



SPORT
YOUR BRAND

**SPORTS,
SPONSORSHIP
+ ACTIVATION
SPECIALIST PARTNER**

NHC
BRAND ARCHITECTS

Our leadership is driven to bring you **CHAMPION HEART + SKILL**

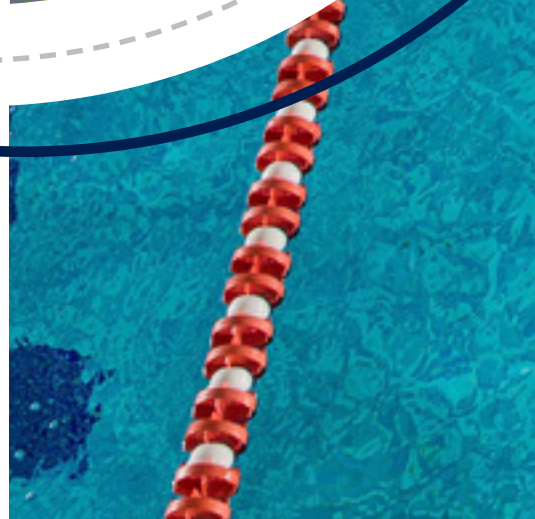
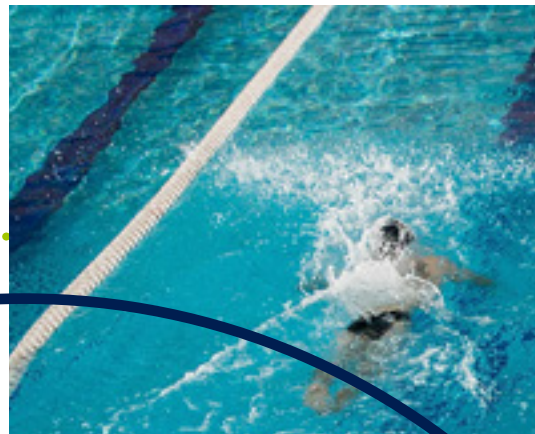


NAKEDI CHILOANE

The founder of NHC Brand Architects is a seasoned marketer with a wealth of experience across various sectors, which includes eight years of service in the employ of Telkom. Here, he was the Group Sponsorships Manager, a position in which he was responsible for Telkom's brand association and positioning aligned to the FIFA World Cup™, Telkom Charity Cup, Telkom Knockout Cup and Telkom Swimming.

His delivery within Telkom included maximising the Telco entity's participation in the World Cup of Golf, A1 Grand Prix and ICT Indaba. Nakedi has been responsible for launching the Castle Loud Music property and managing major brands in the FMCG, Financial Services, Automobile and Public sectors. He is resolute in driving sports, sponsorship and activation value to companies and their brands.

NHC Brand Architects is experienced in harnessing the power of sports for winning brand management. We are brand managers with the knowledge and experience of how to make brands and companies into brand category champions. NHC has played a pivotal role in events such as the 2010 FIFA World Cup™, Telkom Charity/Knockout Cups, Telkom PGA, Telkom Swimming, Lion King Musical, amongst others.



Sport and brand activation is the most sustainable route to **RENEWING AND REFRESHING YOUR BRAND**

NHC builds on the legacy of your brand to activate affiliations and actions that bring your consumers closer.

This enables you to talk to customers directly by leading with brand activations, sponsorships and content marketing. We facilitate this connection through sports marketing, events and sponsorship that highlights your product across live environments and on-screen through to direct customer experiences.

OUR PROVEN APPROACH



Brings your brand and your tribe together with a balance of imagination and realism.



Sees, activates and amplifies bold opportunities that are pure gold for your brand.



Merges the power of legacy and new media in African markets for new audience reach.



Activates and enables sponsorship which, when managed by NHC, is the sport of connection.

