

CREATIVEMAG<sup>★</sup>C  
*...anything is possible.*

COMPANY CORPORATE PROFILE



WE DO MAGIC, CREATIVELY...  
...AND WE ARE SERIOUS ABOUT IT!



# We never stop doing Magic.

We are a design consulting and a fully-integrated marketing communications agency providing world-class creative and strategic marketing solutions to clients across the continent of Africa. We create and implement clear and consistent communication propositions that connects your brand to your target market.

We are not limited by any communication channel; our team is blessed with professionals from both new and traditional media sectors is leading the way through innovative strategies and the implementation of integrated online and offline plans, which get results.

We don't just do magic, we do it creatively.



# Inspired by curiosity

Seriously, that's why we like our job so much.

We have worked on new ways of communication and digital solutions since 2008, always trying to discover something different. We mix creativity, usability and millions of lines of code with the objective of giving a different experience. A bit more every project.

We approach each project with the same curiosity we had when we were kids, just with a bit more experience, method and precision. Be curious, talk simple, play fair, share everything.

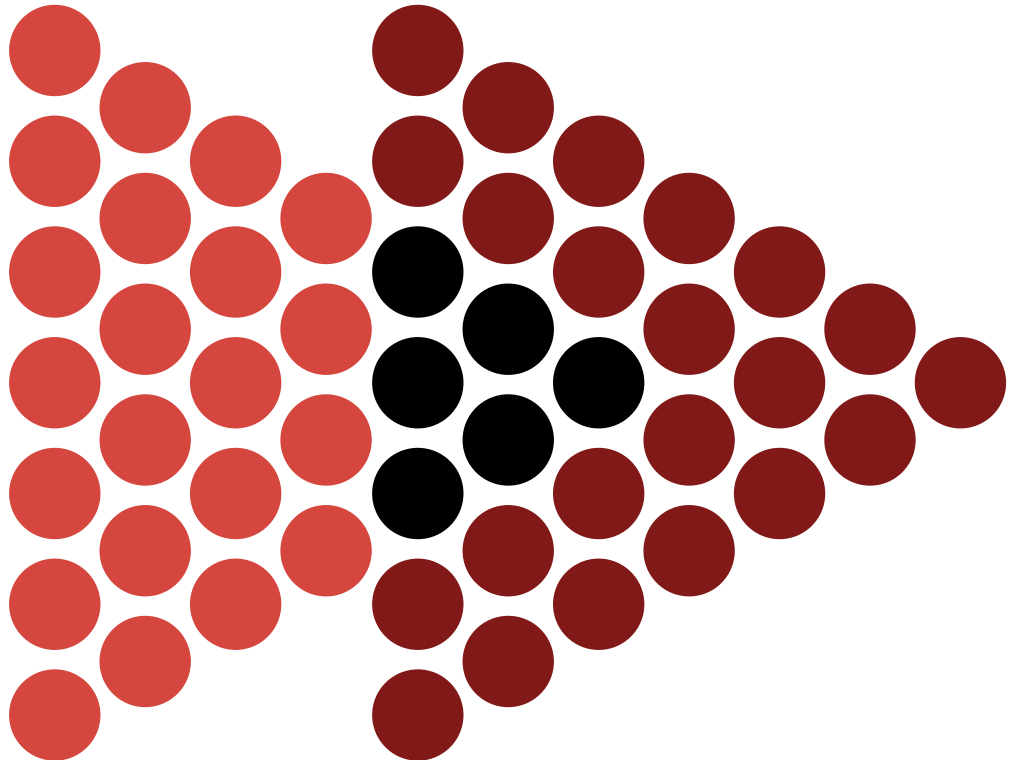
# Together we make good stuff.

