

CREATIVEMAG|C  
*...anything is possible.*



• PRINT • PORTFOLIO •

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.



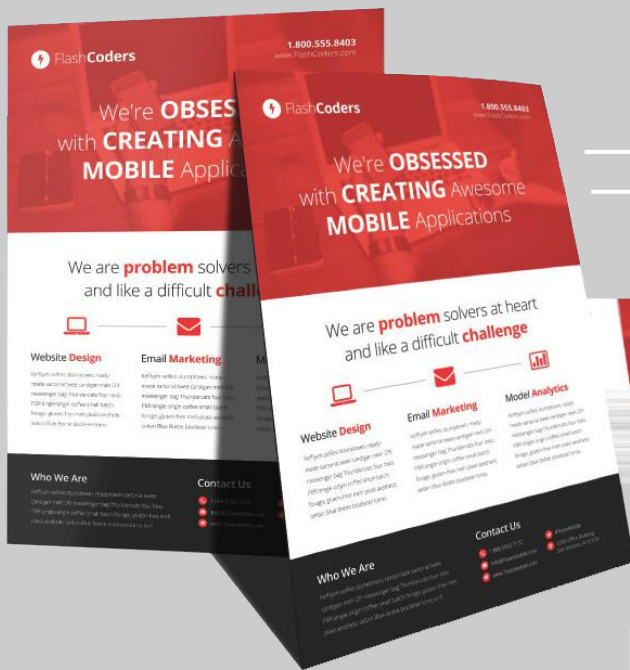
# Inspired by curiosity

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.

# **Our latest works**



# FLYER & POSTER DESIGNS



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**SERVICED CALL CENTRE FROM R250/DAY**

STAYCLUB is a group of private apartments with 1-2 in Sandton and surrounding areas. We specialise in high quality and great value accommodation. Whether you are planning a holiday or on business, Stayclub Apartments is the perfect choice.

**JOIN SC REWARDS - SOUTH AFRICA'S MOST ACCOMMODATION REWARDS PROGRAM**

Stayclub's SC Rewards programme allows you to reward. It is Africa's most unique accommodation.

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- Tailor made convenience that suits you
- Upmarket state of the art facilities and CCTV security
- Access control and power backup facilities
- Dedicated call centre agents and predictive dialing solutions

**nextcall**  
CONTACT CENTRE

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348 Rivonia Boulevard, Sandton, Johannesburg,  
Gauteng, South Africa.  
Email: info@nextcall.co.za

**www.nextcall.co.za** **ENQUIRE NOW +27 (0)11 803 0161**

**WE ARE TAILORED TO SUIT YOUR NEEDS**

**FULLY SERVICED CALL CENTRES & HOSTED OFFICE SOLUTIONS FROM R250/DAY**

- Flexible packages starting from as low as 1 seat
- Tailor made convenience that suits you
- Upmarket state of the art facilities & CCTV security
- Access control & power backup facilities
- Dedicated call centre agents and predictive dialing solutions

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**Make it simple**

**Unlock Unlimited Possibilities**

**Get Connected In Less Than Five Minutes**

Getting connected is quick and easy! In less than five minutes you can register your profile, purchase a plan and activate your SIM. Just follow the simple steps below:

- 1 VISIT OUR WEBSITE**  
WWW.NEXTCELLULAR.COM  
AND CLICK ON THE ACTIVATE SIM BUTTON.
- 2 ENTER YOUR UNIQUE 19 DIGIT SIM SERIAL NUMBER LOCATED AT THE BOTTOM BACK OF YOUR SIM CARD.**
- 3 CREATE YOUR PROFILE AND PURCHASE ONE OF OUR SPECIALIZED TOURIST PLANS.**
- 4 MAKE PAYMENT USING A CREDIT OR DEBIT CARD AND IN A FEW MINUTES YOUR SIM WILL BE READY TO USE.**

**Why Choose NextCellular?**

- Nationwide Coverage**  
NextCellular provide tourists with a seamless network coverage across South Africa regardless of where tourists find themselves.
- 4G/LTE Super Speed Internet**  
With NextCellular, tourists can enjoy reliable, uninterrupted and super-fast internet connectivity.
- 24/7 Tourist Focused Customer Support line**  
We offer a dedicated customer service center designed for tourists. You can reach a Customer Service Representative around the clock.
- Convenient and Hassle Free**  
No long queues or documentation hassles. NextCellular offer tourists a convenient and easy way of getting connected on the go.

