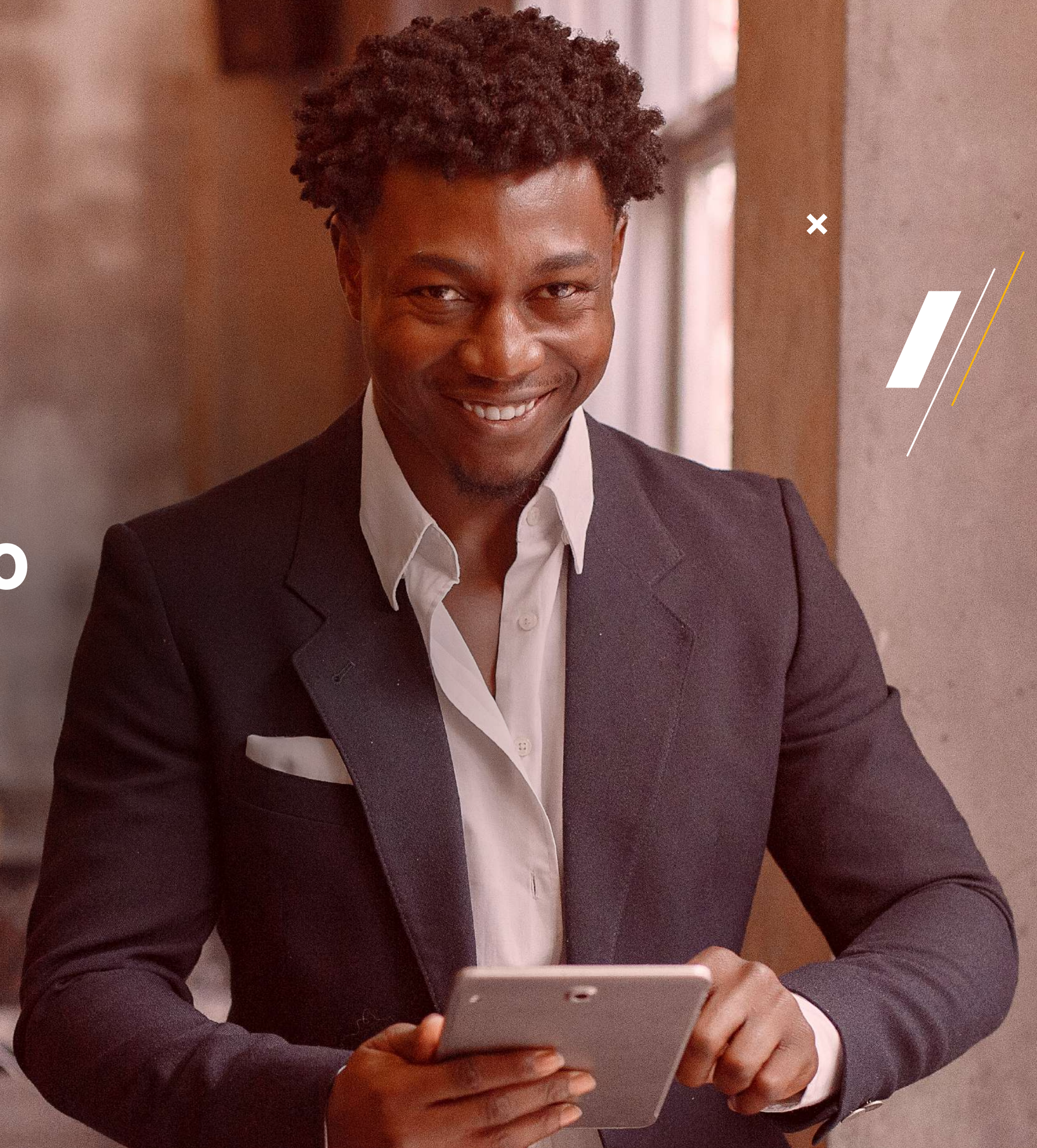




AFRICA'S LEADING DIGITAL PERFORMANCE MARKETING AGENCY.

**WE TRANSFORM BRANDS INTO
VIBRANT MARKET LEADERS.**

www.creativemagicgroup.com



WE ARE A PAN-AFRICAN AGENCY...

We know what make brands tick...digitally.

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. We help companies solve marketing and sales problems; develop greater value in brands; communicate the complex, simply.

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.

We create and implement strategies that deliver great results.



B2B Prospecting and Outreach

We specialise in omni-channel B2B Prospecting and Outreach. Our team can find your ideal customers, contact them, follow-up and get them talking with your sales team. Focus on closing the deals and leave all the hard work to us.

Lead Generation

CreativeMagic Group specialises in high quality, low cost omni-channel lead generation campaigns for every type of business. Our automation can nurture the leads and send them directly to your CRM.

Trading Desk

Our trading desk is one of the biggest in Africa with 20+ DSP and ad-networks. We can provide every conceivable type of traffic in every GEO for the best possible price for your marketing needs.

Brand Activation & Event Management

Our goal is always to bring brands to life through our effective and engaging brand activation service and compelling marketing campaigns. From sales promotion to staff training, experiential events to product sampling, we create new opportunities for consumers to interact with brands, fostering loyalty and converting top level awareness into bottom line results.

Strategy

Our senior marketers can audit your accounts, channels and goals and help you build the best actionable strategy and media plan. We can help you avoid costly mistakes and reach profitability ASAP.

Influencer Marketing (TikTok/Instagram)

Whether you want to build an influencer campaign or gain insights through sampling, quizzes etc, we have the real influencers ready for the job. We use a data-driven approach to help you run more profitable, engaging, and targeted campaigns.

