

COMPANY PROFILE

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**ABOUT AFRIASANTE AGENCY
FOUNDER**

Wendy has an extensive experience in Talent Management and Digital Marketing and currently studying for BBA Marketing degree with Richfield Institute. She also studied Bcom HR with UNISA and has a Certificate in Corporate Branding and Media Relations.

She has provided her services to to different corporate brands such as SANParks, SATMA, SUPAVITE, Philips Healthtech and Ubank as a PR and Marketing professional.

Digital Marketing

| Experience | Skills |
|--------------------|--------------------------------------|
| Planning Campaigns | Email Marketing |
| Analyzing Metrics | Social media skills |
| Identifying Trends | Writing and Editing skills |
| | Data Analysing Skills |
| | Paid Social Media Advertising Skills |
| | Mobile Marketing |

Social Media Management

| Experience | Skills |
|--|---------------------------------|
| Social Media Strategy | Customer service and engagement |
| Implementing | Behavioral Psychology |
| Managing | Budgeting |
| Monitoring company social media strategy | Analytics |

Content Marketing

| Experience | Skills |
|--|-------------------------|
| Content Creativity | Marketing skills |
| Content Strategy | Business writing skills |
| Tracking Community growth on the social page | Computer literacy |

Our Story

Background

Our company started in 2012 as Brand-I and we were very clear about the category to focus on, which was Corporate brands, TV personalities and we are known for partnering celebrity influencers with several brands for digital campaigns. In 2018 we decided to rename our company as AfriAsante Agency. Due to our expertise, as an agency we are confident and committed on ensuring to deliver according to our promises and client's expectations.

Brand Personality

- ◆ Sincere, exciting and sophisticated, that is AfriAsante!

Our Strength

- ◆ Our core strength lies in the power of our team (work force). We have a team of creatives, result-driven and highly proficient digital marketing experts, a team with excellent qualifications and experience in various niche areas in the digital marketing agencies and other related areas. Aside from the synergy that exists in our carefully selected digital marketing experts, our services delivery is based on SMART goals (Specific, Measurable, Attainable, Relevant and Timely).

Target Market

Corporate brands, Content Creators, Corporate Entertainers, Celebrities/TV Personalities, Influencers, Aspiring influencers. We sign up Talent from all different types of race, gender and ages globally.



Executive Summary

We are a 100% black owned registered Brand &PR; Marketing Agency based in Gauteng. The company is made of a team of highly experienced professionals in different fields in Corporate Events &PR ; Marketing industry. We have an extensive work experience which cut across many sectors both in corporate, government and private organizations in Africa and beyond. AfriAsante formally registered with CIPC in 2018. AfriAsante Agency is based in Johannesburg South, South Africa. Our speciality is also in sourcing talent for brand partnership deals and brand management.

Our culture is about engaging our clients in what we do, thereby creating a journey of experiencing high quality services and value, because our clients deserves it!

- ◆ Asante is a Swahili word which means 'Thank you' and our agency name Afri-Asante is about showing appreciation to the African continent by exposing right talent and enhancing corporate brands through our content creators and social media campaigns. We also ensure that creativity is well recognised by corporate industry and South African talent is utilized in a way that brings awareness to brands.
- ◆ Our logo is inspired by sophistication and class we also decided on a solid black background which represent our solid expertise and experience. The colours silver and blue represent our integrity and clean reputation as a brand!
- ◆ Our vision is to be one of the best talent search agency in Africa and we would like to offer quality and satisfactory services to our clients.



Vision & Mission Statement

MISSION

- ◆ Our focus is to enhance current business trends and connect outstanding individuals with reputable brands to attain best results through brand partnerships.
- ◆ To maintain satisfied clients through our high-quality services, implementing creative and strive
- ◆ To continuously offer our expertise ensuring that our client's business demands are always met.

VISION

- ◆ To approach each client with the same commitment and provide excellent service with impactful communication expertise.

VALUES

- ◆ Driven by results
- ◆ Committed to integrity
- ◆ Delivering quality services
- ◆ Offering respect when dealing with others



Key of Success



AfriAsante brings to their clients a new breath of air in the digital marketing space. We go an extra mile, using cutting-edge event planning expertise that would blow your mind away!

Our knowledgeable and adaptable team is creating corporate events, from small-scale receptions, to large incentive seminars. With a variety of corporate personalities and budgets we take the time to thoroughly understand each client's requirements, to implement the events efficiently, and creatively.

