

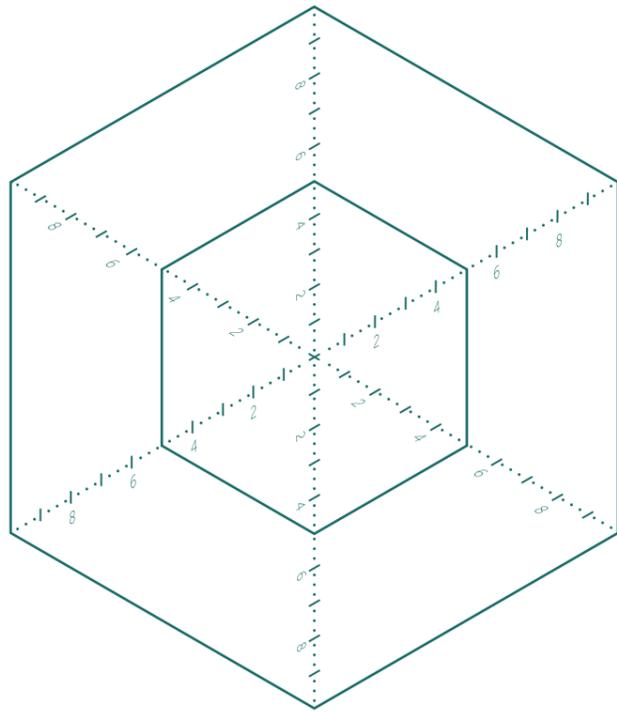


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ETIKET.



To REIMAGINE is to PROGRESS

We believe the world we live in requires brands to constantly REIMAGINE themselves, progress, and be better!

Better because it makes people happy. We change to improve. This is in aid of one thing: the progress of humanity and the rate at which its innovation evolves.



The WHIPPET is an example of a brand that we created with our REIMAGINE approach.

Not only did we create a brand and a physical coffee shop, we also helped uplift an economic hub in the area of Linden, Johannesburg.

THE
WHIPPET
Linden

Our NAME is important.
It says what we do.

ETIQUETTE

NOT ~~ETIQUETTE~~

We often get asked: "Why would you call a company ETIKET?" What does it mean? The short answer is that the word "ETIKET" has two definitions.

We see it as two parts to our story.



We create or evolve brands in context

Etiket = Label

We create labels or brands (that includes everything from logos to packaging, websites to interior design) that add value or meaning to your business, product, or service so that it can be noticed or recognised and, ultimately, sold to your target market.

1

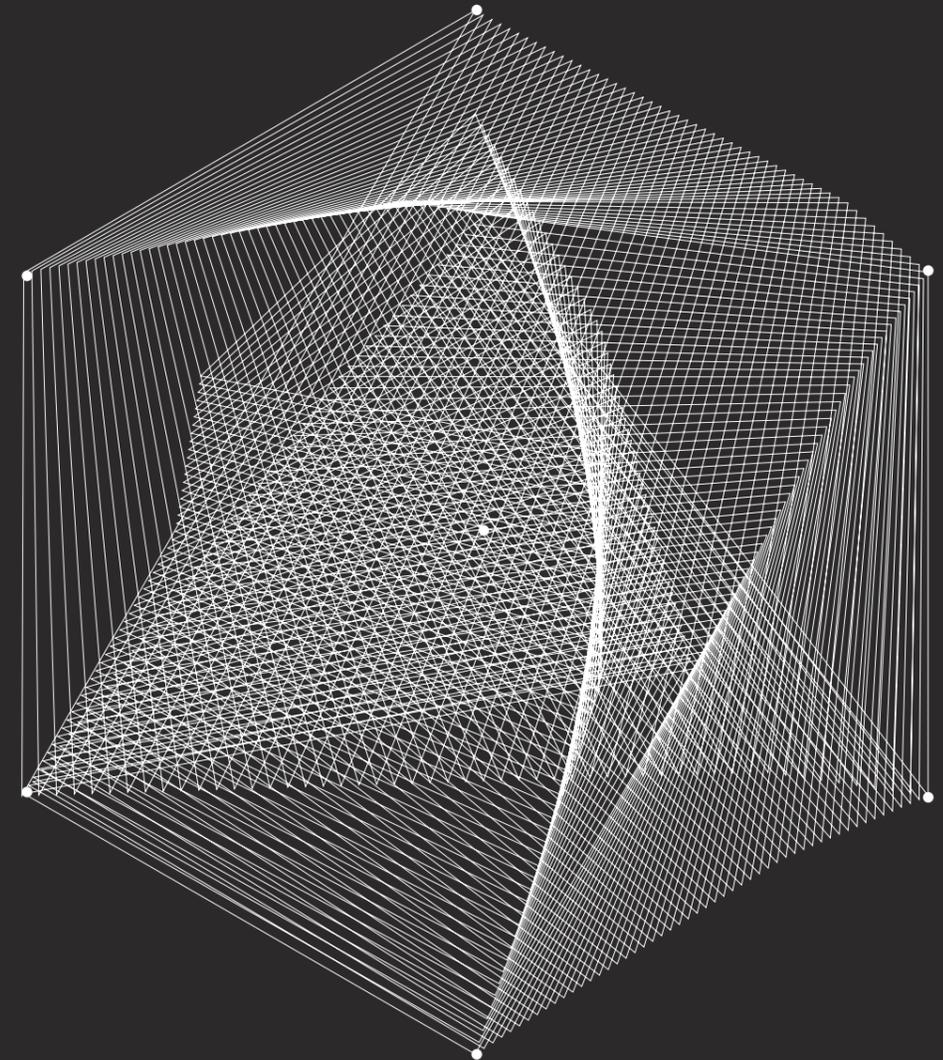
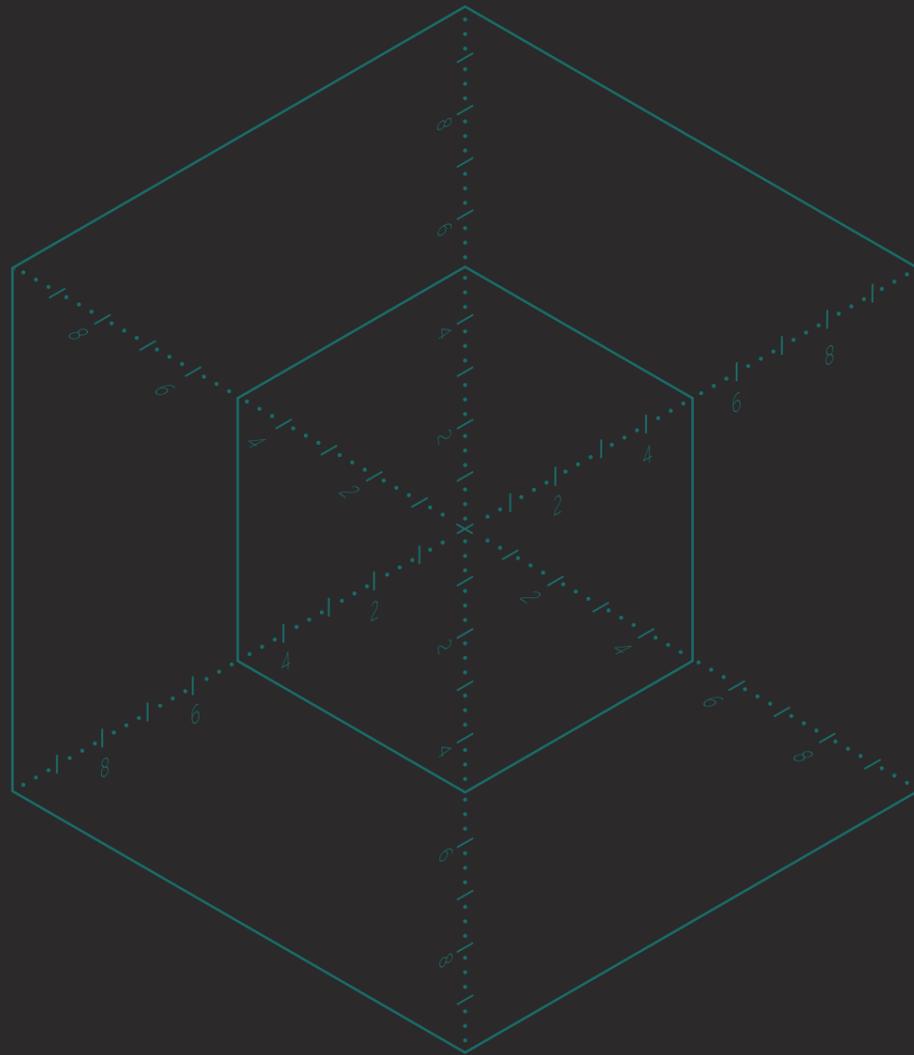


We inspire action

2

Etiket = Desired behaviour

We create campaigns to prompt the relevant desired behavior or reaction from the target market, whether it is brand love, engagement, or consumption.



The ETIKET REIMAGINE toolkit

Creativity or strategy? To us, it is one and the same. Our process blurs the line between strategic thinking and creative problem solving.

That is why our reimagined solutions are strategically solid, aesthetically pleasing, and most importantly, good for the bottom line. It is this approach that has helped us become a trusted partner for many clients in South Africa.

The Etiket Reimagine Toolkit is an aggregation of the experience and expertise found in the agency. It provides structure to what our founders have always done instinctively, and sharing the thinking behind the toolkit ensures that every member of the Etiket team can consistently tackle client challenges to create solutions that reflect Etiket's "Reimagine" philosophy.

When onboarding new clients, conceptualising new products or services, we conduct workshops using The Etiket Reimagine Toolkit to craft the single-minded message, find the correct positioning, and to align all role players, amongst other things.

Industries we've worked in

We don't limit ourselves to certain trades and have clients and experience ranging across various industries. These include:

Financial services (e.g. FNB Business Banking, Efficient, Medihelp).

Media (e.g. Media24, Rapport, City Press, Die Burger, Son, Sondag, etc.).

ICT (e.g. CSIR Meraka Institute, NRF, TIA).

BioTech (e.g. BioSA).

