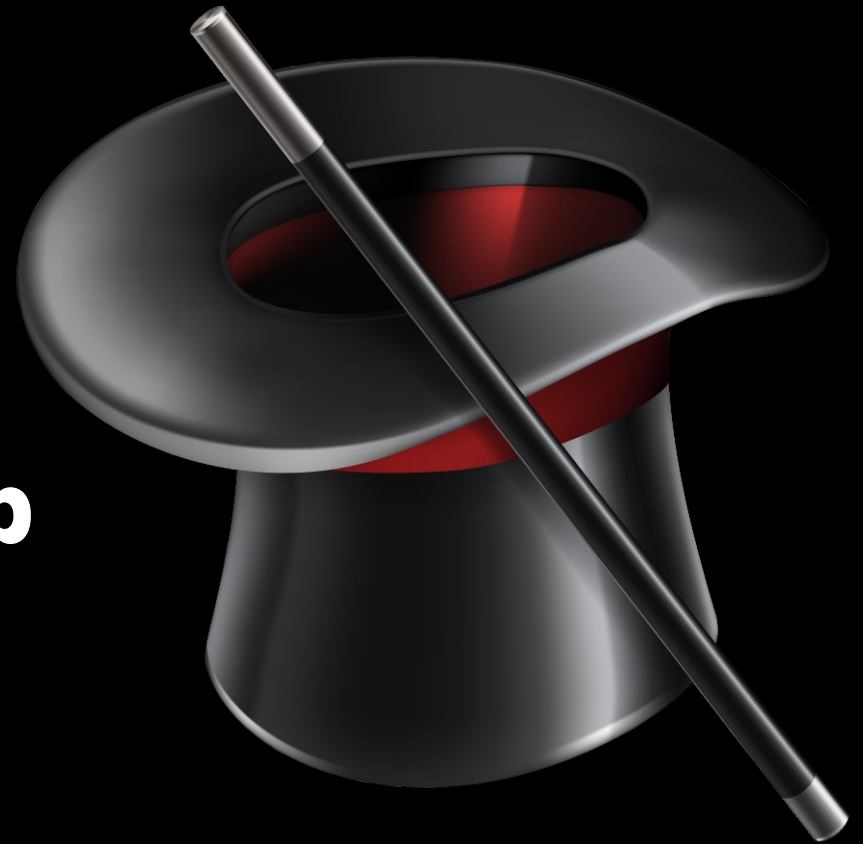


# **We are the One-stop Digital Shop.**

CMG Marketing Communications (Pty) Ltd. | Company Profile





**CMG Marketing Communications (Pty) Limited**

COMPANY PROFILE

# We never stop doing Magic.

CMG Marketing Communications (Pty) Limited t/a CreativeMagic Group is a Pan-African fully-integrated strategy and marketing communications agency providing world-class solutions to clients across the continent of Africa and with offices in Johannesburg, Lagos, Gaborone and New Delhi. We help companies solve marketing and sales problems; develop greater value in brands; communicate the complex, simply.

At CreativeMagic Group, we believe in creating brand-led business success by understanding what makes your brand valuable and relevant to the people that matter, and delivering consistent brand experiences, communications and presence.

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.

# We don't just think out of the box, **we get rid of the box** **completely!**

We provide a fresh perspective to your business challenges, offering insights into all brand initiatives, bringing deep collective experience together in a highly competitive and powerful package. We breathe life into your brand and make it as practical as possible. Others call it Magic; we call it 'Strategic Thinking'.

With over 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 every step of the way. Our services branch from our diverse experience in the digital sphere to give you the all-round services you would normally get from using multiple platforms and agencies.

We are all about you – your goals, your vision, your mission



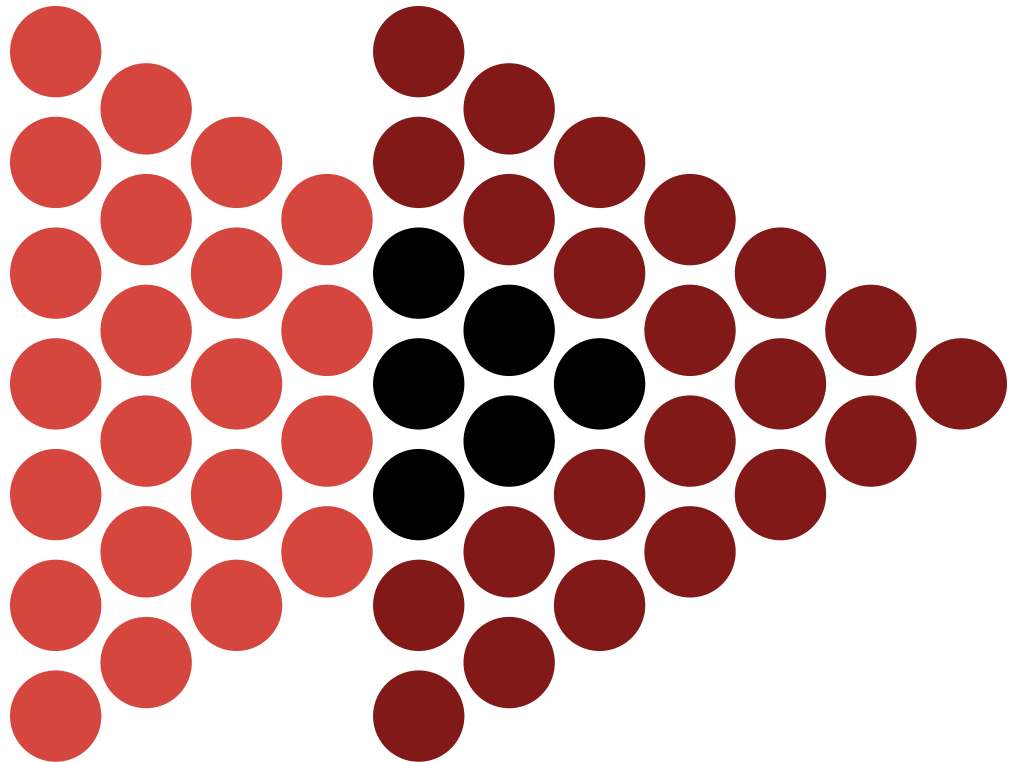
# Together we make good stuff.