NHC SERVICES

- Sponsorship identification and negotiation
- Marketing of sponsorship planning and execution
- Roadshows
- Brand activations and promotions
- Event management and production
- Exhibitions and display stands
- Procurement of merchandise and branding elements
- Audio-visual and equipment hiring e.g. stage, sound, AV production
- Production and sourcing of branded promotional merchandising
- Programmes, product promotions and face-to-face exchanges

REFERENCES

I had the pleasure of working with Nakedi at Telkom for four years, where he managed the group's sponsorship portfolio and related activations with excellence and serviced internal clients professionally. I have watched him grow professionally and can state with confidence that he is a motivated and responsible person with a high level of integrity. I am confident that given his ability and expertise in the field, NHC Brand Architects (Pty) Ltd will be able to offer exceptional services and add value to your business.

THEMBA KHUMALO South African Tourism CEO



Nakedi exudes confidence and leadership qualities that shine through amongst his peer group. He has a good marketing brain with lots of wisdom from many years of experience honed at some of South Africa's top advertising agencies e.g. Ogilvy, as a brand and advertising specialist, prior to joining Telkom's Group Brand and Sponsorship team. He sets very high standards for his own growth and ongoing self improvement. I highly recommend Nakedi for any new business challenge he may choose to take on through his company, NHC Brand Architects. He can be trusted to deliver excellent results with any project he puts his mind to.

KELEBOGILE JOY KHAOLE, CFP® Financial Planner

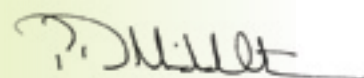


My initial interaction with Nakedi was when I was at SAB, when he was mandated at Ogilvy SA to look after Castle Lager as an Account Director, responsible for that piece of business as well as in new business development projects. Castle Lager was perceived as not being relevant by the young adults of South Africa. SABMiller launched Castle Loud, a multimedia property to increase relevance in this market. I managed Castle Loud and Nakedi drove the agency deliverables for this project. Nakedi was instrumental in launching Castle Loud and proved himself to be a reliable team player. He left Ogilvy for other corporate opportunities before establishing his own brainchild NHC Brand Architects - an activations company. I would recommend him should the opportunity exist. He is a dynamic, straight forward and efficient individual that will deliver.

ABEY MOKGWATSANE Investec Group Chief Marketing Officer

I have known Nakedi, the Founder/Chief Executive since 2006 when Ebony+Ivory had the advertising contract for the City of Ekurhuleni, formerly known as Germiston City Council. Nakedi was previously employed by the City of Ekurhuleni as a Manager: Advertising and Promotions, managing the brand and delivery services campaigns. Nakedi is highly organised and smart, with great attention to detail. He has a wealth of experience in private and public sector campaigns. I know that if given an opportunity, he will do amazing campaigns. If you have any queries, please contact me on 082 447 7007.

PAUL MIDDLETON MD: Ebony+Ivory





NHC project managed the construction and logistics for the construction of the two soccer balls on key 2010 FIFA World Cup™ tournament landmark sites, namely the Lukasrand Tower in Pretoria and Telkom/Hillbrow Tower in Johannesburg. This was a highly intensive and complicated project, which was executed timeously and on budget for the Confederations Cup, and was match ready for the world's largest football tournament hosted in South Africa.

NHC was the enabler of the rebranding of 2 000 2010 FIFA World Cup™ technician vehicles across South Africa.

NHC co-ordinated the Telkom Foundation schools attendance of the famous Lion King Musical.



MARKETING INTELLIGENCE FORGED THROUGH NHC's Strategic Partnership with



At NHC we have a strategic partnership with a leading mid-size full-service marketing intelligence, design and media agency.

Ebony+Ivory is a team of 40+ strategy, creative, online and social and media professionals within its 100% local and independent South African agency.

Its office is located in Parktown North in Johannesburg while the agency delivers campaigns nationally and internationally.

Ebony+Ivory is a Level 1 B-BBEE Contributor.

We are proud to be backed by a team of seasoned professionals from Ebony+Ivory:



MARK MIDDLETON - Account Director

Mark is a motivated and deadline-driven team player who goes the extra mile to achieve campaign and client goals. He has a flair for delivery of creative sponsorship campaigns and activations and unlocks real value for every brand he works on. His work ethic, high energy and pragmatic approach to deadlines make him an asset to every project.