Entertainment (e.g. Jesse Clegg, Warner Music UK, Indigenous Film Distribution).

Retail (e.g. FNB Forex, Nissan).

Technology (e.g. Samsung).

Cultural organisations (e.g. the ATKV 'My Buurvrou').

Our Accolades

We can proudly state that we have won numerous awards in the creative and advertising industry.

Third place at the International Newspaper Marketing Awards for Ads24 in 2009.

Silver Loerie for the Sondag Newspaper My Buurvrou Digital and Social Media campaign in 2010.

Silver Pendorring for the Sondag Newspaper My Buurvrou Digital and Social Media campaign in 2010.

Silver Loerie for Wrestlerish crowd-sourced music video campaign in 2011.

Silver Pendorring for the LAPA Thomas@ integrated Digital and Social Media campaign in 2011.

Gold Pendorring for the 2010 Pendorring Opening AV.

Gold Pendorring for the LAPA 'Hoofkarakter-soektog' for Interactive Communication in 2012.

Gold Pendorring for the LAPA 'Hoofkarakter-soektog' for Digital Mixed-media campaign in 2012.

Silver Pendorring for Maroela Media's 'Die Grootste Afrikaner van Alle Tye' for Digital Integrated campaign in 2013.

Bronze Loerie for the LAPA 'Hoofkarakter-soektog' for Digital Mixed-media campaign in 2013.

1 Gold Pendorring for the Kief Koekies website for Interactive Communication in 2015.

2 Silver Pendorings for the Kief Koekies website for Interactive Communication in 2015.





The work of the passionate

There are many who can write beautifully, evoke emotion with a single brushstroke, or conjure up insights with ease. Yet so many with vast amounts of talent never shine. Instead, they fade into the background - unnoticed.

Then there are those whose lights can be seen from great distances - their talents amplified by their passion. You see, while talent can be honed to

perfection, passion can't be taught or created. It is a part of who you are.

Talent can lead to success. But passion can lead to greatness.

That is why we seek out those whose passion burns deep to work with us.

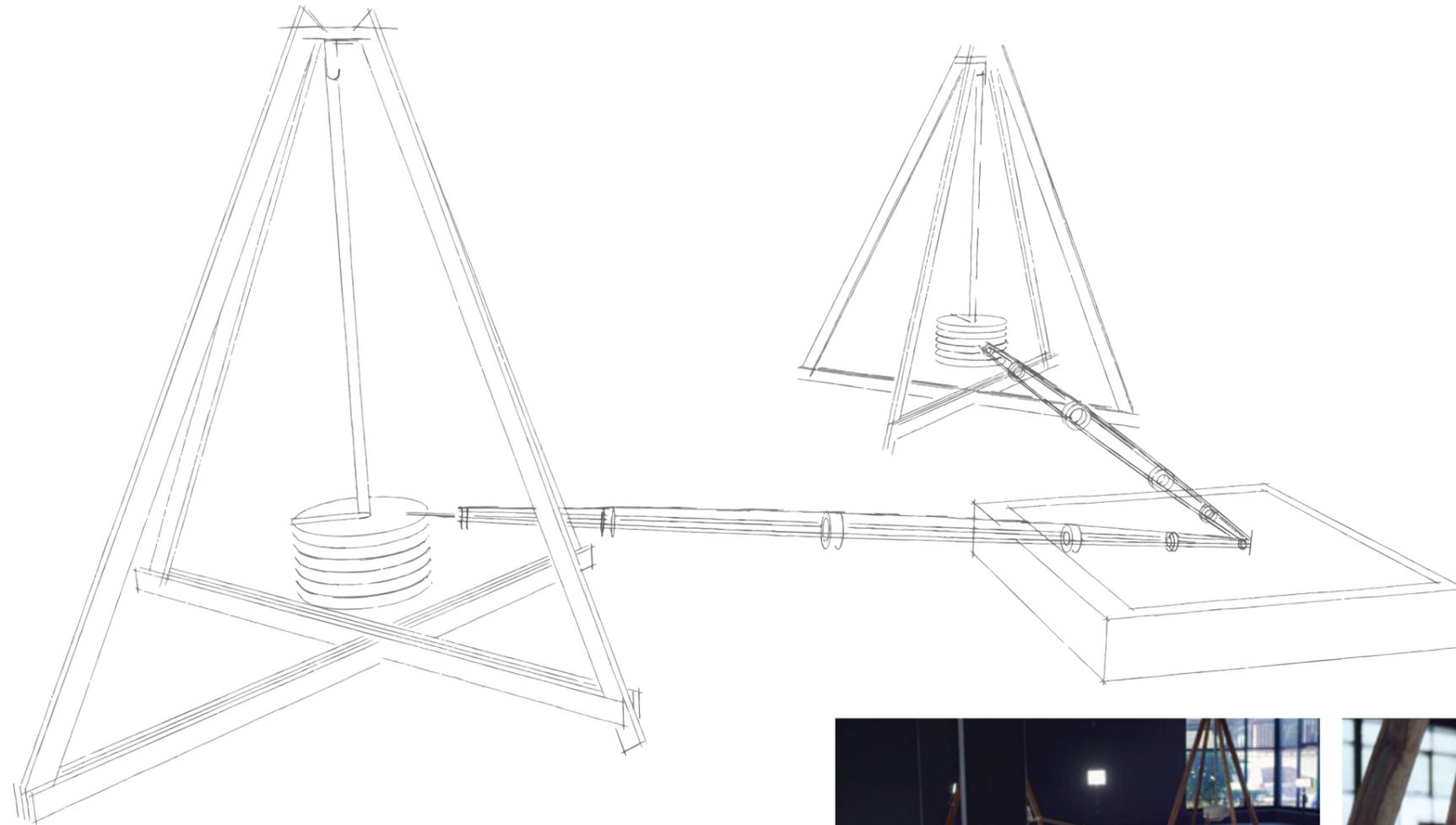
And that is why Etiket's work isn't simply effective. It is inspiring.

Client
FNB

Product
Franchise Summit

Category
Banking Services

Launch
June 2016



FNB Franchise Leadership Summit

How do you disrupt something that by default is about repetition?

Every year, FNB Business hosts the FNB Franchise Summit. The event, hosted by FNB Business, brings together top business people, innovators, franchisors and franchisees from around the country in order to network and connect across the franchising industry.

We were tasked to create a campaign that would capture the essence of the theme for the event. Disruption.

The idea – We knew we did not want to just talk about disruption, the work itself had to be disruptive. It had to be a physical representation of how a business functions, by adding force to effect a positive growth in business.

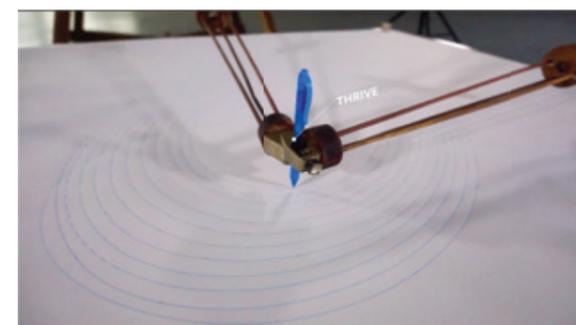
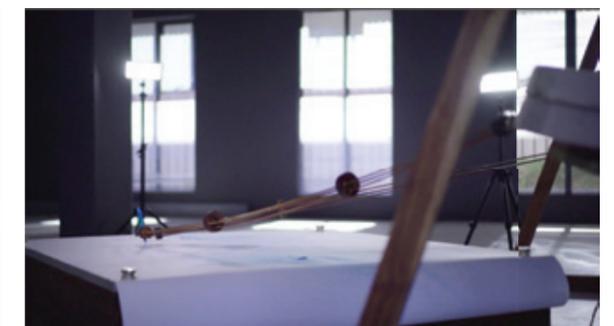
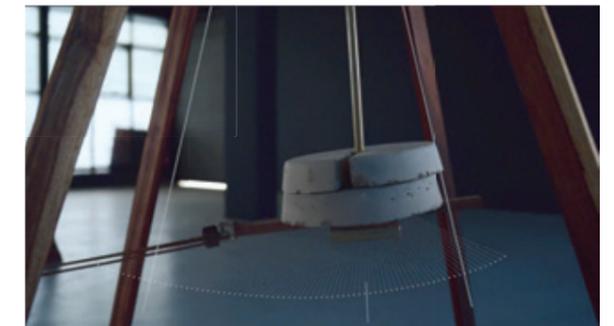
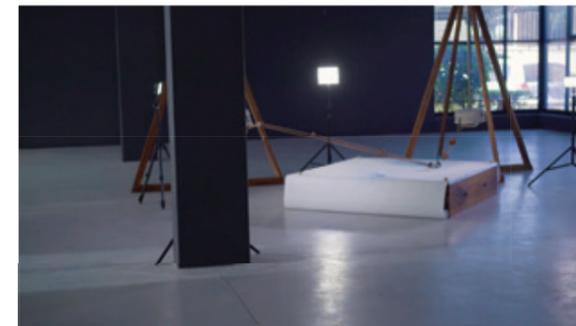
Using the laws of physics, we designed and built a drawing machine that would create the messaging for our

campaign and showcase the ultimate representation of disruption.

The disruptive forces of creativity, technology and innovation could be seen in the variable weights. A business' agility in a changing environment was illustrated by its flexible, lightweight arms, and the way carefully applied force could create an entirely new, unique pattern.

The drawing machine worked so well that we had to pull our digital media early when tickets sold out.

On the day of the event, when guests arrived, they were greeted by a four metre by four metre edifice creating beautiful patterns in the name of "disrupt the future of franchising".



FNB CT12 ONERUN

FNB Business approached us to help them launch a new and exciting race to the South African market, the FNB Cape Town 12 ONERUN. We understood that to launch a race in a market already saturated with sports events would require us to focus not just on a cool concept or great advertising, but on how we would make the event shareable.

Working with the insight that everyone, regardless of age, race or level of fitness, runs on something. From the desire to see the sun rise above the city buildings to the joy of a quick run-related catch-up with a colleague, there is something inherent in every single person that keeps us going back to the road. But while every person knows what their reason for running is, the one thing they don't have is a platform to share that reason, to bond with others over the reason they kept tackling the next step, the next kilometre, the next race.