AfriAsante is making its expertise and its products available to help its customers plan the event of their dream.

Our keys to success include the commitment to quality by every person who is part of the team. Our focus areas:

1. Consistent, accurate fulfillment of the client's wishes.
2. Competitive pricing for the quality of services offered.
3. Creating a lasting client's experience through any event journey with us !

Our Services

◆ Copywriting Experts

We produce a variety of written material including but not limited to press releases, advertorial, advertisements, profiles, website copy, annual report copy, proposals and award entry copy.

◆ Influencership Campaign (Talent Management)

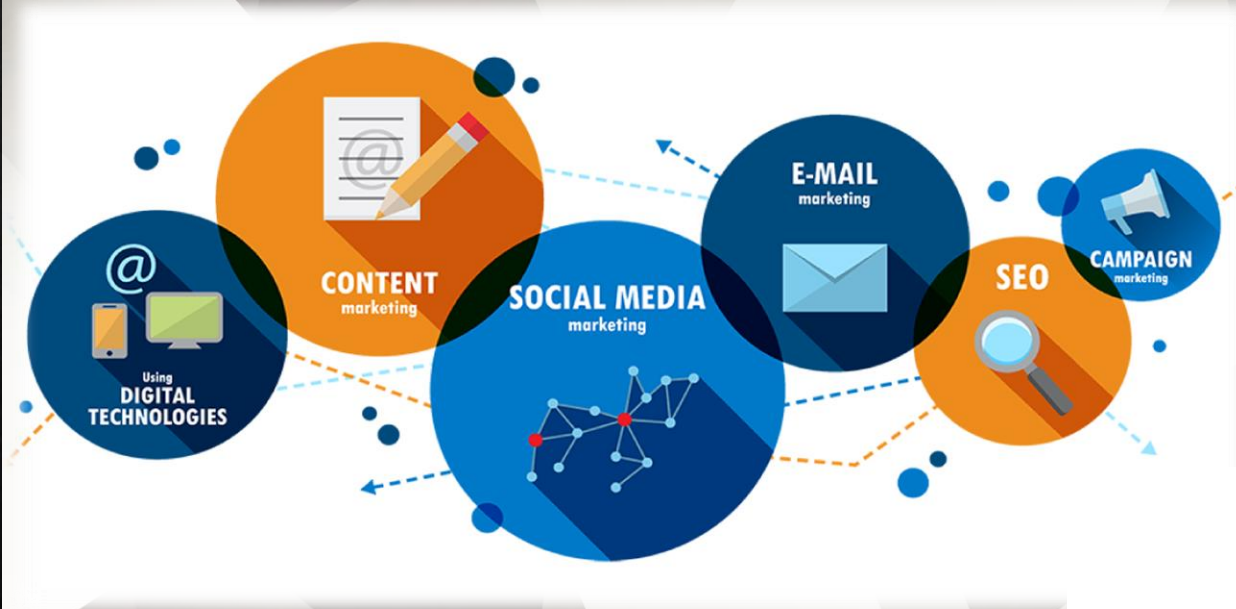
We have a versatile database of influential celebrities, some with a following of over 1 million each. Your brand can leverage on these impressive numbers for a quick, wide social media reach. Our influencers are hard workers with an admirable work ethic. We have actual evidence of the influencers' performance in a form of report-figures, to effectively demonstrate the ROI for our clients.

◆ Corporate Entertainment

From our database we provide good entertainment for corporate gigs that includes experienced MC's, musicians, Event hosts, Public Speakers, etc.

◆ Brand Partnership

With several content creators, influencers, and corporate brands we are currently working with, we have seen great results in conducted campaigns. We have witnessed that through these partnerships, companies help one another to increase brand exposure, break into new markets, and add extra value to products/services.



Our Services

◇ Social Media

Management of Social Media Pages

Content Planning and Development

Insight Reporting

Social Media Strategy (Developing & Execution)

Content Design

Post Promotions

Campaign photoshoots



How we work

BRAND IDENTIFICATION

Our database consist of well-profiled influencers with their social media insights. We identify brands and content creators or celebrity influencers who can be suitable to promote client's products.

BRAND POSITIONING

Our business activities take place on digital platforms where we showcase to our community the kind of campaigns, brands and content creators in a relatable to social media audience. This includes analysing social media insights, research new trends, competition and consulting or advising on most effective strategies to ensure that target market is always aware of the brand or product.

