

COMPANY PROFILE

NOTABLE BRANDS

2023

REG: 2017/254306/07
CSD: MAAA0895477



NOTABLE BRANDS



ABOUT US

Notable Brands is a 100% BEE compliant creative agency with special emphasis in advertising, marketing, printing, graphic design, pr, strategic communication plans, event management & related services, with the capability to produce communications, manage activations including promotional items & have a national footprint.

We are strategic in our approach to ensure that we compliment client's objectives and ensure that each campaign is successfully completed timeously and within budget.

Notable Brands, together with its specialists and experienced staff, can address and manage a client's entire campaign strategy within exceptional turnaround times. We also have a vast network of marketing & advertising experts to ensure maximum brand exposure.

- ◆ we have helped businesses create their brand presence and achieve their goals. Our process is designed to empower your brand and outfit your business with the marketing tools needed to succeed. Talk to us today about how we can support your growth, limit your turnover, and put you on a solid track to success and profit



THE ISSUE

With the increasing competition and the entry of new players, companies are facing difficulties in capturing the attention of customers. Moreover, the fast-paced transformations in the industry have made it even more difficult for most companies to solely rely on their brand name and traditional advertising techniques to drive sales. With this, companies are realising the need to embrace industry transformation, and leverage robust marketing strategies to promote their product offerings



THE OBJECTIVE

At Notable Brands, we see ourselves as business partners with our clients, continually adding value to their business by producing total advertising, marketing, printing & communication solutions & related services

We strive to stay abreast with market trends by consistently keeping our ear on the ground and doing research on the evolving industry challenges and opportunities





NOTABLE BRANDS



Vision

Mission

VISION

To provide tailor made services that are aligned, strategic and meets clients most important business needs whilst also being cost effective without compromising on quality

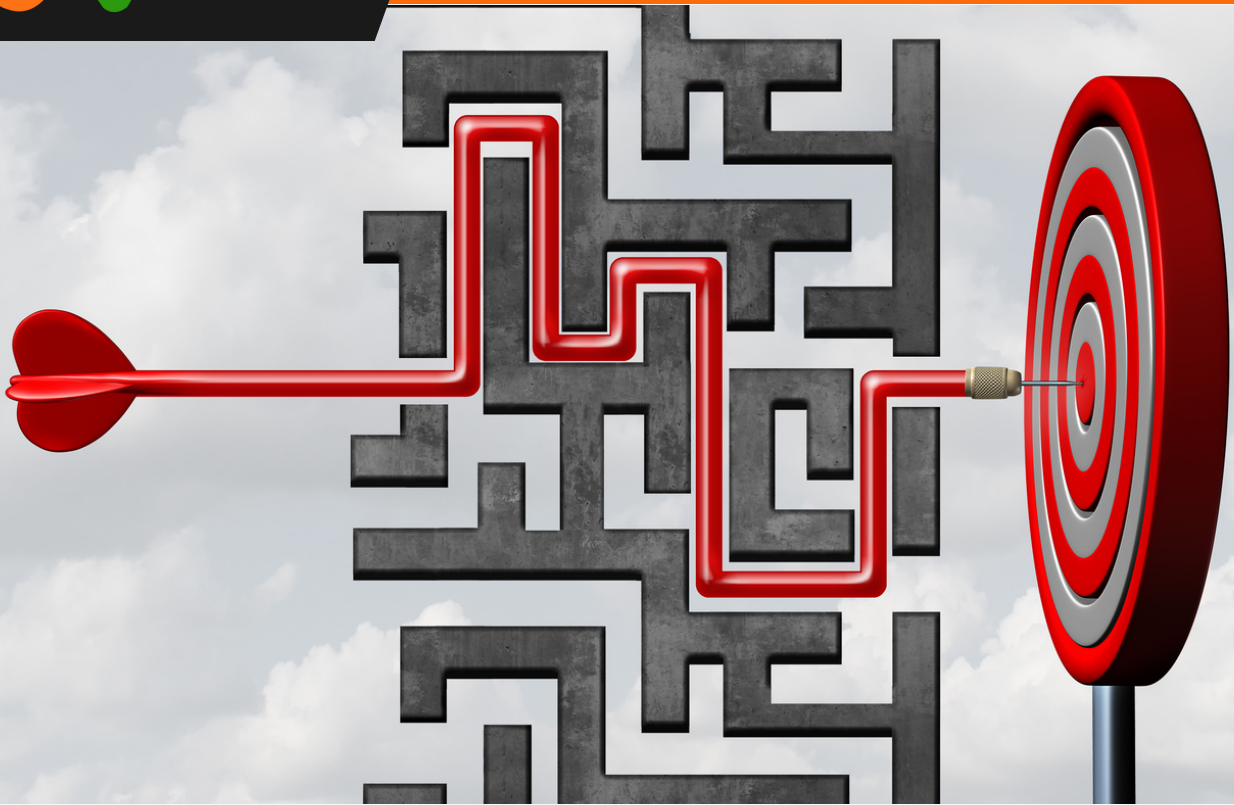
MISSION

Through personalized communications & marketing, the utilization of the latest technology & continually upgrading our product & service range, we strive to attain maximum exposure for our clients & place them a step ahead of their competitors





NOTABLE BRANDS



OUR STRATEGY

When developing new campaigns for our clients, we take the following into consideration:

- The client's strategy and campaign objectives
- The life cycle of brands/products
- Who is the target market?
- Who is the consumer target market?
- Market data
- Company compliance regulations, Code of Marketing Practice, and South African regulatory framework
- Competitor analysis
- Brand positioning
- Developing a multi-channel communication strategy that connects the brand to the target market.