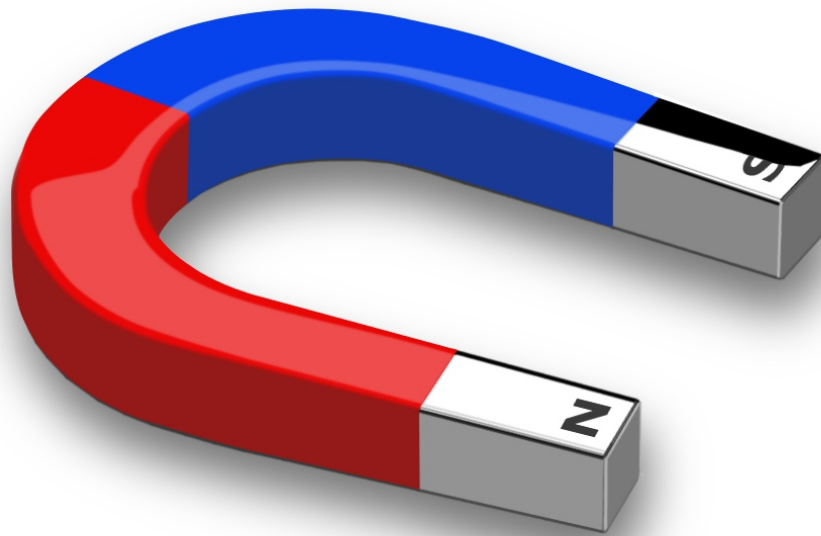
There are almost 45 of us

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](#)



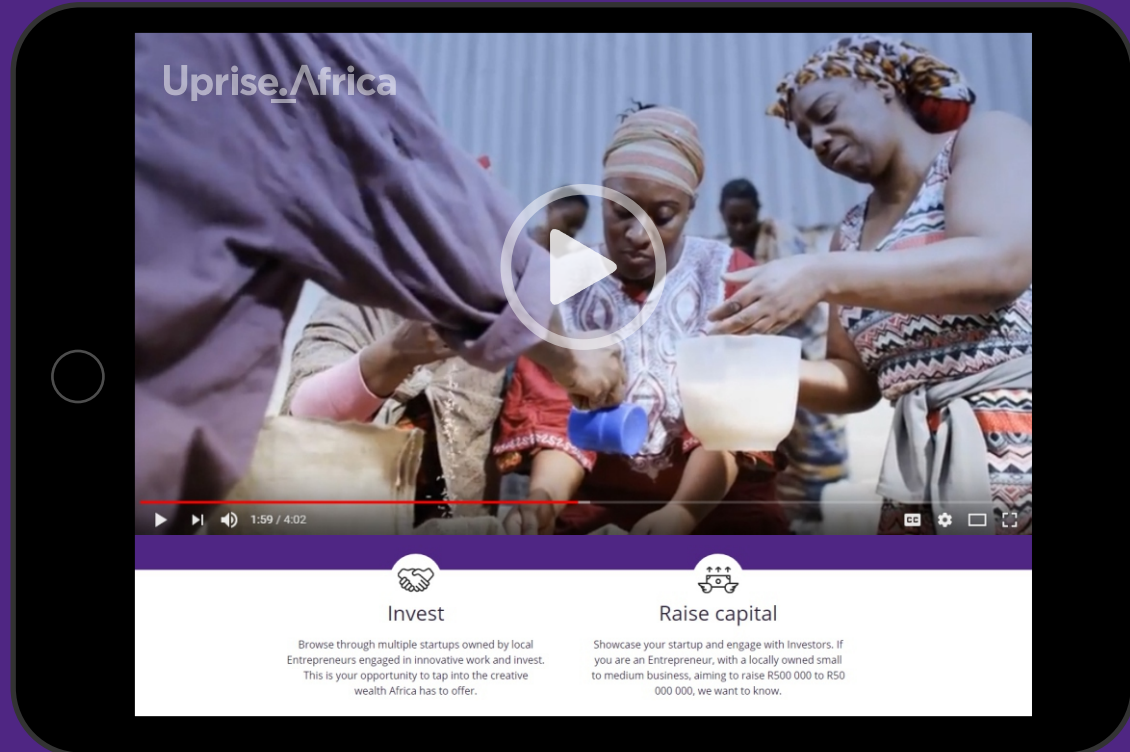
## Client: Uprise.Africa

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.

## AT A GLANCE

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.

Please visit our website for a full list of our services.



# We want to know more.

Nothing beats great insight. And nothing beat 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.

# 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, tourism, aviation, finance, news and entertainment, media, tech to corporate and distribution.

Please visit our website for a full list of our clients.

# 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).

## GET IN TOUCH

### OPERATING HEADQUARTERS

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### CONTACT EMAIL

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### WEBSITE

[www.creativemagic.agency](http://www.creativemagic.agency)

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