Using this insight, we developed a website for the FNB Cape Town 12 ONERUN that would give runners a place to share the reason they run.

To drive runners to the website, we created print and social media with a strong call to action. Once they registered on the website, runners were given the chance to write down their reason for running, such as passion, strength, or even the need to succeed.

Once registered, runners could see not only their own reason for running, but those of others, and we linked the site to social media to give runners a chance to share that reason with those in their social circles. Twitter, Facebook and Instagram integration allowed runners to tell everyone they knew what they run on.

Client
FNB Business

Product
Sponsorship

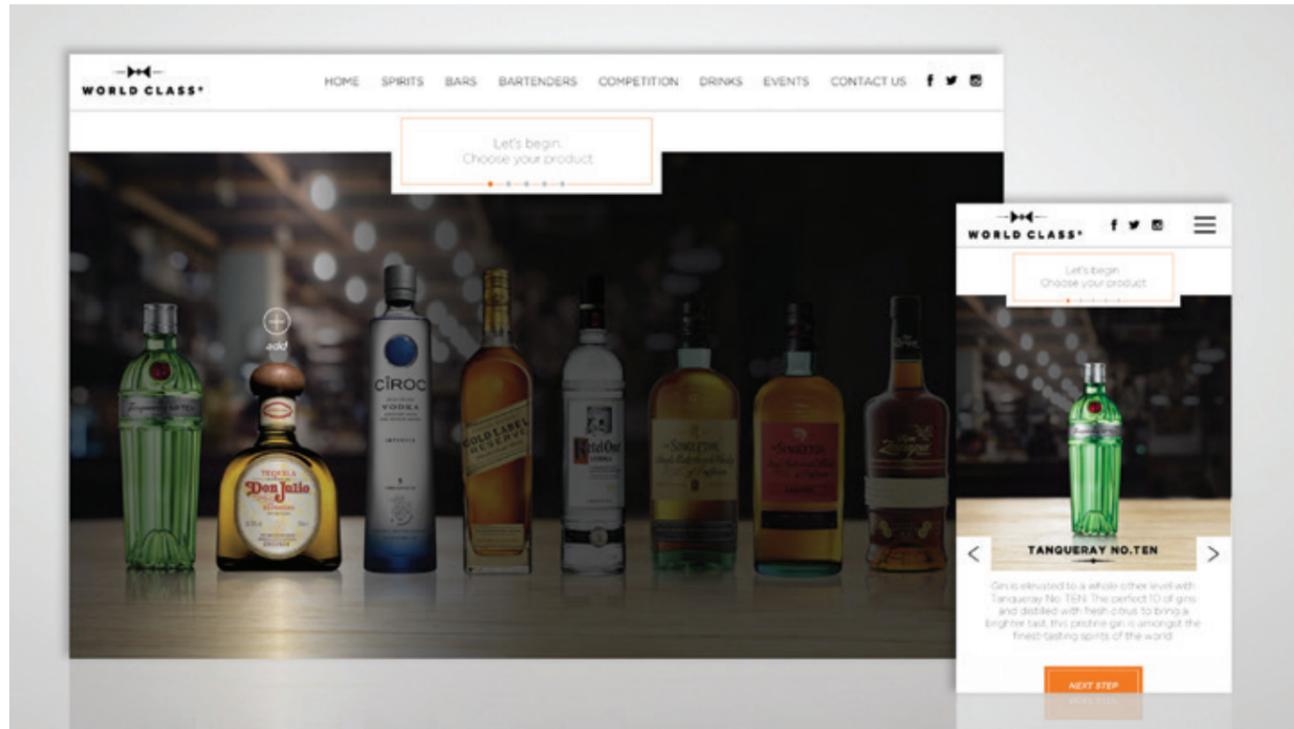
Category
Financial Services

Launch
2016



They were also given the opportunity to challenge their friends and family to add their reasons for running through social media. Once they chose to challenge using Facebook or Twitter, a post popped up with an image giving their reason for running and a "share" button, allowing them to spread the word. While the strong concept has been a draw card, it is the campaign's "shareability" that makes it so unique, and that makes people want to participate in it, together.

The idea was used in on-the-ground activations at popular races, as well as in below-the-line collateral, further spreading the word and creating more interest in a race that was run for the first time in 2015. A record 10 000 runners attended the event.



Client
Diagio

Product
World Class

Category
Food and Beverage

Launch
June 2015

World Class – Excellence in Interface Design

We were asked to create a website to revive the art of mixology while promoting the World Class Collection of fine spirits, as well as showcase the world-renowned bartenders competing in the World Class Competition, in a way that made our upmarket consumer part of the experience and culture of fine drinking.

incorporated subtly to visually lead users through their experience – essentially allowing the user to 'become' the World Class Bartenders taking part in the competition. Behind every World Class Bartender is a selection of the finest spirits – The World Class Collection.

Our virtual mixology bar allowed users to create signature cocktails to suit their own personal taste, style, and technique – discovering the essence of World Class by living the experience.

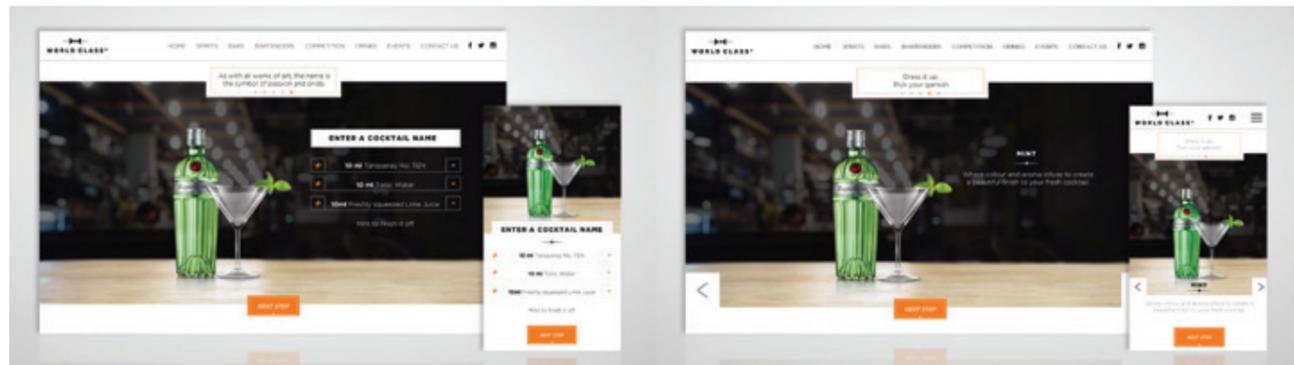
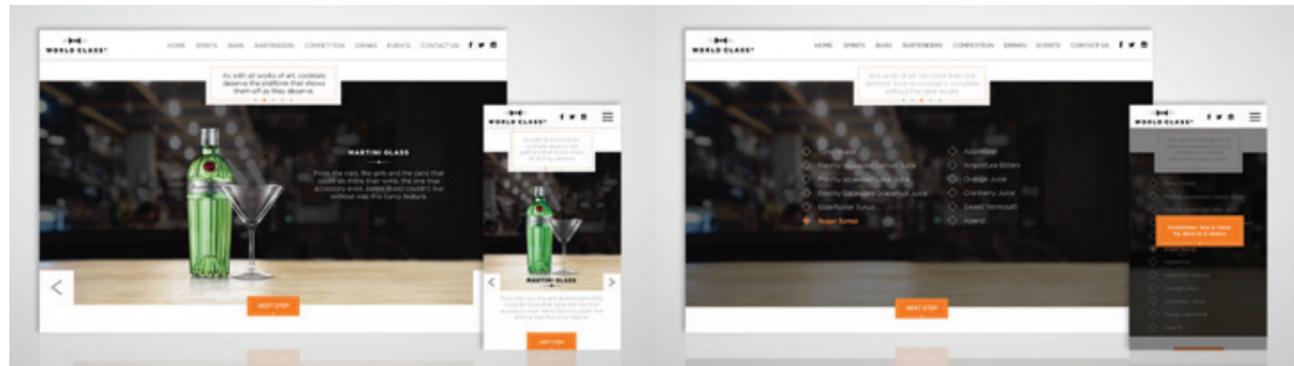
A reserve collection notable for its excellence and elegant simplicity, the selection of World Class spirits were introduced through their use in the World Class Bartenders' cocktail recipes available on the website.

Users were visually guided through the virtual mixology interface through interactive elements such as the use of translucent illumination to highlight individual World Class spirits, glasses sliding down the bar, and garnishes, high-end mixers and bubbles appearing in response to users' input.

Supported by modern, vibrant imagery and a simplistic, clean design; the various spirits were showcased in a way befitting the brand – elevating the cocktail creation experience to more than the sum of its parts.

The quality of responsive design allowed users to have the same experience on both desktop and mobile; while guides, hints and directives were

The brand's strengths and visual assets were incorporated into the minimalist design of the website's interface, navigational elements and icons in order to best enhance the black-tie, fine-drinking experience.



Client
FNB Business

Product
FNB Business Innovation Awards

Category
Financial

Launch
September 2014

FNB Business Innovation Awards

Everyone's talking about it - but who's actually inspiring, supporting and recognising it?