NOTABLE BRANDS

CUSTOMER SATISFACTION



OUR SERVICES

"We don't want to push our ideas on to customers, we simply want to deliver & enhance what they want."

- Concept and strategy
- Printing (t-shirts, uniforms, banners, vehicle branding, signage, etc)
- Design Corporate identity creation
- Medical Copy & CPD
- Graphic Design
- Translation
- Packaging design and distribution
- Sales promotions Point-of-sale material
- Exhibition stands
- Radio, TV & Billboards
- Multimedia Web design
- Branded gifts
- Event management
- Media planning and buying Print
- Digital and Social Media Campaigns
- Webinars
- Photography & Videography



NOTABLE BRANDS

WHY

CHOOSE

US?

WHY NOTABLE BRANDS?

Here at Notable Brands, we're pros at making connections (fun fact: our favourite hobby is Dot-to-Dot). Years of experience, constant innovation. We'll help you define who your most lucrative target audience is, develop messaging that speaks to them directly, position your product or service as THE can't-live-without solution, and make it easy for them to engage and buy.

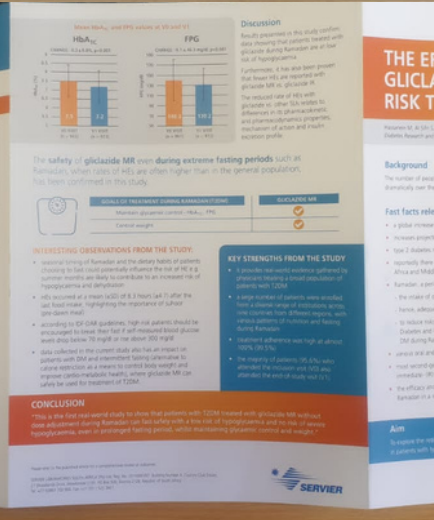
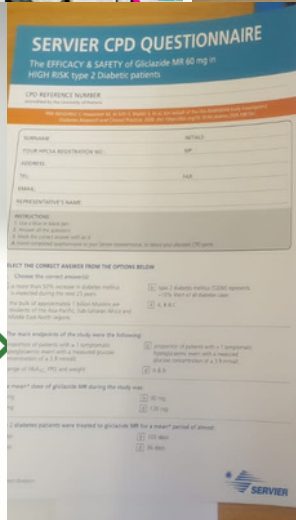
Once we're able to dig in a little deeper, we'll create a customised plan of attack that makes sense for your audience, your industry, and your goals. It could be a mix of product development, market research, branding, online and offline advertising, public relations, and content marketing.





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PROJECT GALLERY



IMPANDE GROUP PROJECT PROPOSAL

#BEYONDTHEPAD



Address

33 Ballyclare Drive, Ballywoods Office Park, Cedarwood House, JHB, Bryanston 2191

Contact

+123-456-7890



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PROJECT GALLERY





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TRUSTED BY TRUSTED BRANDS





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NOTABLE BRANDS



OUR EXPERTS

Behind the efficient services we offer, there is a strong and dynamic team with outstanding talent. Our graphic designers, advertising, public relations and event management professionals are outstanding in their respective fields, providing a strong infrastructure backed up by administrative and financial management skills gained over many years.

We have the knowledge and expertise to take your organisation through the whole process of creating an identity and establishing a strong brand and awareness. Notable Brands draws from the experiences of a variety of experts in the communications field. These include graphic designers, language editors, journalists, photographers, copy writers, printers and event management specialists as well as sales people. We also employ sub-contractors and associates on a freelance and project basis.



MEET OUR LEADERSHIP



Lwazi Mahlaba
Managing Director

An Innovative, business-minded, and creative professional offering over 10 years of success leading top-performing marketing, media, and advertising operations, consistently going above and beyond expectations. Expertly assess purpose and value of marketing functions, strategic and budget planning, and communications throughout organisations. Accomplished leader adept at gaining competitive edge and seamlessly managing multiple projects and clients

Skills: integrated Media Campaigns, Media Planning & Media Buying, Digital & Traditional Marketing Strategy, Social Media Campaigns; Optimisation Sales, Multi-Channel Marketing, SEO/SEM Budget Management, Public Relations, Web Development, Affiliate Partnerships, CRM Management, Team Management, Event Coordination, Branding, Media Buying Contract Negotiations, Advertising, Digital Campaign, Digital Marketing, Marketing Strategy



Khanyisa Malgas
Director Marketing & PR

A hardworking and detail-oriented individual with extensive experience as a Public Relations Expert in a wide-range of industries including entertainment business, public relations, marketing, start-ups, journalism, and more. Consistently rewarded for her hard work with promotions, pay increases, and largely successful outcomes. A team player with a positive outlook on all challenges and enjoy a fast-paced work environment

Skills : Public Relations, Event Management, Project Planning, Budgets, Strategic Planning, Leadership, Research, Policy Analysis, Social Media, Contract Negotiations, Governmental Affairs

Thank You



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