BRAND PARTNERSHIPS DEALS

We pride ourselves for managing to secure successful business relationships with corporate brands and very influential content creators. We have been involved in successful Brand Ambassadorship campaigns and Influencership campaigns. Identifying advising on brands & social media campaigns and source right influencers for product s or brand awareness.

MONITORING RESULTS, ADMIN & REPORTING

Our team is always available to monitor campaign's performance where our influencers are involved. The normal process of submitting quotes, invoices & reports timeously to our clients. We also offer advise to our clients based on the social media insights.



Our Directors

Public Relations Director

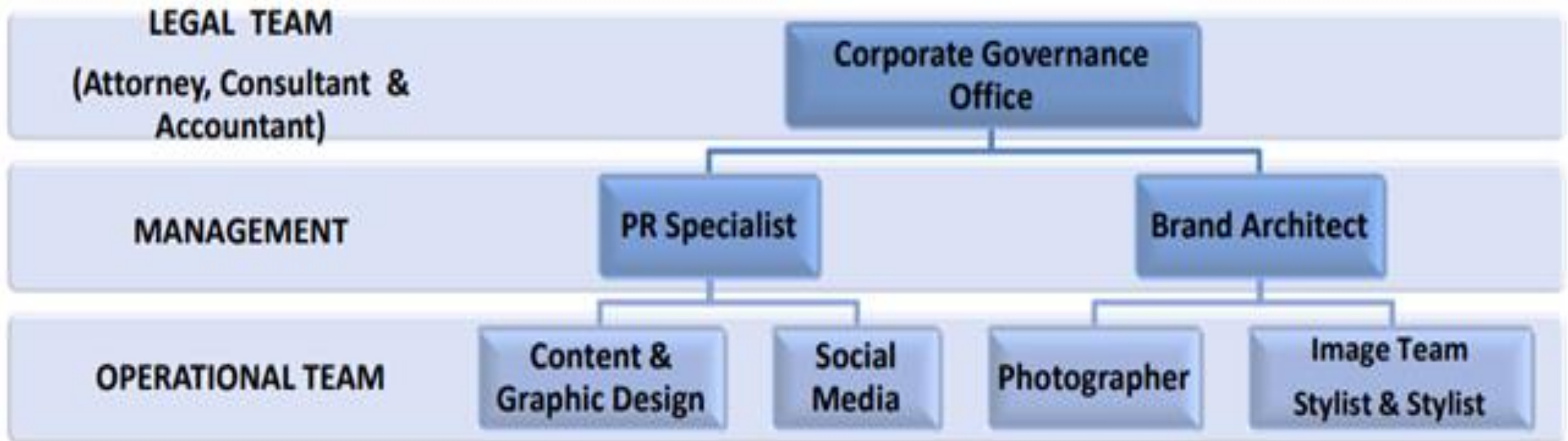
- ◆ Wendy is a Talent & PR Specialist and has an extensive experience as Director for multiple companies, in PR entertainment and has worked with a list of celebrities. Her passion for PR inspired her to start Brand-I agency and later rebranded to AfriAsante agency and with an assistance of professional and hard-working team, AfriAsante agency is well recognized for good results and always applying professionalism. She is responsible for the Agency brand reputation, putting PR strategies and processes in place. One of her key roles is to identify talent/celebrities that can align to any national and international brands.

Content Director

- ◆ Philisiwe is the agency's graphic designer and part-time makeup artist. She works very closely with agency's Social media team by providing content and designer posts timeously. Social media trends and celebrity news updates are her passion, and this helps to keep the agency relevant in our category and creative ideas breathe life to our content. She is currently managing one of the agency's main project which is ShoutOut4PR (we give shout outs to talent and public figures)



AFRIASANTE PR TEAM



Our Networks

Corporate Brands



Celebrities/Talent

- Oros Mampofu – Actor, Content Creator & Brand Ambassador
- Sphamandla Dhludhlu – Actor & Celebrity Influencer
- Kayise Ngqula – Event Host & TV Presenter
- Gugu Gumede – Actress & Content Creator
- Mpho 'Poppo' – Comedian & Event MC
- Kagiso Mogale – Rnb Artist
- Fumani Shilubana - Actor & Film Producer
- YemiSax - Saxophonist (Nigerian)
- Siphon Masebe - Socialite & Fashionista
- Lydia Nxumalo - Model & Entrepreneur
- Quiteria - Fashion Designer
- Simphiwe Ngema - Actress & Singer
- Phindile Gwala - Actress & Brand Ambassador
- Lunathi Mampofu – Actress, Content Creator & Entrepreneur