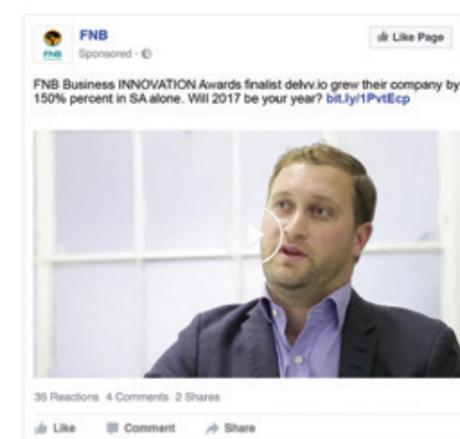
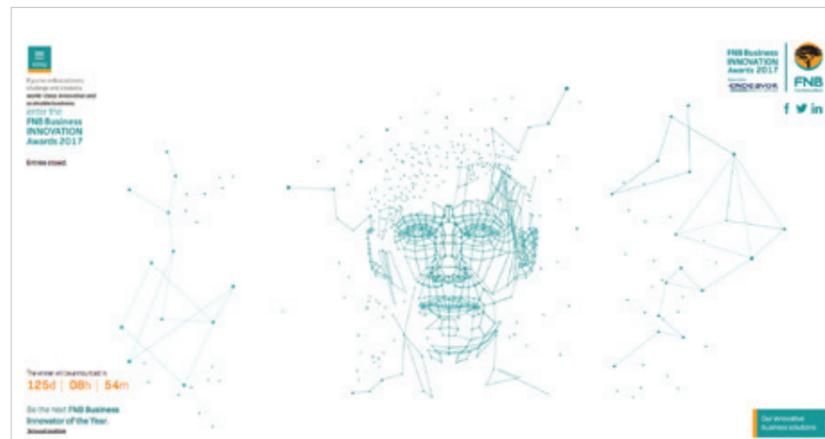
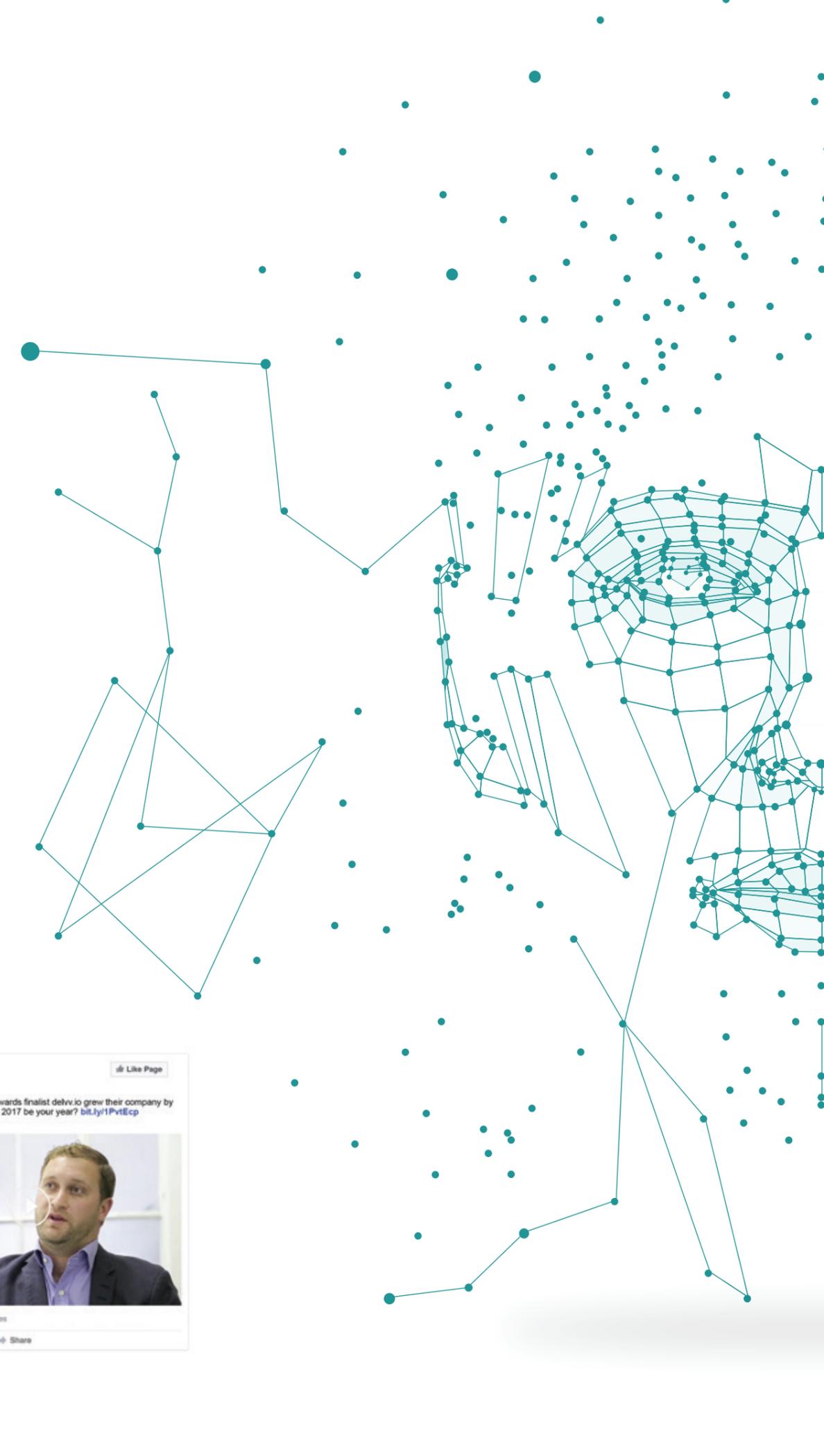
The FNB Business INNOVATION Awards brings together like-minded leaders in innovative thinking to expand already inspired ideas into game-changing, globally recognised businesses. Three years ago, we helped FNB Business develop the awards into a powerful tool - one that not only gives FNB Business access to their target market - innovative businesses - but allows them to help refine, advance and scale those with the potential to leave a lasting legacy.

We worked alongside FNB Business to craft the way the brand was represented across platforms, from its

dedicated microsite and the detailed entry process, to awareness creation through social media, direct communications, and both digital and printed media.

Today, the promise of the awards, which so masterfully reflects the promise of the bank behind it, has become so compelling for innovative business owners that it has doubled its entries year-on-year. The awards have become an anchor for FNB Business' positioning in a relevant, impactful, and positive way.

The message is clear - FNB Business believes in entrepreneurs, supports business innovation, and is willing and able to prove it.





Client
Scorpion Legal Protection

Product
Digital Development

Category
Insurance

Launch
Ongoing

Scorpion Legal Protection

Scorpion Legal Protection, a provider of legal insurance and funeral cover to low- and middle-income consumers, briefed us to develop a social media strategy that would leverage off its Facebook community, and consumers in general, to generate leads. The development of this strategy required us to create a social media content plan to engage with and educate the target market on all social media platforms, with a specific focus on Facebook. In order to do this effectively, we studied the target market, industry best practice, and competitors' social media activities and content, to direct our approach.

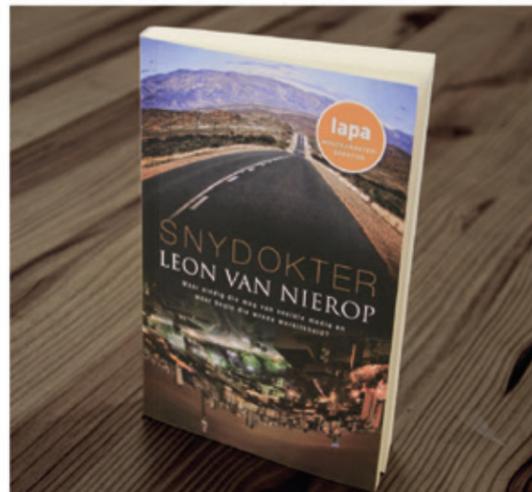
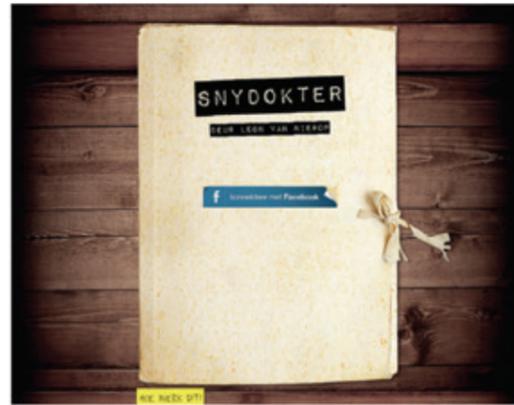
We started by establishing six social media content pillars – lead generation, community alerts, facts, scam alerts, sales and branding, and special occasion posts – to serve specific purposes in our communication strategy. We also determined monthly themes that would encompass these pillars, and that would be relevant to the target market and time of year. We then considered the frequency and timing of the posts, which we knew would have to be optimised to ensure that the target market was addressed in the right way and at the right time for maximum engagement.

This content plan was populated according to the pillars and monthly themes, and all social media posts were developed by our in-house team of writers and designers. Our research revealed that the target market accessed social media predominantly on mobile devices and, as such, we ensured that the posts would be appropriate for mobile viewing. All posts were put through our stringent quality control process, which allowed us to ensure that no grammatical or factual errors were contained within them, and that relevant laws and policies were adhered to.

To answer the client's need for lead generation, we ensured that the content was informative and useful to the target market, allowing for a relationship to be built between the consumer and the brand.

Before our involvement, Scorpion Legal Protection had just 1 000 followers on Facebook. Our innovative and compelling approach to the brand has seen the audience grow to over 80 000 followers, and Facebook is now one of the predominant sources of lead generation for the client.

Additionally, the strategy has helped the brand build a deeper connection with its target market, which allows for more meaningful interactions in future.



Client
LAPA Uitgewers

Product
www.lapa.co.za

Category
Publishing

Launch
June 2012



Awards
1 Silver Loerie Award
2 Gold Pendering Awards

Hoofkarakter-soektog

LAPA, an Afrikaans book publisher, needed to promote their newly updated website. As their budget was fairly limited, we used our knowledge of industry best practice to find a more innovative approach to drive traffic to the website. Instead of going the expected route of buying media space on various websites and investing in Google ads, we needed to create a campaign that would speak directly to the passion of the target market, namely, stories.

Our strategy involved creating a campaign that would act as the prequel to a real, yet-to-be-written novel. One participant in the campaign would be written into the novel as the main character. Our strategy involved running the campaign across multiple social media channels, including Facebook and YouTube, as well as on specially created sites and

LAPA's website. After the conceptualisation phase, we worked with LAPA and the novelist to develop the story. The narrative was then woven into the various online elements that players needed to use to complete tasks and unravel the mystery of how the novel's plot would unfold. We created and populated all the elements, set up timelines, handled the community management and made adjustments to the campaign as and when necessary.

