Customized shop fitting
- Carpentry
- Civils

- Water tanks
- Water purification systems
- Generators
- Health and safety services
- Landscaping



CRAFTED NEWSLETTERS

CLIENT CONNECTIONS REDEFINED



DIGITAL BOARD CAMPAIGNS

ELEVATE YOUR SPACE WITH EYE-CATCHING DIGITAL ARTWORK

**FREEDOM 2
WIRELESS SPORT
HEADPHONES**

SECURE + COMFORT-FIT
INTERCHANGEABLE TIPS & FINIS
FOR ALL EAR SIZES

**SWEAT-PROOF +
WATER RESISTANT**

CUSTOM SOUND
PUMP UP THE BASS OR CRANK
THE TREBLE & NEVER MISS A CALL

8 HOURS IN YOUR POCKET
4 HRS PLAY TIME + ADDITIONAL 4 HRS WITH
INCLUDED CHARGING CLIP/BATTERY PACK

FOR RUNNERS
DESIGNED
& BUILT
BY RUNNERS

takealot SUPERBALIST.COM

JAYBIRDSPORT.COM

**X3
WIRELESS SPORT
HEADPHONES**

SECURE + COMFORT-FIT
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FOR RUNNERS
DESIGNED
& BUILT
BY RUNNERS

takealot SUPERBALIST.COM

JAYBIRDSPORT.COM

**RUN
TRUE WIRELESS
SPORT HEADPHONES**

SECURE + COMFORT-FIT
INTERCHANGEABLE TIPS & FINIS
FOR ALL EAR SIZES

**SWEAT-PROOF +
WATER RESISTANT**

CUSTOM SOUND
PUMP UP THE BASS OR CRANK
THE TREBLE & NEVER MISS A CALL

8 HOURS IN YOUR POCKET
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INCLUDED CHARGING CLIP/BATTERY PACK

FOR RUNNERS
DESIGNED
& BUILT
BY RUNNERS

takealot SUPERBALIST.COM

JAYBIRDSPORT.COM

PRODUCT LEAFLETS

EFFORTLESSLY SHOWCASING YOUR PRODUCT



PRODUCT PHOTOGRAPHY

SHARPER FOCUS, BOLDER IMPACT.



a full life is a collection of
Rosy Moments
wrappedmomentssa



LIFESTYLE PHOTOGRAPHY

HIGHLIGHTING THE IMMERSIVE MOMENTS

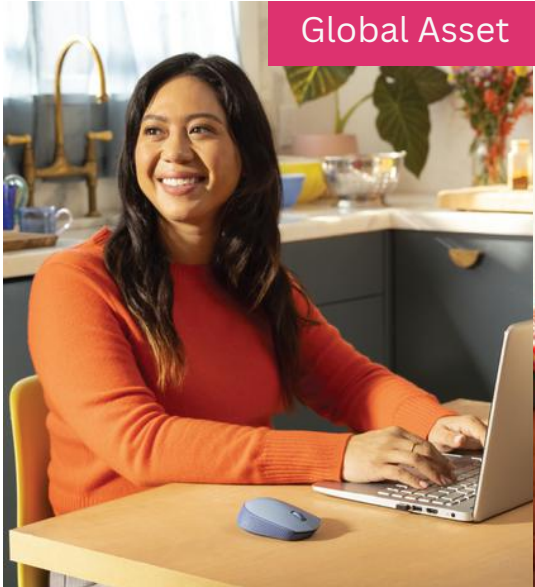


LOCAL PHOTOGRAPHY SHOOT

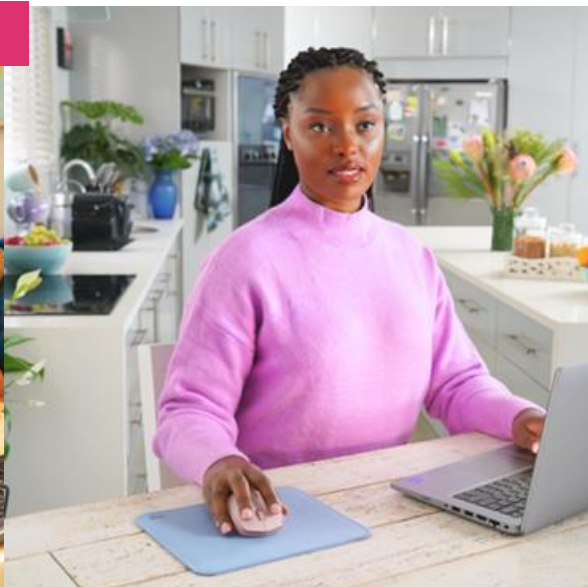
LOCALISING IMAGERY - CLIENT WANTED SHOTS THAT HAD A LESS YELLOW UNDERTONE & MORE MODERN, WITH AFRICAN DEMOGRAPHICS.