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# FLYER & POSTER DESIGNS



**nextagent**

VENTURE • MANAGED • SUPPORTED

**GET A CAREER AS A CALL CENTRE AGENT**

**STUDY NOW PAY LATER**

NextAgent Pty Ltd is a specialist contact centre provider. Our unique model costs the candidate in the contact centre industry, from sourcing and training to training and development, we're a high quality call centre agents for various contact a temp to permanent placement or outsourced site.

The Call Centre industry has rapidly expanded in the South African economy enormous employment opportunities and candidates with little or no experience.

NextAgent provides the proper call to sell answer you to be the best in your benefits of your success!

NextAgent has designed special training that constitute a combination of acute skills training and extensive real world when successfully completed, priority ready agents to the contact centre are.

Block 8, 3rd Floor, Edenburg Terrace, 348 Everside Boulevard, Sandton, Johannesburg, South Africa. Tel: +27 2011 803 0161 Email: info@nextagent.co.za Website: www.nextagent.co.za

**Venture where others have only dreamed of**

Visit world class tourist attractions such as:

- Heroes Acre and discover some of Zimbabwe's hidden history
- Absorb nature's natural beauty at Kyle Recreational Park
- Walk where our ancestors walked at the historic Ruins of Great Zimbabwe
- Experience one of the seven wonders of the world, The Mosi-oa-Tunya
- Get up close with one of the Big 5 at Lion & Cheetah Park
- Visit the National Gallery of Zimbabwe to see some of Zimbabwe's creative and artistic sculptures and artists
- Experience a unique evening sunset Game Drive to see some of Africa's wildlife up close and personal

**We will be flying out to Zimbabwe for a fun, informative, historical and educational holiday experience. So if you are looking to:**

- Get a wildlife Safari experience or to
- Marvel at the architectural brilliance of our ancestors or to
- Visit the Great Kingdom of Zimbabwe or to
- Network with businesses at organized events or discover
- Zimbabwean Farmhouse, Agribusiness, Mining and Real Estate development opportunities or
- Looking for investment opportunities or just want to
- Meet, great and get to know Zimbabwe up close, first hand, then this is the trip for you.

**GET SERVICED!**

**MANAGED CALL CENTRES & HOSTED OFFICE SOLUTIONS FROM R250/DAY**

- Flexible packages starting from as low as 1 seat
- Tailor made convenience that suits you
- Upmarket state of the art facilities & CCTV security
- Access control & power backup facilities
- Dedicated call centre agents and predictive dialing solutions

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**nextcall** CONTACT CENTRE

Block 8, 3rd Floor, Edenburg Terrace, 348 Everside Boulevard, Sandton, Johannesburg, South Africa. Email: info@nextcall.co.za Website: www.nextcall.co.za

**DO YOU KNOW?**

**YOU CAN FLY TO JOHANNESBURG OR CAPE TOWN FOR ONLY R595**

**JUST 120 MINUTES**

**ONE-WAY, ALL-IN, NO HIDDEN COSTS, TAXES INCLUSIVE. RED CARPET TREATMENT AND TWO BAGS FREE UP TO 20KG PLUS FREE FREE ON-BOARD.**

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FOR ALL THE EPIC APARTMENTS & RESIDENCES IN JOHANNESBURG

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1 Night	R1600 per night
2-13 Nights	R1400 per night
14-27 Nights	R1300 per night
28-55 Nights	R1100 per night
56+ Nights	R1000 per night

**AVAILABILITY INCLUDES:**

- Complimentary parking garage
- Complimentary pool & spa access (24/7)
- Laundry facilities (7 days a week)
- 24-hour security guard service
- 24-hour security CCTV cameras

**TERMS & CONDITIONS:**

- Rates are quoted per unit, per night, on a room only basis
- Rates valid from 1st November 2017 to 31 December 2018
- Subject to availability

FOR BOOKINGS CONTACT: Reservation: +27 10 594 1662 | reservation@insigniaapartments.co.za | www.insigniaapartments.co.za

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Don't miss out on this amazing opportunity to start your new year right. Join us now and start your new year right!