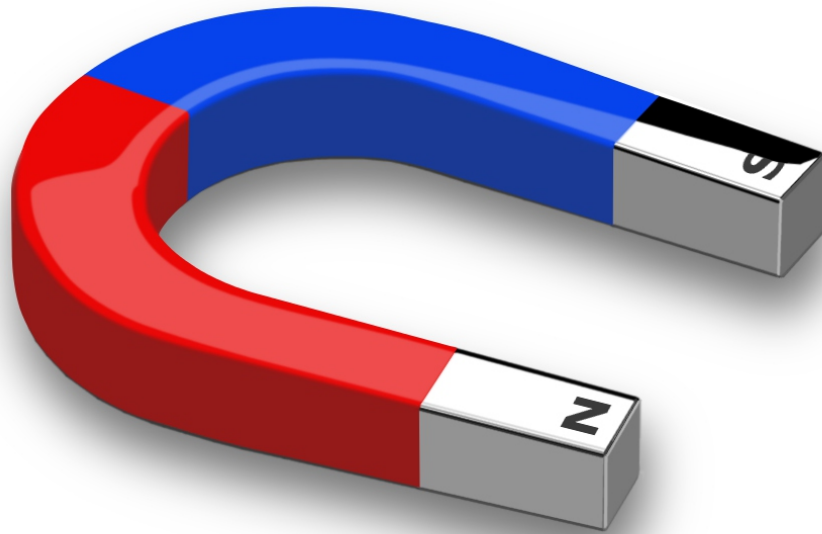
There are almost 25 of us

Everyone knows what to do, like in a family, gathered together and working with skill, care and method. And like every family, we discuss, laugh, argue, decide, we even hug sometimes. Because in the end we like each other and work well together.

We pour our hearts and souls into creating innovative and exciting work that constantly delivers on strategy and consistently exceeds your expectations.

And every time, we make it happen.





# Get closer

One night stands can be exciting.

But we like long term relationships even more. No, we haven't read it in a gossip magazine. To make a relationship last, creating a connection is key.

Knowing each other, building a consistent approach, taking an in-depth look at the scenario. That's why we like to build a good relationship with our customers, to understand their needs and work together on innovation, strategy and brand culture.

And for them, to add value through measurable objectives.

# Wow, it's beautiful! And it works too.

## 1. Vision

We look around. Before acting, we analyse the scenario.

## 2. Effectiveness

It looks good. It's reliable. And we can measure it.

## 3. Guarantee

Every step of the project has to be the best one.





# Our latest works

## Client: NextCellular South Africa

[Click to watch video](#)

Corporate Branding & Imaging  
Strategy  
Creative & Art Direction  
Content Development & Management  
User Interface Design  
Partner Portal Design & Development  
TV Commercial Production  
Airport Kiosk Design & Production  
Self Service Instructional Video/2D Animation



[www.nextcellular.com](http://www.nextcellular.com)



## Client: CarLot South Africa

Corporate Branding & Imaging

Strategy

Creative & Art Direction

CGI

3D Animation



[www.carlotrsa.co.za](http://www.carlotrsa.co.za)

[Click to watch video](#)



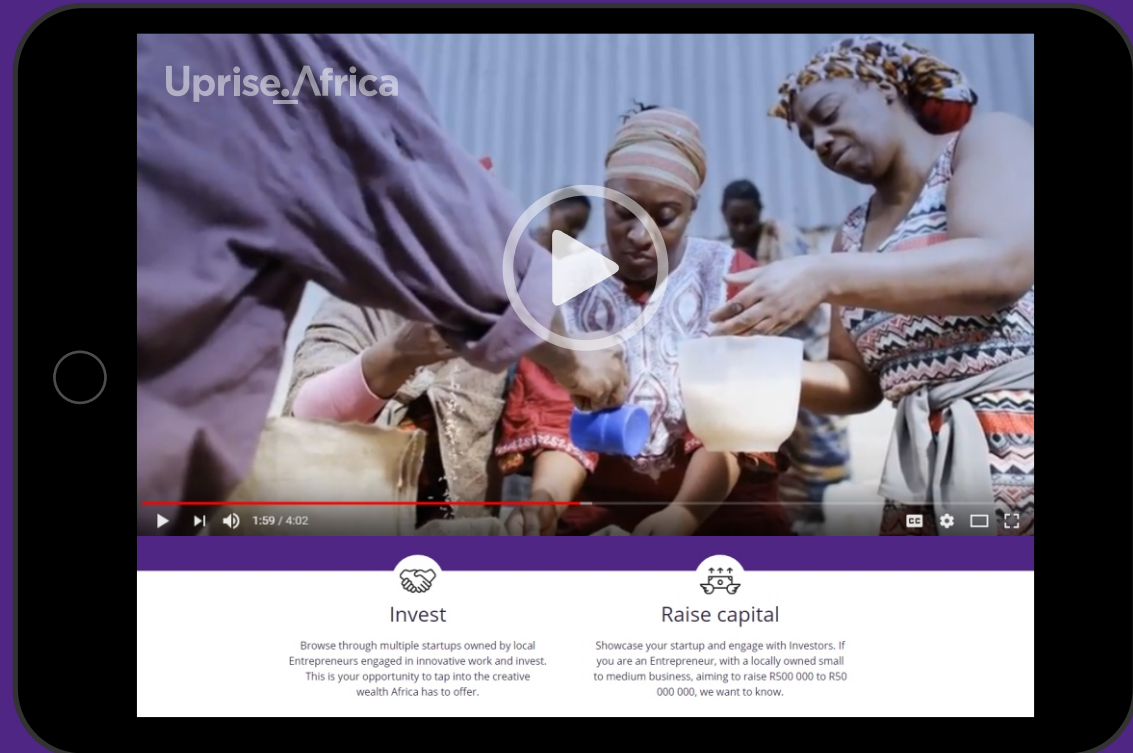
## Client: Uprise.Africa

Corporate Branding & Imaging  
Strategy  
Creative & Art Direction  
Content Development & Management  
Video Documentary Production