Global Asset



Global Asset



Global Asset



LOCAL PHOTOGRAPHY

LOCAL IS LEKKER.



LIVE WIRE FREE
LIVE CLUTTER FREE

Logitech M171 Wireless Mouse



logitech



LIVE WIRE FREE
LIVE CLUTTER FREE

Logitech M240 Silent Bluetooth Mouse



logitech



LIVE WIRE FREE
LIVE CLUTTER FREE

LOGITECH MK295 SILENT WIRELESS COMBO

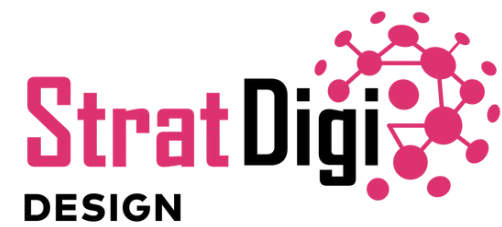


logitech



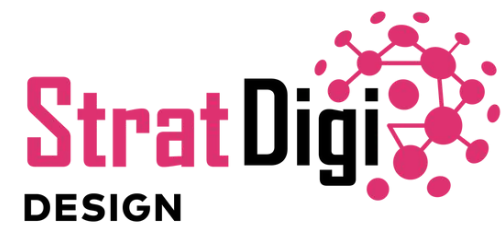
LOCAL PHOTOGRAPHY

WE UNDERSTAND THE MARKET.



GENERAL PHOTOGRAPHY

EXCEPTIONAL IMAGERY THAT COMMANDS ATTENTION.



SOCIAL CONTENT CREATION

A POST A DAY CAN KEEP THE COMPETITION @ BAY.

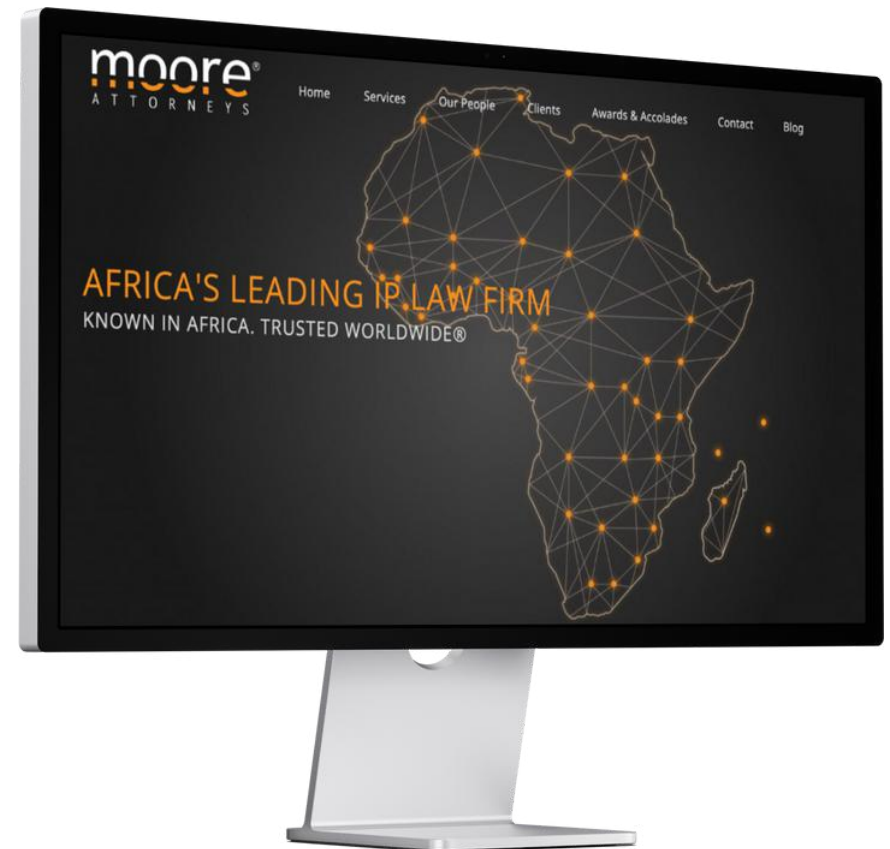


RESPONSIVE WEBSITE DESIGN

DESIGNING DREAMS, CRAFTING DIGITAL REALITIES,
YOUR WEBSITE, OUR MASTERPIECE.