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Department of Arts and Culture  
REPUBLIC OF SOUTH AFRICA

Make it simple




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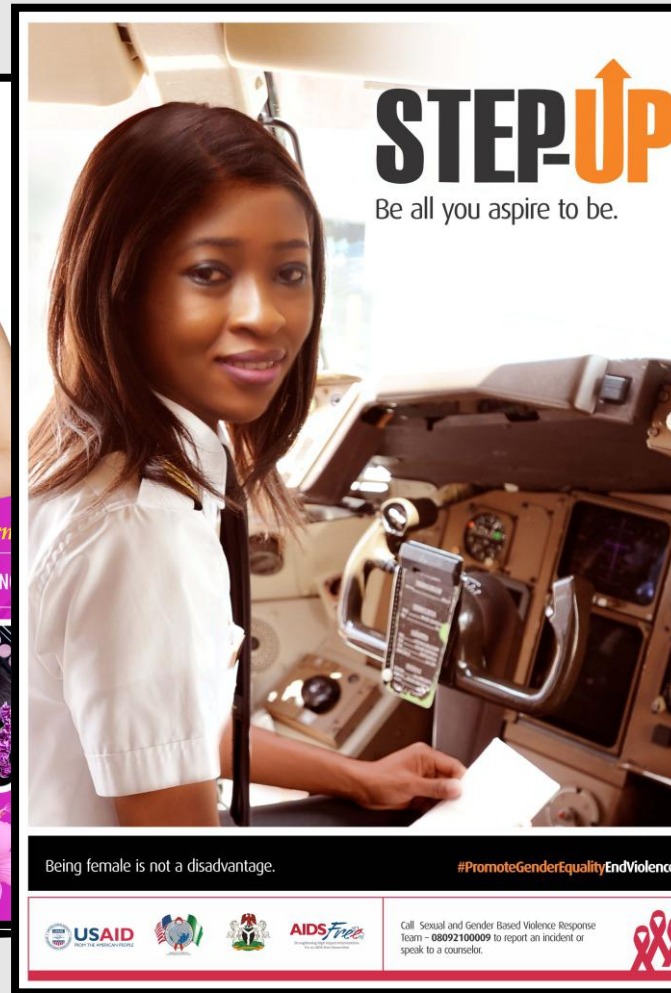


**Toyoglow**  
Beauty redefined

"Your Beauty Is Our Concern"

MASSAGE 3D MAKE-UP HAIRDRESSING BEAUTY PRODUCTS GROOMING

14 Grayston Road, Sandton, South Africa  
Telephone: 011 675 3453 | Cell: 076 675 4353  
E-mail: info@toyoglow.co.za  
Web: www.toyoglow.co.za



**STEP-UP**  
Be all you aspire to be.

Being female is not a disadvantage. #PromoteGenderEqualityEndViolence

USAID  
AIDS Free

Call Sexual and Gender Based Violence Response Team - 08092100099 to report an incident or speak to a counselor.



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POWERED BY **visionscape**

**kúnya omi:**  
Ìrànlowò wo lo lè şe

Contact us on  
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(080 000 927 83) | (080 087 927 83)  
www.visionscape.group

A ní àhààní lati kó gbogbo ikolè tí a dà kùrò ní ojù onà títì di ogánjò ọrù lẹyin tí a ba kolè tan.



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Boutique Hotel on Florida Road  
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WEEKEND GETAWAY  
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Boutique Hotel on Florida Road  
DURBAN, SOUTH AFRICA

**PROMOTION  
VALID UNTIL  
31 DECEMBER '18**

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AND STAND A  
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WIN!!!**

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WHAT YOU  
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**WE WILL HELP YOU SET UP  
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Embassy Consulting provides a professional service of high standards, meeting the exact requirements of our most sophisticated clients, yet our services are affordable and accessible to even our most modest customers. Our Clients receive a superior range of quality products and services. Our vast experience, coupled with a global presence, yields a unique market awareness which will serve your firm well.

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**BUSINESS  
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Other services include company incorporation, corporate bank account opening, relocation and migration, property investment advice, and search engine marketing.

