



**COMPANY**  
PROFILE



**KESWA BRANDING**  
SOLUTIONS

WE BRING  
IDEAS TO LIFE





# ABOUT US

Keswa Branding Solutions is an unorthodox creative agency that bring ideas to life, through strong content development, strategy, communications and branding, that create meaningful brand experiences within any market. We help clients conceptualise, launch and activate brands.

Keswa Branding Solutions understands that the success of any brand rests on its ability to capitalize on the brand loyalty of its consumers. Brand loyalty is sustained through positive interactions and experiences created with a brand.

Our strength stems from an enthusiastic and streetwise team of creatives and field promoters that ensure successful execution of ATL and BTL campaigns that yield measurable returns.



## MISSION & PHILOSOPHY

Our mission is to remain focused and committed to building a credible and sustainable creative and communications agency by continuing to offer clients an affordable and convenient solutions.

## OUR PEOPLE

As an agency lead by young and passionate industry experts, our existence is built on the foundation of empowering the youth of South Africa. We understand the importance of people and the contributions made on every opportunity and campaign we're involved in.



## MANAGEMENT

100% black owned and managed creative agency, with 33% owned by a black female. Our energetic attitude and innovative spirit fuels our pursuit to build a credible organisation and drive to execute campaigns in flexible ways that shape reality.



# WHAT WE DO



Keswa Branding Solutions is an expert in both developing and retaining strong relationships with clients and suppliers. Our aim is to understand the needs as well as expectations to provide an exceptional solution to our clients needs.



**Strategy**



**Content Development**



**Social Media Management**



**ATL & BTL Campaigns**



**Point of Sale**



**Digital Marketing**

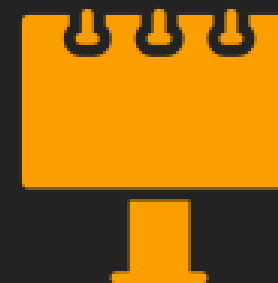


LOGO

**Brand & Corporate Identity**



**Website Design**



**Out of home Media**

# OUR PROCESS



## CONSULTATION

Consultation with our clients is a vital start to any campaign. This part of our process allows us to provide solutions that guarantee results. Every brand needs to know who their message is intended for.



## RESEARCH

Market research provides our team with valuable data for an optimized view of your client's behaviour and current relationship with your brand.



## INNOVATE

With all data considered, a creative process that involves an experiment and testing takes place to find possible concepts that will penetrate the market successfully.



## EXECUTE

Final Engagement takes place between us and your brand to present findings and solutions before execution. Once a consensus is met, a scheduled plan is finalized and your campaign commence.

# OUR CLIENTS



government  
communications

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



# OUR PORTFOLIO



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**Client:** Born bred Marketers  
**Job:** Branding, Activation, Flyer  
Distribution & Printing



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**Client:** Clinix Group  
**Job:** Branding, Wallpaper,  
Signage & Wide Format  
Printing