This campaign led to thousands of rands of free PR and more visits to LAPA's website than could have been anticipated. Excessive traffic to the site saw the server crash several times, proving that an unconventional approach can be just as effective as one that is tried and tested.

Client
The Whippet

Product
The Whippet in Linden

Category
Food and beverage

Launch
November 2012

The Whippet in Linden

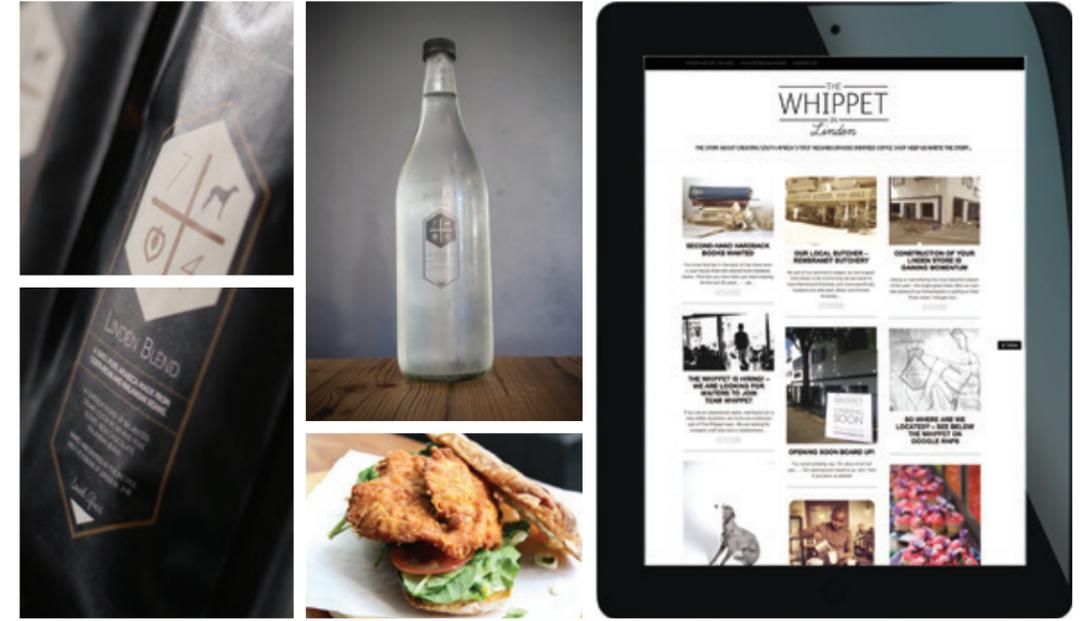
The Whippet in Linden, Johannesburg is a community coffee shop in which every product is made or inspired by local residents. We were asked to assist the client in creating a brand campaign strategy that would uplift the community's economy while creating more supply chain opportunities for the shop.

With an in-depth knowledge of the target audience and the ways in which they interact, we created a strategy that had a strong focus on social media to drive our client's goals. We started the campaign with a simple board placed in front of the shop that invited passers-by to follow the store's progress online.

The store's blog linked users to Instagram, Facebook and Twitter and the target audience was encouraged

to use these platforms to contribute to the development of the brand. We created an online community that reflected the physical community, and that allowed us to engage with followers in real time. We ensured that every interaction strictly adhered to social media best practice, etiquette and local legislation, while also ensuring brand integrity.

With this social media component, we were able to drive supply to the store, while also increasing sales, resulting in the store's first two months' sales targets being exceeded within a week of the campaign launching. This has had a positive knock-on effect on the community, which in turn has created even more social media interaction opportunities.





Client
Samsung

Product
Share the Love

Category
Mobile

Launch
November 2013

Share the Love

During the launch of the iPhone 5, we were asked by Samsung to create a simple and effective digital campaign that placed the Galaxy S4 range of smartphones launched earlier in 2013, on the digital forefront in South Africa in such a way that the iPhone hype would be drowned out.

We created a simple campaign on Facebook and Twitter that featured posts depicting the various Galaxy S4 variants in lifestyle settings. We connected like-minded people around a similar purpose by

asking our fans to share the post they identified with the most, with a friend for a chance to win a Galaxy S4.

Our "Share the Love" campaign was a huge success. The hashtag #Samsunglove trended for 10 days on Twitter, which according to Samsung, was an African record for brand messaging on the platform. During the campaign, Samsung's Facebook following grew by 10% and the campaign reached more than three million people.

Client
Sondag

Product
My buurvrou

Category
Online campaign

Launch
April 2010



Awards
1 Silver Loerie Award
1 Silver Pendorring Award

My Buurvrou

Sondag, formerly a South African tabloid-style weekend newspaper, discovered a gorgeous but unknown girl that they wanted to use as a brand ambassador in future subscriber campaigns. Because she was unknown, her usefulness as an ambassador would be quite limited. They wanted us to make her famous and give her a fan base for them to utilise.

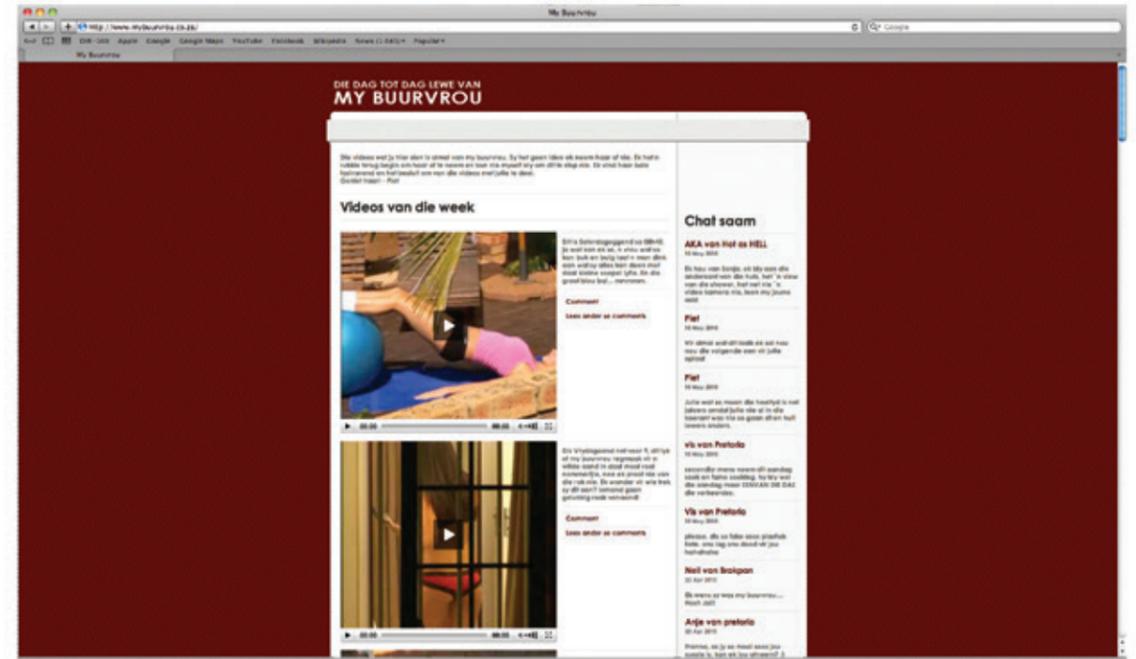
So, how do you make someone famous in only three weeks in Afrikaans? By using a scandalous campaign worthy of a British-style tabloid, we managed to do just that.

We gave our soon to be famous ambassador girl a fictional Peeping-Tom neighbour named Piet Bester, who had a bit of a perverted streak and enough internet savvy to create a blog. Piet worked from home and often spied on and filmed his lovely neighbor, Sonja, while she went about her daily

business in what she deemed to be appropriate attire. Piet then posted these videos to his blog, www.mybuurvrou.co.za for the whole world to enjoy. Word spread like wildfire and soon an army of viewers were tuning in daily to watch the lovely Sonja on Piet's blog. We created a whole fictional life for Piet, with fake phone numbers that were called with threat messages, a Facebook profile over-run with comments, and we gave Piet enough attitude to engage with everyone, from the cheering fans who wanted more, to the offended folk who created a "Stop siek Piet" Facebook group in an effort to put a stop to his exploits.

The site became one of the top 1 300th largest sites in South Africa, with over 900 000 hits and using over 150GB of bandwidth in just a few weeks.

In the end, Sonja became very famous amongst the Sondag readers and had a bright future ahead of her!



My Buurvrou

mybuurvrou.co.za/comments/comment_list

Piet die mense wil jou stop, daar is n facebook groep "Stop siek Piet". Moenie lat hulle jou ooit stop nie ou pel! jys ons hero! Turbo van lewers in PTA

Hang tak.



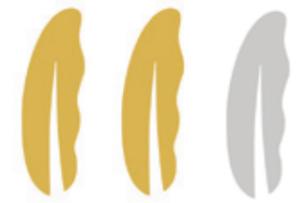
DIE KIEFGEIT LAAI NET GOU...

Client
Kief Koekies

Product
www.kiefkoekies.co.za

Category
Food and Beverage

Launch
July 2016



Awards
1 Silver Pendorng Award
2 Gold Pendorng Awards

Kief Koekies

A koekie is a koekie is a koekie, right? Unless that koekie is kief, of course. Kief Koekies is a cheeky departure from the traditional "prim and proper" image of a tuisnywerheid. With often risqué copy, Boere-chic styling and a tongue firmly in cheek,

we created a brand that delivers on taste even if it isn't always exactly tasteful. Three Pendorings proves that our approach to koekies is the sweetest anyone's seen in a long time!

**koekies
KOEKE
beskuit
SOET
SOET GOED**

Hoe eet jy 'n Kief Koekie?
Sit hom in.

Hoe eet jy 'n Kief Koekie?
Haal hom uit.

Hoe eet jy 'n Kief Koekie?
Hap hom.