**THE BUSINESS SET-UP EXPERTS**  
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Embassy Consulting (Pty) Limited,  
128 Patricia Road, Sandton, Johannesburg, 2191, South Africa  
Mobile: +27 (0)10 594 5659 | Email: info@embassyconsulting.co.za  
Web: www.embassyconsulting.co.za

**MALE CHILDREN  
ARE NOT MORE  
IMPORTANT**

Denying children equal access to resources and opportunities is Gender Based Violence.

Violence and the threat of violence can increase vulnerability to HIV. | **#PromoteGenderEqualityEndViolence**

**USAID**  
FROM THE AMERICAN PEOPLE

**UN WOMEN**



**AIDS Free Africa**  
Eliminating HIV and AIDS in Africa

Call Sexual and Gender Based Violence Response Team - **08092100009** to report an incident or speak to a counselor.



# PRESS ADVERTS

**A warm welcome awaits you at**  
**THE BENJAMIN**  
 — BOUTIQUE HOTEL & CONFERENCE CENTRE —

The Benjamin Boutique Hotel and Conference Centre is located in the heart of Durban's vibrant entertainment area, Florida Road. Feel right at home, away from the hustle and the bustle, in 41 double of this historic grand old lady, founded in 1896 in the days when trains still bypassed the gracious residence. High ceilings and marble floors, lend an air of elegance. Complimentary, unlimited high speed WiFi is offered through hotel. The cozy rooms offer air-conditioning, room kettles with teas, coffees and biscuits, hair dryers, TV, DSTV, a complimentary sun downer bar is available for your enjoyment, while enjoying a cooling dip in the private pool after a sultry Durban day. Two well-appointed and modernly equipped conference rooms are ideal for train workshops or boardroom meetings. From the international diplomat, to the local leisure guest, all will find it "Home away from Home" at The Benjamin and know you are always MOST welcome!

**THE BENJAMIN**  
 141 Florida Road, Morning side, Durban, 4001,  
 South Africa. Tel: +27 31 303 4233 | Fax: +27 31 303 4288  
 Email: info@benjamin.co.za  
 Website: www.benjamin.co.za



GallivantAfrica.com is a Global Online Marketplace and Distribution System (GDS) where travellers and agents search, compare and book specifically multi-day group African tours at discounted rates. Bookings and enquiries are sent directly to the Tour Operator for confirmation and response via an easy to use customer 'Enquiry to Booking' (E2B) conversation platform.

GallivantAfrica.com is the world's trusted online marketplace specifically for African multi-day tours. GallivantAfrica has a vision of bringing the world to Africa for an experience of a lifetime and encouraging Africans to tour Africa. Whether it's trekking Kilimanjaro, heading on a coach tour in South Africa or a safari in Kenya, we connect travellers to more than 15,000 tours in over 35 African countries. GallivantAfrica is on a mission to ensure booking African tours are made easy for everyone who wants to visit the continent.

**gallivantafrica**  
 ...simplifying African tours.

www.gallivantafrica.com



## SAFE & SOUND

### ACCESS CONTROL SYSTEMS

**NOW YOU CAN KNOW EXACTLY WHEN THE KIDS ARRIVE SCHOOL!**

Get peace of mind with Worldbay Technologies reliable and appropriate access control solutions which are tailored for your needs.

As a parent, Safe & Sound Access Control System can help you monitor your kids movement to and fro school. It is one sure way to protect your people, infrastructure and assets while delivering the utmost reliability for building access.

**Benefits:**

- Instant notification to subscriber on his mobile, or any email account
- Saves user time by receiving automatic attendance/leave report without having to login to COSEC from the office
- Delivery of notifications to multiple users at a time
- Reduces attendance issues at the end of the month due to daily notifications

**Target User Profiles:**

- Students in education institutes
- Team leaders in corporate offices
- Sales and support teams of organizations
- Factories with employees working in shifts
- Staff of hospitals
- Temporary employees hired by contractor in large Industries




For further enquiries, please contact:  
 13 Bashorun Okusanya Street, Lekki Phase 1, Lagos, Nigeria.  
 Tel: +234 (0) 903 998 5821, +234 (0) 817 033 5743

www.worldbaytech.com

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 TECHNOLOGIES LTD.