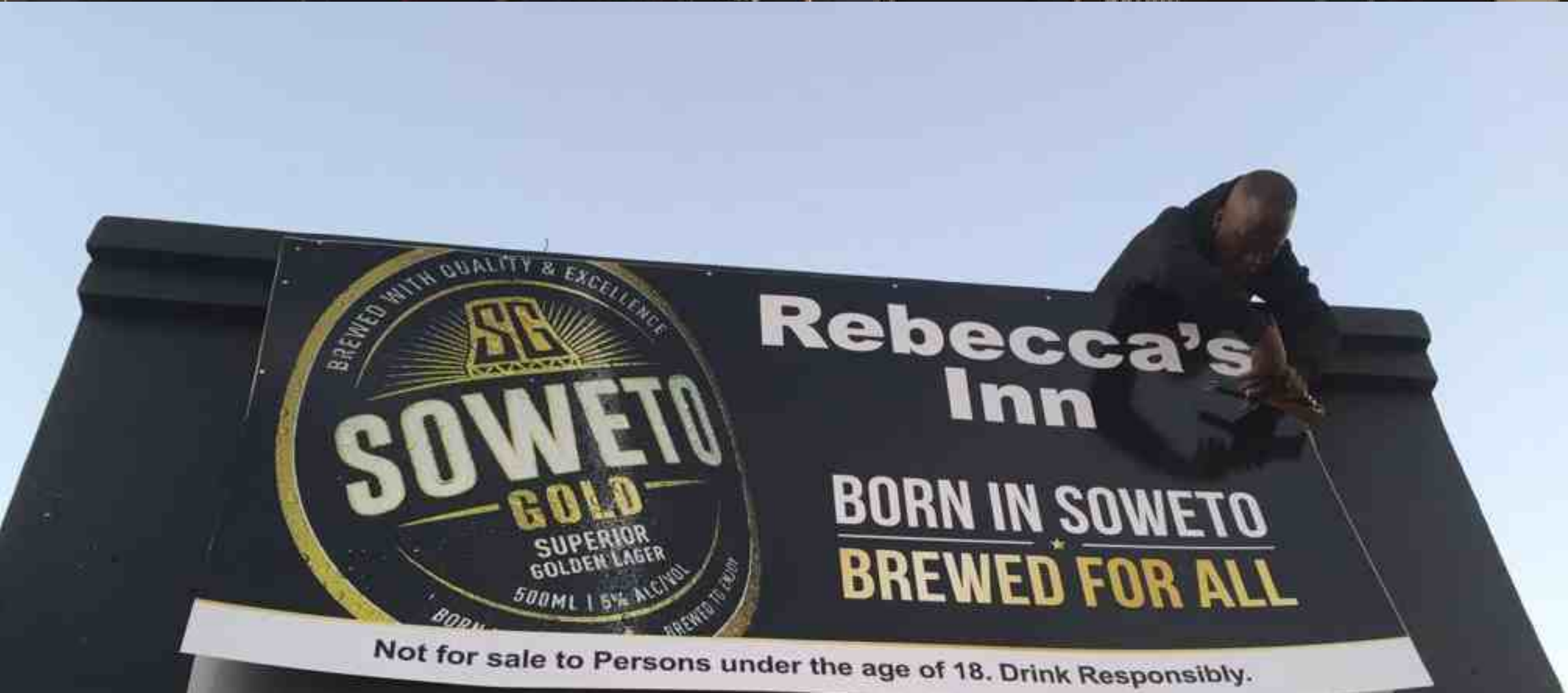
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**Client:** Edrington  
**Job:** Branding for Famous  
Grouse at bottle stores



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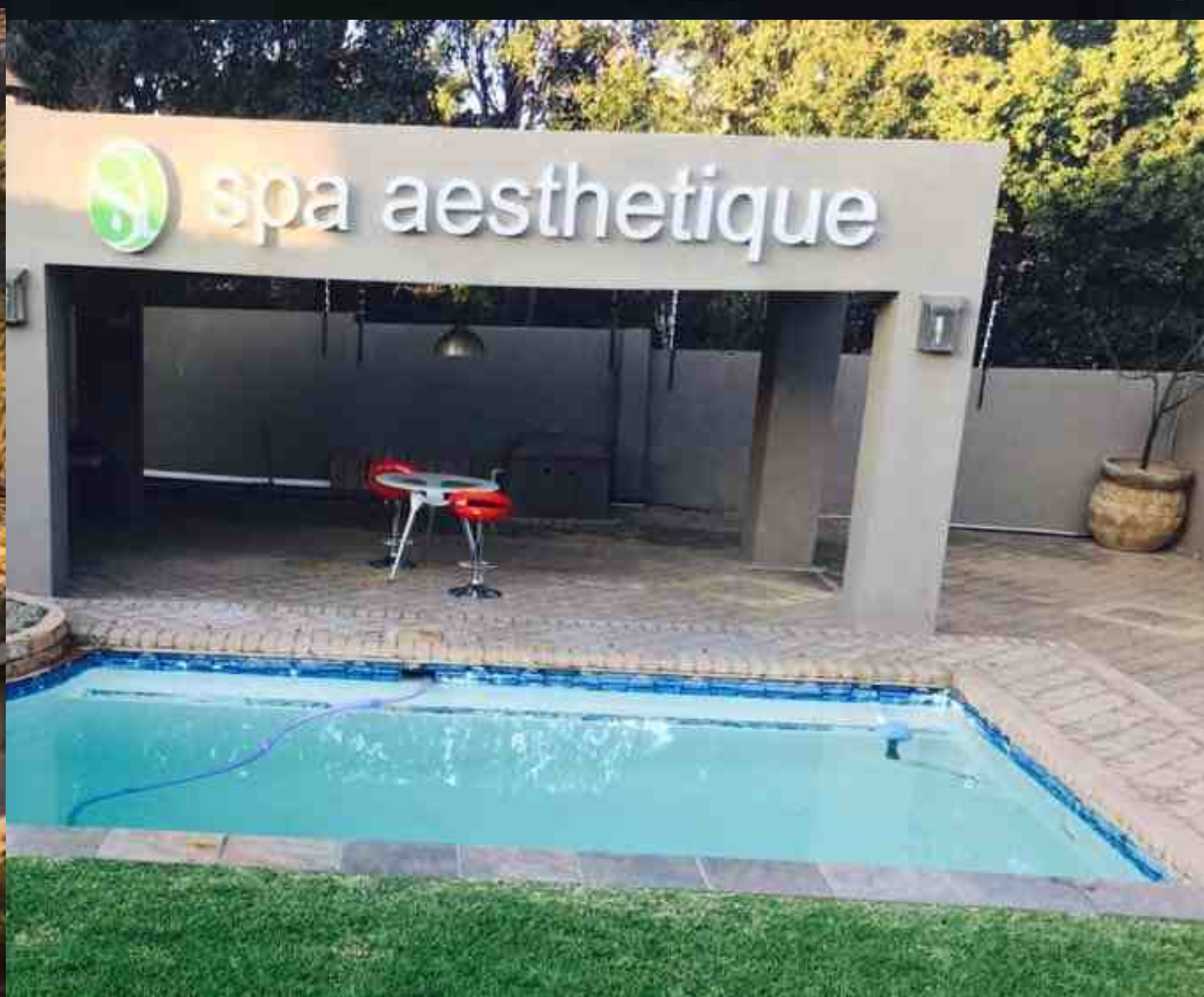
**Client:** Sebenzela  
**Job:** Signage & Branding