Social Media Ads

Our experienced Social Media Marketing team can help you to generate leads and sales from every major social channel - Facebook, Instagram, Twitter, Reddit etc.

Search Ads

CreativeMagic Group [CMG] has both the accounts and expertise to improve your Returns On Investment [ROI] and make your Pay-Per-Click [PPC] campaigns successful.

Programmatic Ads

Our team has access to every major DSP and can help you launch any type of Display, Native, Video or Audio programmatic ad worldwide at the best possible price.

Youtube Ads & Cutdowns

We help you get more Engagement on your YouTube Video by promoting it to Relevant Audience at the best possible price.



Inspired by curiosity.

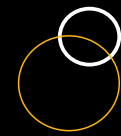
Seriously, that's why we like our job so much.

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.

CreativeMagic comprises of technical team of media industry experts that hail from various African countries. We are an assortment of digitally proficient digital strategists, performance marketers, developers, graphics designers, animators and editors and who have been in the industry for over two decades.

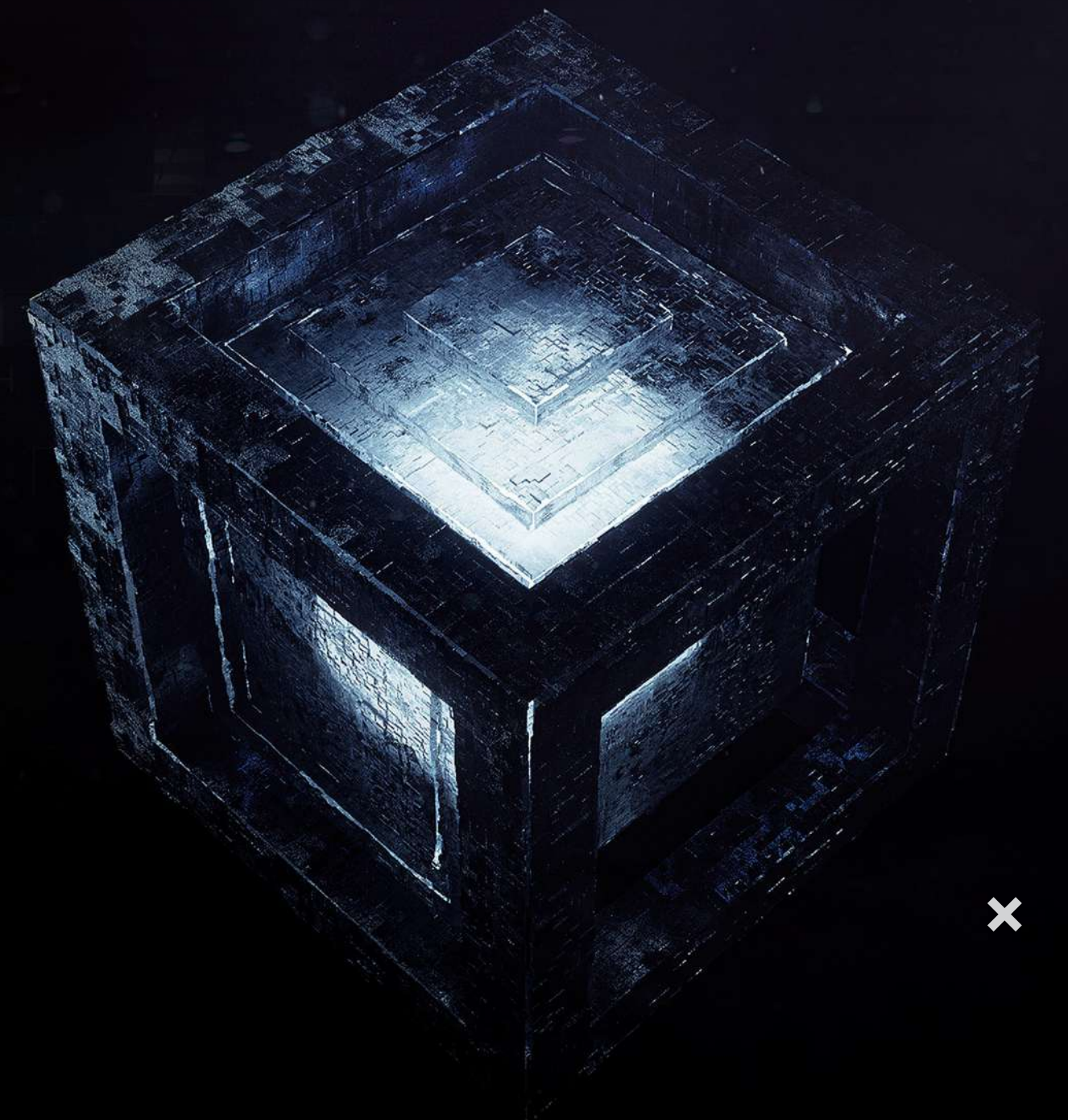
We don't just think out of the box, **we get rid of the box** **completely!**



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



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Practical solutions that works wonders. Others call it magic; we call it 'strategic thinking'.

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.

CreativeMagic is on record for being the first African developers to build a Chatbot that is customized for the African audience and languages, Lera 1.0. developed for one of Africa's leading university. CreativeMagic is also the first agency on the continent to develop a fully robust WhatsApp Chatbot for an NGO (The Nelson Mandela Foundation) using Artificial Intelligence (AI) and sophisticated algorithms.

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].

Else pop in physically at our offices:

CMG Marketing Communications (Pty) Limited t/a CreativeMagic Group,
135 Daisy Street, off Grayston drive, Sandown, Sandton 2191,
Johannesburg, Gauteng, South Africa.

Or call...

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