Kief wie?
KIEF KOEKIES, DIS WIE
BIERDIE IS REGTIG
nie een van daai
stories
OOR DIE ONS KORT NA DIE
LAASTE EPISODE VAN
VETROEK PALEIS
MET 3 Millioen slane
IN GARDING ABDELKOPPEL
EN NOG MOET WER
TERRIG GLEK BEI WIE

Dis eenvoudiger
AS DIT. ONS GLO 'N
KOEKIE
is koning,
ONS BAK 'N STROKIE
EN DIS ERG LEKER
EN 'N GARDING MET
IS IN ROSELETTERS,
WAT ONS SKRIK NIE
N GROOTPRAAT MET

MAAR AS ONS NIE 'N
ondervinding
MOET PRAAT
-ONS BAK AL
JAAARE LANG
EN REWELT 'N
want almal weet:
Riekie
IS DIE OP-OP-OP 'N
soet plezierjke.

Kief watsgoed?
G'N DIAKEN OF
VERKEERDINGSKOPPEL
WELDIE ONS JOM BOEK
koekieloos
TE VERLAAT NIE
SOEK DIT DRAK ALTYD 'N
Kief Koekie
IN JOU BLIKKIE IS.

KIEF KOEKIES
KIEKIES

Client
Samsung

Product
Instagram Campaign

Category
Social Media

Launch
October 2015

What will you create next?

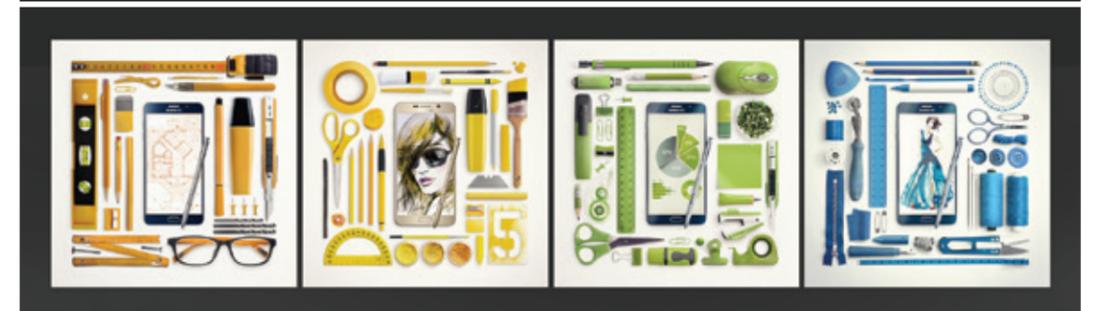
In 2015, Instagram launched its advertising platform in South Africa. Samsung SA was one of the first technology companies to take advantage of the benefits this platform provided brands.

Etiket was tasked with coming up with a campaign that would create awareness around the Samsung Galaxy Note 5 and its features, whilst simultaneously boosting followers for the Samsung SA Instagram page.

The proposed campaign focused on the Note 5's features and capabilities – especially in terms of creativity by asking consumers from business, fashion, art and architecture 'What will you create next?'

The creative approach, followed the Instagram trend of #ThingsOrganisedNeatly to demonstrate the different ways in which the Galaxy Note 5 enables users to create when inspiration hits, whether it is in business, fashion, art, architecture or more.

This campaign contributed to the massive success we have had on Samsung's Instagram account with a massive increase in followers of almost 1000% up to date.





Client
Samsung

Product
Google Play Music

Category
Mobile

Launch
March 2016

Google Play Music

Samsung in collaboration with Google Play Music launched an offer for consumers of Samsung devices to enjoy 3 months free music from Google Play Music on Samsung devices.

Etiket had to create awareness regarding the offer on various digital platforms that would excite and intrigue existing and potential Samsung consumers.

The challenge faced with this task was to mimic the Google Play Music button in such a way that it would be captivating and exciting for the target audience.

Different iterations of video content were created to demonstrate the Samsung and Google Play Music offering.

The campaign exceeded all expectations as well as the industry benchmark of 0.06%. The creative received a click-through-rate of 4,64% on AdColony and 2,53% on Instagram in the 2 weeks that the campaign ran.

Client
FNB

Product
Forex

Category
Banking Services

Launch
November 2012

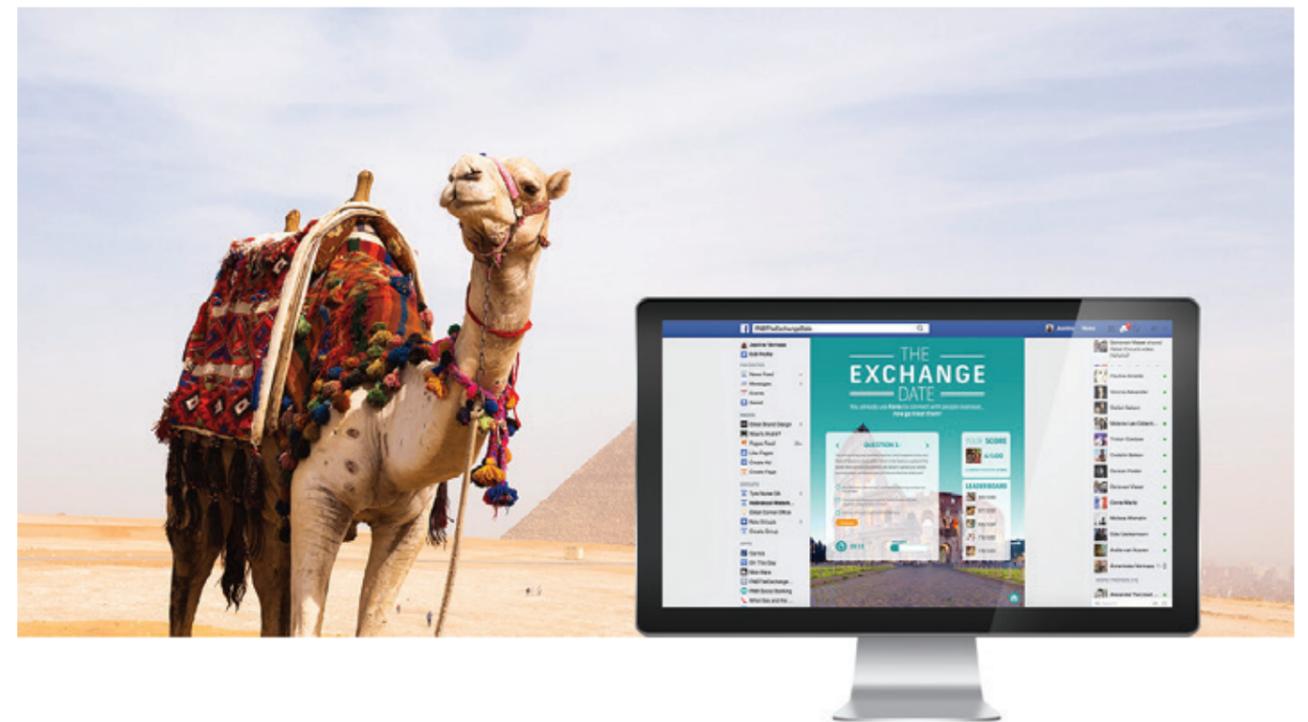
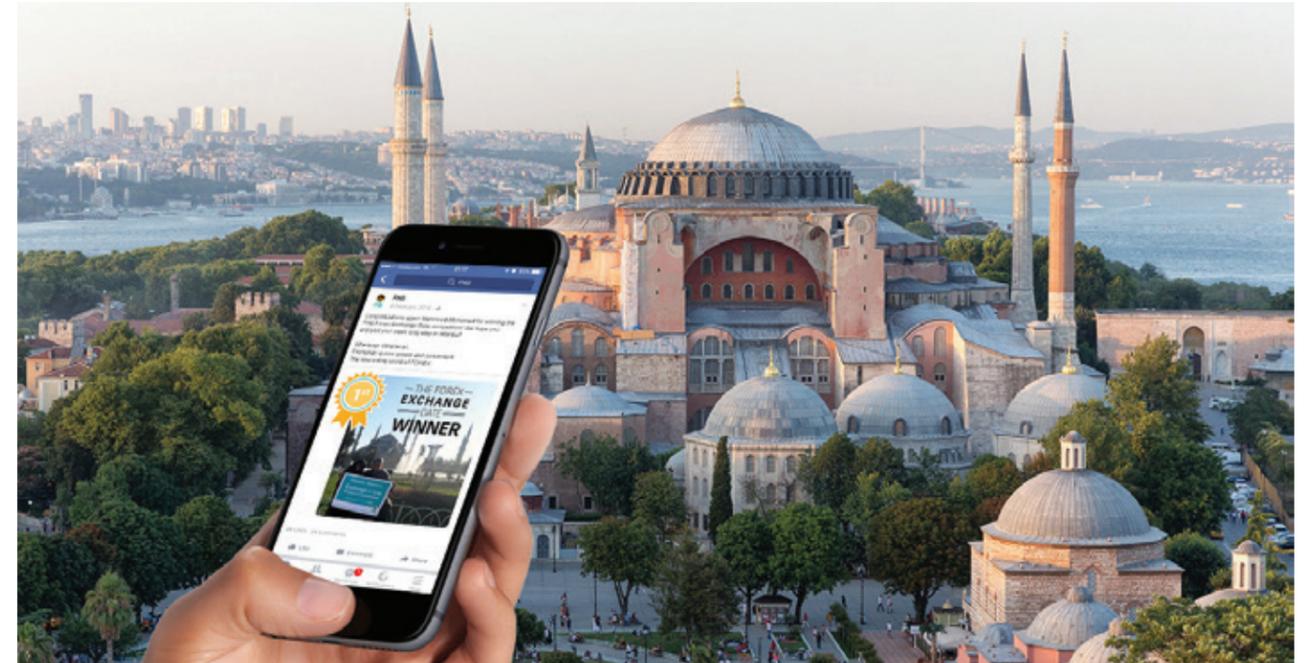
The Exchange Date