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**Client:** Spa Aesthetique  
**Job:** Branding & Signage



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**Client:** Vodacom  
**Job:** Branding & Activations



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**Client:** Sebenzela  
**Job:** Point of Sale



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**Client:** Nedbank  
**Job:** Promotional Clothing



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**Client:** LM Relation  
**Job:** Publication Printing



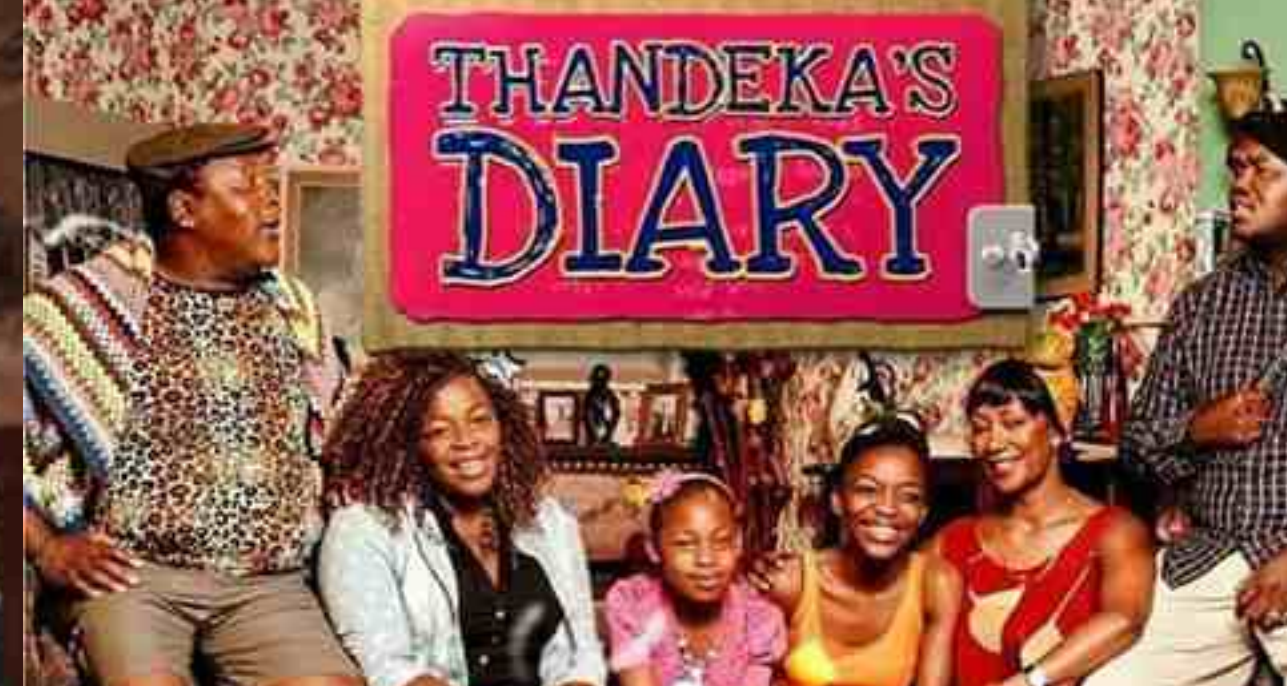
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**Client:** Confidence Hair  
**Job:** Branding & Packaging



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**Properties:** Lockdown,  
Thandeka's Diary, Ses' Top La,  
Abo Mzala

**Job:** Brand & Product  
Placement Properties



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# CONTACT US

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