UNATHI NOBUSI MALI - Activations Manager

Unathi is hardworking, meticulous and resilient, combining good communication and people skills. She has a solid advertising background and offers a practical approach to developing solutions for clients. She has vast FMCG and retail advertising experience and is constantly learning.

What are our CORE COMPETENCIES + EXPERTISE?

Our specialist services are augmented by the following full-service offering by Ebony+Ivory through which clients enjoy uncomplicated access to decades of excellence in strategy, research, concepts, production, content, digital, social and media planning and buying.





STRATEGY

Insights
+
Strategy

Marketing and communication strategies and implementation plans for brands, categories, services and products:

- Setting relevant business objectives and campaign targets.
- Matching client objectives with media and creative for ROI.
- Identifying and developing strategic innovation opportunities.
- Helping clients connect with customers, building new audiences, accessing current audience views and engaging with decision makers.
- Applying a personal approach as we talk to business leaders personally to secure business and brand feedback.
- Translating research and salient data into insights that underpin strategic development.
- Applying industry best practice with knowledge of impactful case studies and learnings.

- Pinpoint market opportunities and align marketing communication and brand strategy through research rooted insights.
- Develop intelligence e.g. big data predictive modelling, online surveys, consumer panels and community research by harnessing data and insights tools and resources.
- Trend analysis and comprehensive views of industry relevant market landscapes.
- Rapid consumer market and/or campaign survey feedback using QuestionPro, providing a real-time dashboard to track results from mobile devices while allowing brands to build their own community of customers, suppliers or staff, and to engage with them as frequently as they wish to gain immediate feedback on issues.
- POPIA compliant database access from which brand teams can communicate directly with pre-screened audiences.
- Commissioned research studies.



CLIENT SERVICE

Account
+
Management

Committed to daily delivery beyond brief, ahead of time and on budget:

- Value adding 24/7 access to the Senior Executive team.
- Dedicated team of strategy, media, creative and production specialists.
- Ability to work under pressure and deliver quick turnaround times.
- Short lines of communication providing clients with access to any of the team, at any time.
- Three-deep client service approach to client service to ensure always-present and knowledgeable account management.
- Daily real-time Traffic Management for timeous delivery on briefs.
- Team mindset of accountability, being results driven and performance focused.

- Strong business intelligence focus with rapid decision-making and quality delivery.
- Always on project budget management of briefs.
- Managing multiple suppliers and prioritisation of work briefed to deliver accurately on client needs.
- Client-aligned status meetings, reports and reviews.
- Robust administration systems and application of processes e.g. timesheets, cost estimates, invoicing etc.

Operations
+
Support

Efficiency geared business and account administrative and financial support through professional:

- Finance, legal and administrative staff.

- Accurate and timeous management of financial campaign and administrative requirements including Cost Estimates, Invoices, Purchase Orders, Financial Statements, Contracts and Service Reviews.



CREATIVE

Marketing Creative + Brand Management

Results-driven management of marketing and brands:

- Conceptualising and creating campaigns that drive business performance.
- Guiding brand design and expression across all marketing communication executions.
- Best practice thinking and design to create, maintain and optimise brand equity.
- Developing brand guidelines for activation across all platforms and channels to ensure brand identity consistency.
- Identifying target markets through relevant and latest audience insights.

- Brand development including brand identity, positioning and persona.
- Expression of the brand identity e.g. brand story development and execution, company manifestos and campaigns.
- Reputation management including crisis communication management.
- Brand experience development and delivery of brand activations (online and face-to-face).
- Corporate, brand, product and internal communication management.

Concept, Design + Production

Creative strategy and execution that expresses compelling, on-brand campaigns and deliverables:

- Delivery of fresh and on-brand concept development.
- Crafting of effective content marketing.
- Creative execution across traditional media and digital platforms.
- Creative optimisation based on real-time campaign results.
- Managing promotions and providing end-to-end event management.