<https://www.elcoplas.co.za>

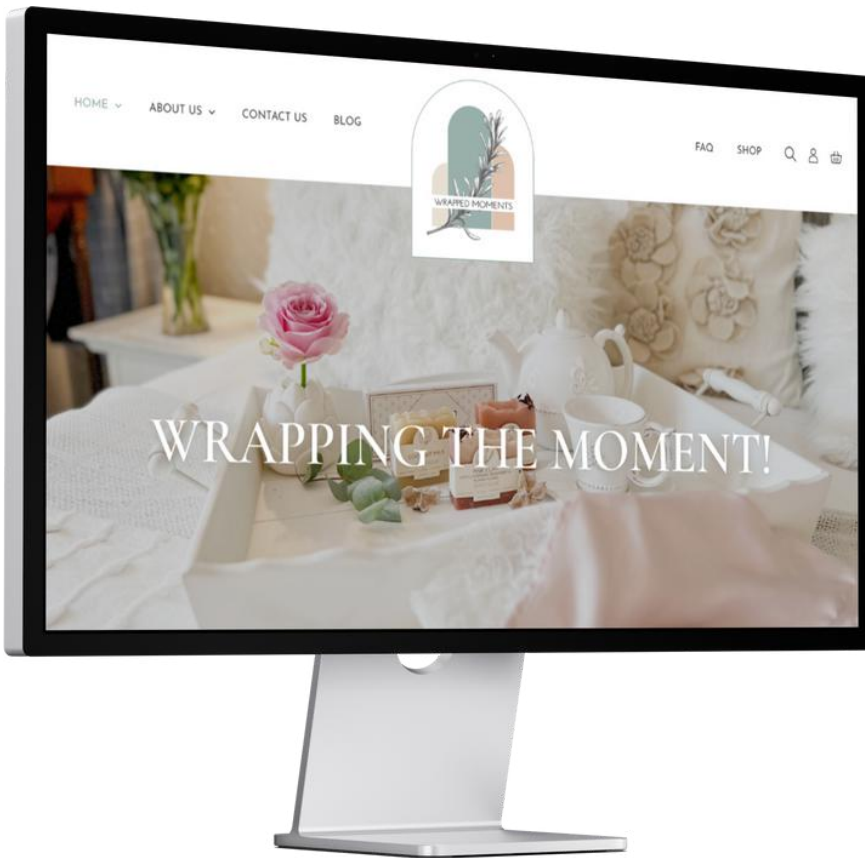


<https://mooreattorneys.com>

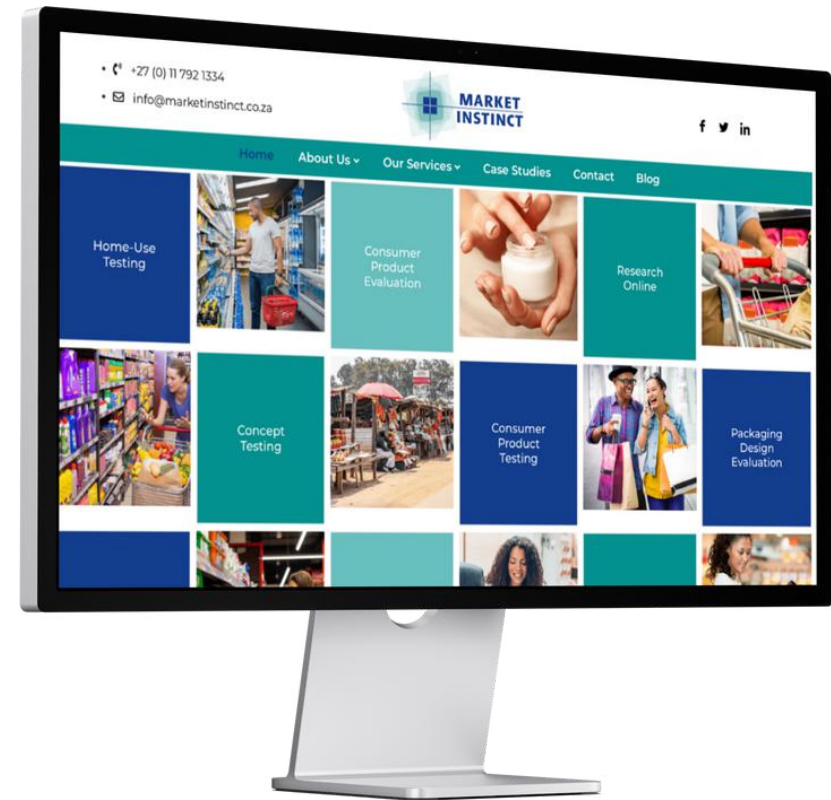
www.stratdigi.co.za

RESPONSIVE WEBSITE DESIGN

REVITALIZE, REIMAGINE, REFRESH: TRANSFORM YOUR ONLINE PRESENCE WITH A WEBSITE MAKEOVER!



<https://wrappedmoments.co.za>



<https://marketinstinct.co.za>

www.stratdigi.co.za

BLOG CONTENT CREATION

SPARK CONVERSATIONS, IGNITE ENGAGEMENT.



[CLICK HERE](#) 

DIGIT
ALDE
SIGN
BRAN
DING
EVEN
TS



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