[www.uprise.africa](http://www.uprise.africa)

Click to watch video



## Client: Skywise Airlines

Corporate Branding & Imaging  
Digital Marketing Strategy  
Creative & Art Direction  
Content Development & Management  
2D Animation  
TV Commercial Production



[www.skywise.co.za](http://www.skywise.co.za)



[Click to watch video](#)





## Client: Autism South Africa

Branding

Product Design

Creative & Art Direction

Comic Book Production

Illustration

2D Animation



[www.aut2know.co.za](http://www.aut2know.co.za)



## Client: Sendr South Africa

Corporate Branding & Imaging  
Strategy  
Creative & Art Direction  
2D Animation



[www.sendr.co.za](http://www.sendr.co.za)

[Click to watch video](#)



## Client: AfroYan Radio, Nigeria

Corporate Branding & Imaging

Digital Marketing Strategy

Channel Ident

Content Development & Management

User Interface Design

Website Design & Development

Online Radio Broadcast Software Development

2D Animation



[www.afroyanradio.africa](http://www.afroyanradio.africa)

[Click to watch video](#)





## Client: Next360 Group

Corporate Branding & Imaging  
Digital Marketing Strategy  
Creative & Art Direction  
Content Development & Management  
User Interface Design  
Website Design & Development  
Social Media Management  
Instructional Video/2D Animation



[www.next360.co.za](http://www.next360.co.za)

[Click to watch video](#)



# Our Services

Our services branch from our diverse experience in the digital sphere. Having almost 14 years of experience in the industry, we've built the confidence and rapport to deliver the most demanding projects but still maintain the level of quality in every step of the way.

## THE STUFFS WE DO

### WEB DESIGN & DEVELOPMENT

We'll spare you all the technical jargon. Our team has designed and developed award-winning websites that doesn't just look good but works good. We use appropriate tools and technologies that delivers the need of our client.

Our work spans from the desktop to mobile, static to fully content-managed site. From single server to multi-server environment.

Our unrelenting attention to detail and obsession to make things good enables us to keep the smile in our clients face.

### CREATIVE & ART DIRECTION

Awesome design is our not-so secret ingredient. We do everything from scratch. From photography to illustration, and everything in between. We do everything by hand. The result is a truly unique product .

We do this because our clients deserve it. We never use templates, or recycled any materials.

Our talented design team spends a great deal of time creating these wonderful assets that truly speaks volume.

### CONTENT DEVELOPMENT

Our goal is to give our clients a unique voice online.

To do this, all our content materials are created in-house. With inputs coming from our clients, we help them find their voice.

We generate all forms of content: longform, featured articles, copywriting, taglines, ad copy, micro-copy, product descriptions, and even support documents.

## THE STUFFS WE DO

### DIGITAL MARKETING & BRANDING

Creating an identity, which stands out from your competitors yet appeals to your target market is paramount, yet is redundant if your customers never see or experience it. This is where selection of the correct communication channels is essential; to communicate to your target market at its most receptive, and to motivate and stimulate them into action.

It is essential that the identity your business or product has illustrates your brand values and communicates effectively with your target market.

Corporate branding is carried out through each brand 'touch point' or where you have an opportunity to communicate your potential customers. This runs through each aspect of corporate identity (business cards, letterheads, website etc) including to some extent maintaining brand standards in promotional campaigns as well.

### ANIMATION

Looking for an engaging infographic for your business, an animated logo or a full 2D cartoon animation that tells a story? We do just the thing!

We specialise in producing compelling 2D and 3D animations which truly resonate with the audience. Our approach combines a deep fusion of strategic thinking and creativity so that the animations we produce engage, shift perceptions and deliver the exceptional results.

Creating a quality animated instructional video is a simple and effective way to generate traffic and increase your brand awareness.

If you have a project in mind or just some questions, why not get in touch with us today? We'd love to be of help!

### VIDEO & CGI

Our team is able to provide and manage a full service video production service for location or studio shoots.

Youtube and a corporate video is perhaps the most accessible element of any website. A corporate video conveys information quickly and coherently to the audience wherever they are. Because the cost of video production has collapsed while the access to market has increased through smart phones and tablets, a corporate video represents perhaps the best ROI in a company's sales and marketing portfolio.