- Copywriting and content development.
- Creative design including graphic design and art direction for brands, packaging, and all marketing materials.
- TV commercial conceptualisation, storyboarding, production and post-production of commercials and videos.
- Radio and podcast conceptualisation, scriptwriting, production and post-production of advertisements and interviews.
- Design and production of out of home (OOH) advertising.
- Copywriting, design and production of print work.
- Audio-visual video production, illustration and animation.
- Events and exhibition creative and production including stand design and end-to-end event management.
- Design and production of promotional items and corporate gifts.
- Creation of point of sale (POS) and retail presence materials and collateral, and distribution management of onsite marketing materials.



MEDIA

Digital Marketing + Social Media

Digital connection and conversion from lead generation to brand experience:

- Developing digital and social media strategy and campaign concepts.
- Front-end and back-end development of digital platforms.
- Use of a fit for purpose Technology Stack for automated and time saving campaign management and optimisation.
- Designing, implementing and managing digital campaigns across all digital platforms.
- Digital media buying and performance evaluation.
- Managing brand positioning across digital platforms.
- Brand immersion content marketing.
- Google analytics and advertising campaigns.
- Delivering advocacy and influencer marketing campaigns.
- Managing advertising inventory, programmatic display and video campaigns (precision targeted remarketing).
- Ensuring POPI Act compliant email marketing campaigns.
- Providing Technical Search Engine Optimisation (SEO) and Search advertising campaigns.

- Target audience identification and relevant insights.
- Ongoing monitoring and reporting of social media activities and platforms.
- Data analytics for optimised campaign performance.
- Website design and management.
- SEO/PPC delivery and management.
- Provision and implementation of a clear content strategy, content development and content placement.
- App development and maintenance.
- eCommerce site building and maintenance.
- Campaign testing, boosting and promoting posts.
- Proactive and professional social media community management.
- Campaign agility and collaboration for optimised campaign success.

Legacy Media Strategy + Execution

Fully accredited media agency providing strategy, planning and buying strength:

- Track record in pioneering innovative media properties in partnership with media owners.
- Streamlined processes for fast and personal handling of media.
- Trusted media industry relationships and affiliations with credit lines with all media owners in South Africa.
- Ensuring campaigns reach critical mass and frequency.
- Media insights and target audience intelligence (incl. Telmar, PAMS, RAMS, ROOTS and TAMS)

- Identification and integration between Legacy Media strategy and digitisation.
- Channel planning centred around ROI-centred campaigns.
- Media negotiation and buying, and advertisement verification.
- Media partnership negotiation and management including activations.
- Post campaign and impact reporting.
- Administration (media invoicing) and contractual management.

Effective and functional digital capability

DIGITAL PLATFORMS + SOCIAL MEDIA

Social and digital impact is magnified. The table below details the scope of work on which our social and digital department, **Oryx + Crane**, would be capable of delivering to your brand.

SCOPE OF WORK	DELIVERY RESPONSE
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DIGITAL STRATEGY

<p>An overarching digital strategy aligned to key performance areas and business objectives for the financial year</p>	<p>Conceptualise and deliver a bespoke Digital Community Listening, Building, and Engagement Strategy which reaches audiences across the required markets. This strategy would map an approach and roadmap with content to include: digital media and communication environment, communication objectives, strategic messaging pillars and aligned messaging, communication platform universe and scope for community traction, engagement as well as sentiment and response milestones, and agreed key performance indicators and measurement criteria. The Strategy would include a tactical communication plan for the year from which your team and its partners could implement and align campaign work. The process to develop this Source document would include presentation and a Digital Strategy Round Table Session with key stakeholders.</p>
<p>A monthly review of your digital landscape with a view to implementing strategies that will improve deliverables and ensure that all internal departments feed into the Strategy development</p>	<p>To provide real-time Informed Reporting and Consultation through the creation of a Customised Dashboard that provides the necessary tracking across digital and social media platforms and domains, allowing us to understand the traffic to and from the various channels. Through this Daily Tracking approach, we would deliver live reporting, which would include communication impact scoring and would suggest activities for consistent strategic alignment and improvement. Monthly analytics and reporting would be delivered on a set day monthly with these reports covering impact across platforms and channels. We would use various reporting tools and software to consolidate multi-platform data into this hard working report.</p>
<p>Provision of strategic and focused input for campaigns</p>	<p>A Quarterly Review would consolidate Daily Tracking highlights and trends, combined with Monthly Report key learnings and insights.</p>
<p>A quarterly review of the best and up-to-date global digital trends and the application of those which could result in increased awareness and engagement</p>	
<p>Collaboration with other agencies providing services to you to complement any existing campaigns and ensure innovative, 360-degree integration</p>	