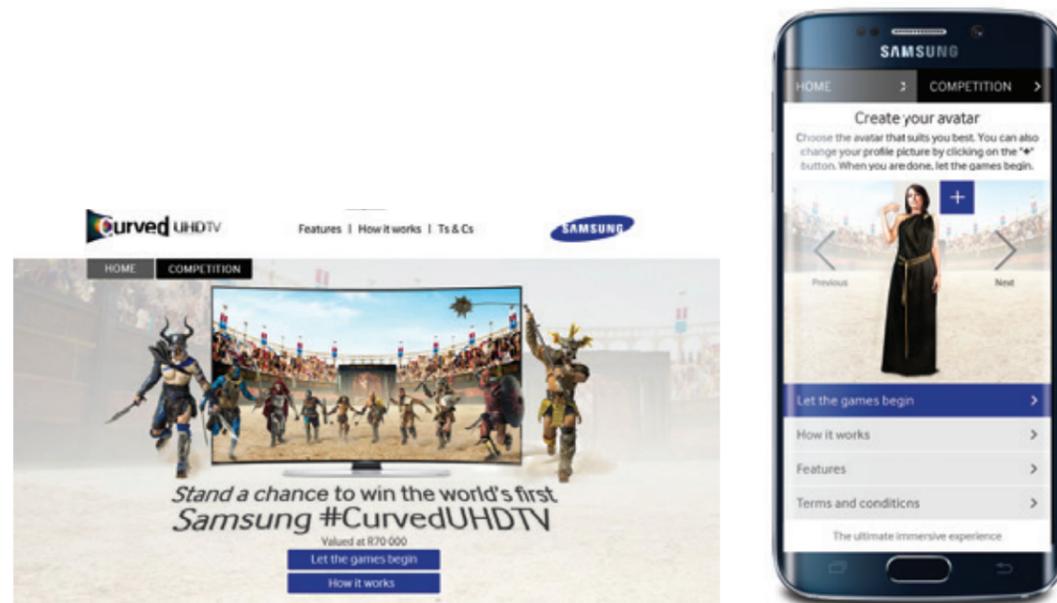
When FNB created Forex Online to make overseas transactions easier, we were asked to promote and teach South Africans how to use it. Apart from the obvious challenge to make foreign exchange fun – how could we create a campaign that essentially did what the product did?

Because Forex Online is as easy as being there to hand over the money yourself, we took the focus off the “exchange rate” and changed it to an “exchange date”, where the winner could win a trip overseas to, literally, hand over the money themselves.

The social media competition took the form of a game that asked people to answer fun, quirky multiple-choice questions that helped them understand Forex Online and how easy it is to use. The more they played, the better their chances of winning the grand prize.

The game was played 281 640 times with an average game play time of 27 minutes per user. The winner went on an exchange date to Turkey, becoming a walking billboard and social media post for our campaign – Forex Online is as easy as being there yourself.





Client
Samsung

Product
Curved UHD TV

Category
Home Appliances

Launch
July 2014

Find Yourself in the Crowd



In 2014, we were asked by Samsung to create a campaign to create excitement and awareness around their world-first Ultra High Definition Curved Television from a Global Brand look-and-feel.

Our given creative prominently featured a Roman theme, and we decided to create a campaign that focused on the UHD giving viewers "Picture quality so detailed you can find yourself in any crowd" as well as the immersive quality of the UHD's curved design.

The campaign was split into an awareness and engagement phase. We began an awareness phase with a range of social media posts, web banners and website page takeovers, all communicating the difference a viewer would experience when using the Curved UHD TV, while still using the global look-and-feel.

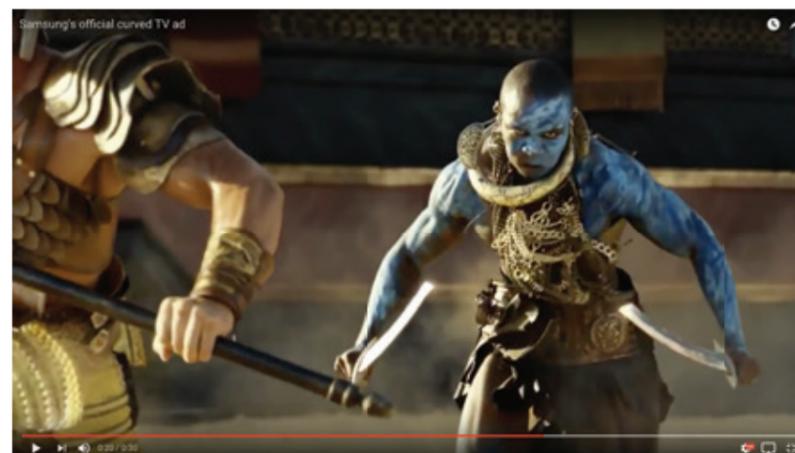
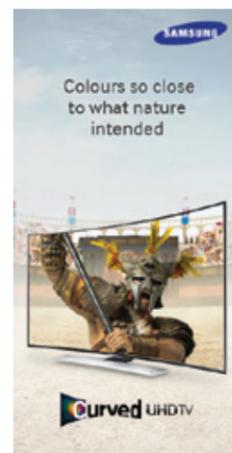
During our engagement phase, we created an interactive website showing a coliseum for which

entrants would create Roman avatars of themselves, using their social media profile pictures to round out the avatar.

To generate more awareness and engagement for our microsite, we created a YouTube masthead ad and an interactive YouTube pre-roll, also utilising display banners and Samsung's Facebook and Twitter platforms.

These avatars were then distributed randomly in our digital coliseum, and entrants were asked to find their avatars. The first contestant to find his or her avatar, would win a Samsung Curved UHD TV.

The campaign was another huge success, and reached more than 1.2 million people across South Africa. The campaign's online banners were especially effective, reaching a 12% click-through rate, which was 4800% more effective than the industry standard at the time.





Client
Medihelp

Product
The Big Bang Theory sponsorship advert

Category
Television

Launch
July 2014



Accolade
1 Bizcommunity Orchid

Soft kitty

Medihelp is one of the largest open medical aid schemes in South Africa. As their agency, we were often tasked with coming up with new ways in which to communicate seemingly boring information to internal and external stakeholders.

As sponsor of the popular show, The Big Bang Theory, on MNet, Medihelp required a 15-second bumper ad that would air right before the show.

It had to communicate Medihelp's core offering in a way that also related to the show. Our solution was to use "Soft kitty", a well-known song from the show that one of the characters sings whenever he is feeling ill, with a simple animation to bring the message across. The bumper ad was a huge hit, even earning us an Orchid from Bizcommunity's Brendan Seery.



the **BiG**
BANG
THEORY



Client
The Industrial Development Corporation (IDC)

Product
The Green Economy

Category
Economic development

Launch
November 2011

The Green Story at COP17

Partnering with The Brand Union, we developed four interactive screens for the Industrial Development Corporation (IDC) and the Economic Development Department (EDD) stand at COP17, held in Durban in November 2011.

The IDC funds many South African projects to help grow and develop our economy and wanted to showcase some of their green projects at COP17. Together with The Brand Union, we created a stand that had to highlight these projects while achieving two very important objectives.

Firstly, we had to enforce the importance of the Green Economy amongst the visitors to the stand. We had to clearly communicate that we are past the point where the Green Economy is a nice-to-have; it is our only option if we are at all interested in ensuring a sustainable future.

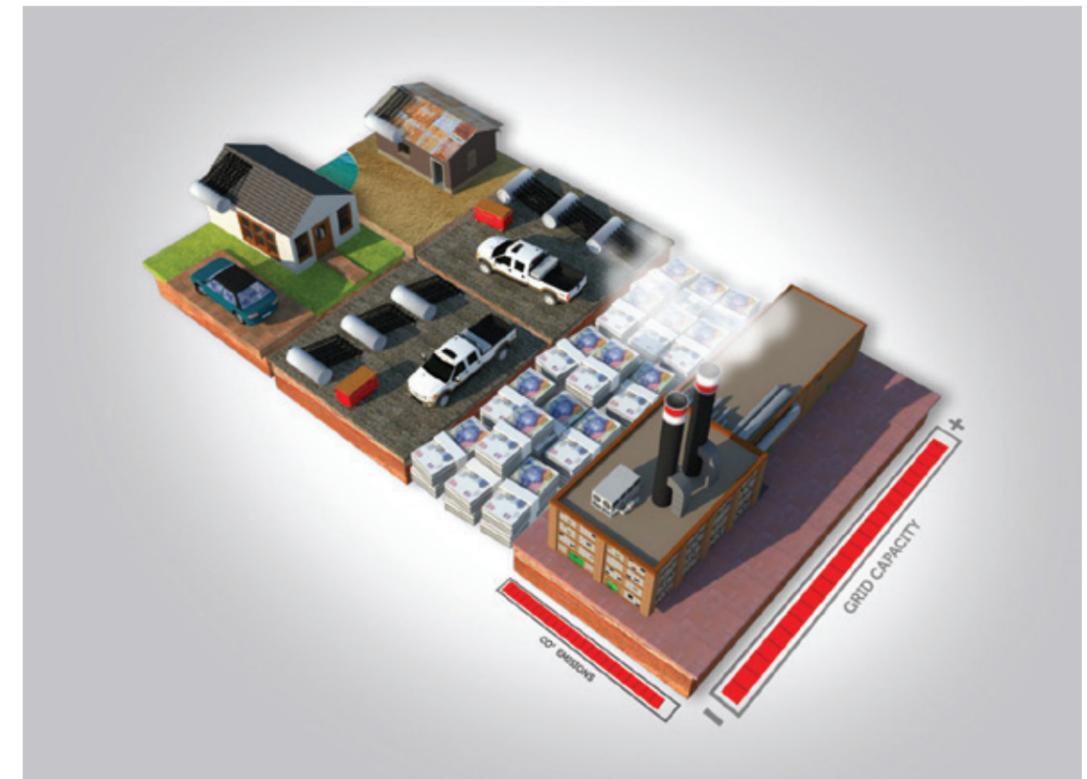
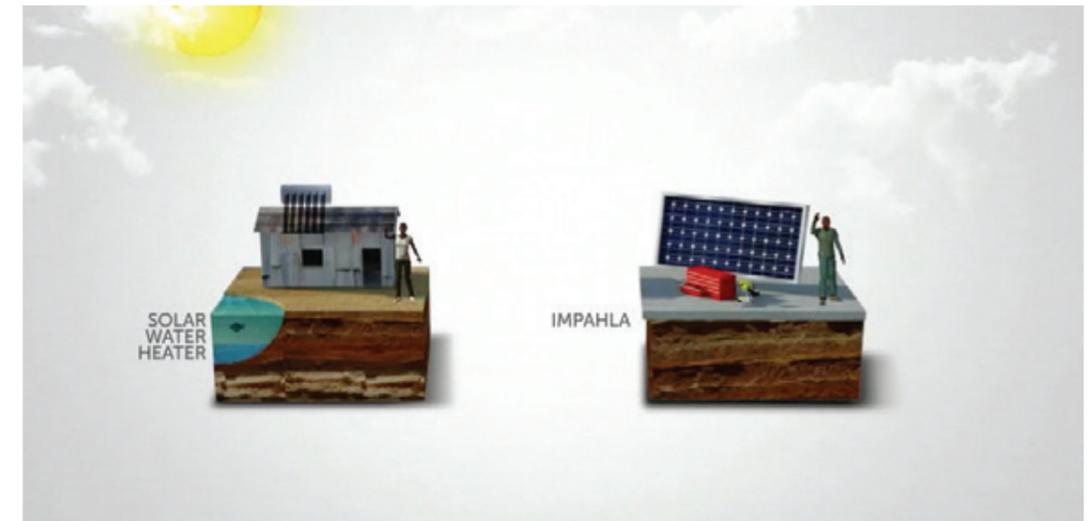
Secondly, we had to position the Green Economy as a major contributor to the creation of new job opportunities in South Africa.