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## SAFE & SOUND

...The Safety SMS Alert Notification Solution For Parents

**01**



Pupil / Student places finger or card on device.

**02**



Authentication

**03**



SMS / Email sent to Parent confirming card was entered or left the school premises.

**Benefits:**

- Instant notification to subscribers on their mobile email account.
- Delivery of notifications to multiple users at a time.
- Automatic student attendance record keeps school authorities.
- Keeps real time record of all the students in a quick evacuation or roll call in case of an emergency.
- Affords security and accountability of every pupil as only released to parent or approved guardian system keeps a record of who picks up the child.
- Enhances school reputation through emphasis

For further enquiries, please contact:  
13 Bashorun Okusanya Street, Lekki Phase 1, Lagos, Nigeria.  
Tel: +234 (0) 903 988 5821, +234 (0) 817 033 5743  
Email: info@worldbaytech.com  
www.worldbaytech.com

VISITING SOUTH AFRICA?

## STAY IN TOUCH WITH YOUR LOVED ONES

FOR JUST ~~\$10~~ **\$7.50**



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**\$7.50**

### Get Added Value And Great Benefits

- Get your South African mobile number before your arrival.
- Pre-activated SIM ready to go.
- Receive instant 25% discount.
- Convenient pick-up locations.
- Easy online recharge

### How to redeem this voucher



**Option 1: Redeem online on the NextCellular website**

Step 1: Scan the QR code or visit [www.vfs.nextcellular.com](http://www.vfs.nextcellular.com)

Step 2: Click "Order Now"

Step 3: Proceed to checkout

Step 4: Enter the discount code "nextcellularvrf"

Step 5: Select a convenient collection point to pick up your SIM.

Step 6: Collect your FREE NextCellular SIM card upon arrival - put it straight into your phone to activate it.

### NextCellular Store Locations

**Johannesburg**  
OR Tambo International Airport, International Arrivals Hall, Terminal A Ground Floor Johannesburg, South Africa.  
Hours: Open from 6AM - 10PM

**Cape Town**  
Cape Town International Airport, Central Terminal, Ground Floor, Cape Town, South Africa. | Hours: Open from 7AM - 11PM

If you have any question, please contact our 24/7 customer care center using any of the details below:  
[customercare@nextcellular.com](mailto:customercare@nextcellular.com) | 0861 NEXT 360 | 0861 6398 360 | [facebook.com/nextcellularsa](https://www.facebook.com/nextcellularsa) | [@nextcellularsa](https://twitter.com/nextcellularsa)

This voucher can only be used once and not in conjunction with any other offer.  
In order to redeem the voucher at a NextCellular Airport kiosk, a physical print out of the voucher must be presented.

## Onímò Nípa Àbójútó Ègbin



Visionscape bójútó igbàpalẹ̀-ìdòtí ati nńkan ẹlẹ́gbin ẹgbẹ̀rún mẹwáá tọ̀nù lójumọ̀ nì gbogbo awon ágbẹ̀gbẹ̀ tì won tì síṣẹ̀ , pẹ̀lú ẹgbẹ̀rún mókàndínlógbon ọ̀ṣiṣẹ̀ to jára mọ́ṣẹ̀ tì won sí lo ẹgbẹ̀rín ọkọ ríá ati mọ̀tò àkànṣe lati bójútó pípalẹ̀ pàhtírí lónà tò múnà dọ́kọ."

Pẹ̀lú ibàṣepọ̀ awon aláṣọse ati awon onígbowọ̀ wa, a se dá, a n kọ , a se àbójútó.

- Ibúódó ikójopọ̀ idòtí
- Ogbà ọ̀ṣatúnlò nńkan
- Ibúódó itojú ọkọ
- Ilẹ̀ epo fun awon ọkọ ríá
- Ilẹ̀ ààtán
- Ogbà lypadà ẹ́gbin si ohun àmúṣagbára.

**visionscape**  
WASTE MANAGEMENT, WASTE DISPOSAL

[www.visionscape.group](http://www.visionscape.group)

Connect with us   



# BILLBOARD VEHICLE & BRANDING



# BRANDING





# KIOSK DESIGN + BRANDING





# 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

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## 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)

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