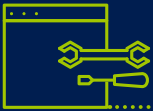


SOCIAL MEDIA MANAGEMENT

<p>Developing a social media strategy</p>	<p>A social strategy would include a holistic and tactical plan, with set KPIs and ensuring effectiveness by continuously reviewing platforms for impact, engagement and monthly performance monitoring.</p>
<p>Social media platform management and community management</p>	<p>This scope of work would be delivered by the Oryx+Crake Community Manager together with a Digital Marketer and Digital Analyst.</p>

SCOPE OF WORK

DELIVERY RESPONSE



WEBMASTER, SEO + TECHNICAL SUPPORT

Technical Search Engine Optimisation (SEO) and upkeep	Provision of Technical SEO Management and Optimisation would include: Keyword Analysis, Targeting and Strategy Development, Website SEO Audit and Reporting, Monthly Backlink Building, UX Optimisation, maintaining all pages and links on the digital platforms to ensure they are operational to reduce bounce rate. and Content Optimisation and Link Building.
Managing the hosting environment including contracting with third parties for hosting services	Management of Third Party Website Hosting services and Technical Support Specialists.
Framework updates and modifications to website software, as well as recommendations to streamline hosting	Services cover Domain Management including the renewal and payment of existing web domains, domain reservation and registration for new domains, and ongoing liaison and management of domain-related issues.
Server support and maintenance	
Domain name registration and annual renewal	
Managing and monitoring system development capabilities	Capabilities include plugin updates, automation, website development, creation of new pages, features and functionality, online forms for different activities, campaigns and data capturing in line with the Digital and Technical SEO Audit and strategy.



CONTENT PRODUCTION

Facilitating livestreaming at events	Typically for a medium sized event we would include the following deliverables: <ul style="list-style-type: none"> • 2x technicians for a broadcast • 1x administrator for any Q&As and to manage comment control • Strapline/Tilting • Streaming live to two Social Media platforms • Data extrapolation and provision of reporting on event participants • Event recording and provision thereof in formats required
Writing of articles to position and promote your brand through online Content Marketing	Our Writer Hub - a combination of journalists and specialist writers - is available to you.
Production of multimedia content: messaging, creative design, graphics, video, audio and animation and any other required formats	Delivery includes topic identification, storyboarding as well as production and post production management of this content.
Performance monitoring and reporting	Provision of reporting, allowing for resources including Digital Analysts and Digital Marketers who track and engage with the Strategy and Media Teams.
Design and distribution of e-Newsletters	To write content for e-newsletters, Oryx+Crake would assign a writer from its Writer Hub. Delivery includes design and layout, DTP and HTML formatting, as well as distribution. We use third party software to facilitate e- newsletters distribution (dependent on the database size) and issue only to a POPIA compliant database.

An active voice for independent CREATIVE + MEDIA AGENCIES

NHC

BRAND ARCHITECTS

We have affiliations with and/or are members of the following marketing, media and advertising industry bodies and regulators, which steer industry best practice:



ACA: Association for Communication and Advertising



AMF: Advertising Media Forum



IAB: Interactive Advertising Bureau



PRISA: Public Relations Institute of Southern Africa



MRF: Marketing Research Foundation



MASA: Marketing Association of South Africa



ARB: Advertising Regulatory Board

Through our memberships and alignment with these entities, we remain timeously informed on media and advertising matters from within the various media intelligence studies from JICs (Joint Industry Councils) which include the BRC (TAMS and RAMS), PRC (PAMS) and MRF (MAPS).

During his career Paul Middleton, the Managing Director of Ebony+Ivory, has served as the Chairperson of the AMF as well as on the boards of the ACA, SAARF, ASA (now ARB).

CONTACT US

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