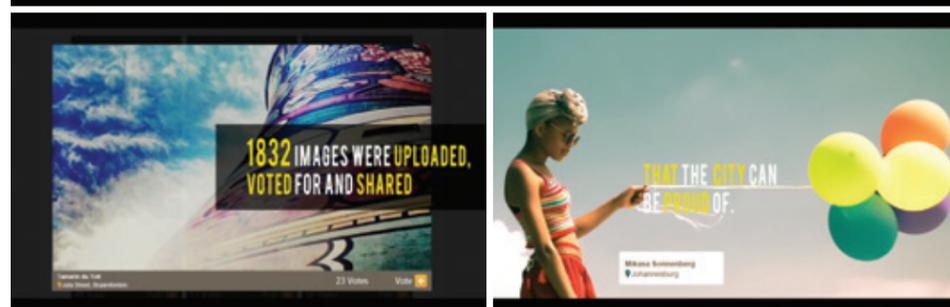
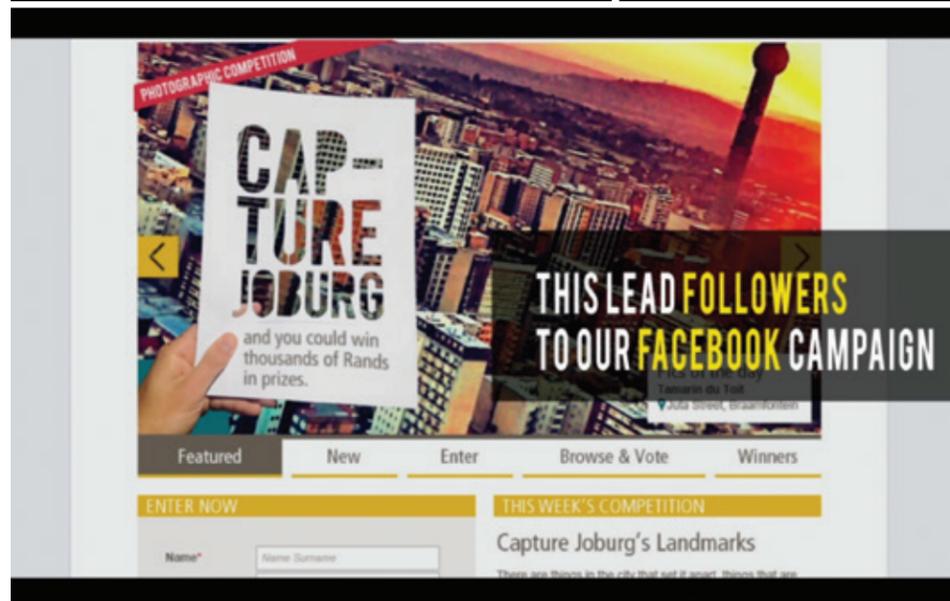
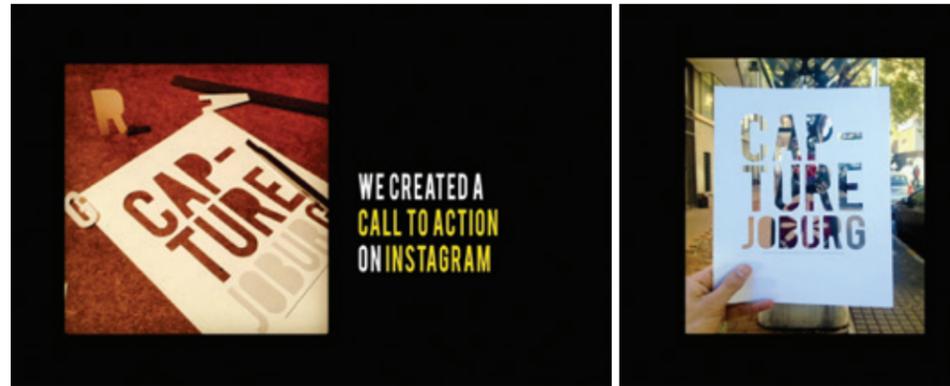
The overarching theme of "Partnerships that build a Green Economy" was chosen to show how it takes many contributors to work together to reach a goal.

Etiket made use of four interactive presentations that were displayed on four high-tech touch screens in the stand. The main screen was used to introduce the Green Economy as well as South Africa's New Growth Path (in terms of job creation) to clearly demonstrate how everybody (from government and big business to the man on the street) can contribute towards making the Green Economy a reality.

The other three interactive screens each focused on a different section within the Green Economy, including automotive, alternative energy and recycling and solar water heating – each demonstrating in a practical and understandable way how all South Africans can benefit from and implement these solutions in our own lives.

This was an important project, not just for Etiket, but for South Africa as a whole. The feedback we received was amazing and we hope that our contribution helped make a difference.





Client
Joburg Tourism

Product
Capture Joburg

Category
Creating a photographic library

Launch
September 2013

Capture Joburg

How do you sell a truly South African experience without the fake, artificial, tourism imagery that plagues the travel and destination marketing industry? Get the people that are passionate about their country, their city and their community to capture the true beauty that is truly South African.

The brief was simple: Joburg Tourism approached us to help them create a photographic library that they could use for marketing collateral in future campaigns.

Building on the insight that the target market (the people who will use the images in the photographic library) have a pet hate for stock images, we decided to create a content campaign that would rally the people who love Joburg - the Joburgers themselves - to help us build a library of images that reflects the true Joburg experience. All they had to do was Capture Joburg.

During the first phase, Joburg Tourism gave local professional photographers the opportunity to show the world what Joburg looks like through their lenses.

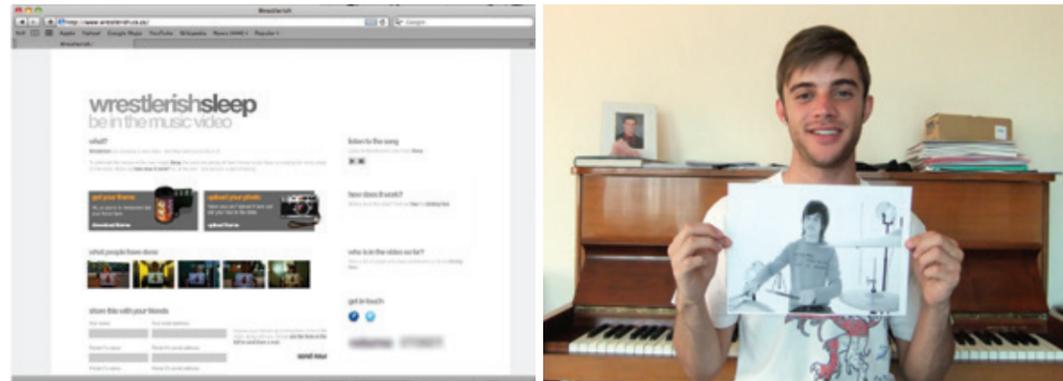
In return, Joburg Tourism rewarded the best entries with prizes ranging from photographic equipment vouchers to short courses at the Vega School of Brand Leadership. During phase one, Joburg Tourism's library grew by 777 photos (from entries received).

In phase two, we opened the competition to the public. Each month, from September to December 2012, a new theme was launched. Joburg Tourism rewarded the best entries from each theme with Lomography cameras.

We created a Facebook campaign that enabled the people of Joburg to upload and share real images and real experiences. The results exceeded our expectations:

- 1 832 images uploaded
- 4 324 159 people reached

In the end, the photography speaks for itself.



Client
Wrestlerish

Product
Music video

Category
Entertainment

Launch
February 2010



Awards
1 Silver Loerie Award

'Sleep' music video

Wrestlerish, a local up-and-coming band, approached us to help them create a music video that would reach as many of their fans as possible. To meet this objective, we researched the target audience and found that their predominant interactions occurred on social media and other digital platforms. We also considered how this target market interacted socially, and this helped us determine that if we wanted fans to view the video, we would need to make them a part of it.

In our knowledge of industry best practice, we also understood that dictating content to fans would not encourage them to interact. So we decided to let them create the content for the video, and be a part of making it a success.

We created an online campaign that would drive the creation of that content. We filmed a simple

music video for the band at six frames per second, and each frame was then uploaded to social media and other digital platforms. We encouraged fans to send us photos of themselves holding the frames that they had downloaded. We then reviewed the content, and pieced the frames back together using the photos from fans, to create a new music video.

Our reach for the music video comprised 921 fans, and the video drew massive attention, becoming the fourth most watched video in South Africa in its launch week. Using organic content-creation strategies, we were able to exceed our client's expectations and create a compelling and visually engaging work that ensured the band's brand integrity, with effective results.