CMG has a strong background in high end visual effects and compositing for commercials and music videos using state of the art technology and all the latest VFX techniques to get the most from your shots. We model, texture, light and animate full CGI sequences for tv drama, film and advertising projects. We tackle complex VFX shots using techniques such as fluid dynamics & cloth simulation which can be composited onto green screen footage or background plates.

# OUR **DIGITAL FIRST** APPROACH

## **DIGITAL FIRST APPROACH**

When clients commission us to create their websites, our tendency is to go deliver something truly special .

While most web design companies follow a top-down approach, where they rely on a strict brand guidelines to base their designs on, we go for a “digital-first approach.” We put the medium front and center and craft the message around it. But what surprises us, is that most of our designs tend to grow outside of their intended applications.

*Let’s just call it a beautiful accident.*

After witnessing these “beautiful accidents”, we strive to design things that can grow outside of the confine of one’s screen and into the lives of the people who use them.

# *We design for humans.*

## **THE WAY WE LOOK INTO THINGS**

Having a clear understanding of our users, their needs, behaviors, motivations, common touch points, the media and channels they are exposed, is critical to our work.

Our thinking and methodology affects the way we look at problems and reach creative branding solutions.

# We want to know more.

Nothing beats great insight. And nothing beats the insight and experience of our clients. We spend time understanding our clients — the nature of their business, the industry, their competitors, the economic landscape, and other factors — that makes them tick.

## OTHER STUFFS WE DO

### DIGITAL STRATEGY

Our approach to brand development is different. We design brand that works well digitally and cascade them outwards. This strategy gives us a unique way of aligning things. Our digital-first approach gave birth to surprising results from our clients.

### USER INTERFACE/INTERACTION DESIGN

We design useful things. Things that people would love to use. Experience plays a lot of factor in today's digital economy. Our service includes designing, prototyping and development that brings delight to our users.

Our combined experience enables us to design user friendly interface and build mobile application that delivers the same quality as our websites. Our team have worked with various platforms such as Android, IOS and Blackberry.

### RESEARCH & DEVELOPMENT

A company's true image is a sum of different views and perspectives. Think of a broken mirror and how each little piece reflects a part of the world. While it is a real image, it is not complete, nor does it reflect the other elements they are connected to. Once all pieces of the mirror are put together, a true image is revealed.

At CMG, we have a team of professional researchers and public relation experts. Our main concern is to make sure our clients have their true identity reflected by the audiences they are interested in: existing and potential customers, though leaders, the media, the social web, their employees, business partners and suppliers.

We employ a wide range of approaches to help our client see an idea comes to life. These activities would include prototyping, experimentation and testing. Aside from client projects, We have been developing our own set of tools that enables us to do great things for our clients.



# Our Clients

We've worked with wide range of clients from different industries, verticals and geographical location. Our experience spans from retail, services, food, manufacturing, oil & gas, education, aviation, finance, news and entertainment, media, tech to corporate and distribution.





# Come and say hello!

If you like to talk seriously, drop a line to Direction and Administration.

If you like to talk for hours, drop a line to Strategy, Marketing & PM/Accounting.

If you like to talk to yourself, drop a line to Creativity and Production (video/CGI, Web & Tech and AMS).

## OUR CORPORATE INFORMATION

### OPERATING HEADQUARTERS

CMG Marketing Communications (Pty) Limited t/a CreativeMagic Group,  
Block B Ground Floor, 348 Rivonia Boulevard, Edenberg Terrace Rivonia,  
Sandton 2191, Johannesburg, Gauteng, South Africa.

Tel: +27.[0]11.052.4597 Cell: +27 [0] 719 130 776  
Fax: +27 [0] 86 511 2445

---

### REGIONAL OFFICES

Ghana: CreativeMagic Group Limited  
Abavana Down, Kotobabi, N0 C117/12, Accra, Ghana, West Africa.  
Tel: +233 268 875 345, +233 546 985 112

Nigeria: CreativeMagic Group Limited  
Plot 80, Adeniyi Jones, Off Allen Avenue, Ikeja, Lagos,  
Nigeria, West Africa.  
Tel: +234 808 798 1292, +234 806 274 1595

### ORGANISATION IN BRIEF

Over 25 people company-wide, composed of:

- 12 people under the Creative and Design
- 10 people under the Web Development and Technology Team
- 3 people under Admin, HR, and Finance

### CONTACT EMAIL

[info@creativemagicgroup.com](mailto:info@creativemagicgroup.com)

### WEBSITE

[www.creativemagicgroup.com](http://www.creativemagicgroup.com)

**(c) CMG Marketing Communications (Pty) Limited, South Africa.**

All Rights Reserved.