



About us

- We are a fast paced integrated communications and marketing agency with a multi-disciplinary approach to solutions and growth.
- The reason our agency is multi-disciplinary is to ensure a holistic approach. We have four core specialities: marketing, training, strategy, and concierge.
- Our independence allows us to be entrepreneurial, creative and innovative so that we deliver winning results that hook your target people.
- This is possible because we answer to our work and ideas, not to shareholders, giving us space to play with the coolest and innovative ideas.
- What matters to us most is our clients' brand and reputation.
- Our strategy is to always contextualise our approach to your needs and problems
- We will give you service ranging from organising clutter on your desk to sending your brand to space at a good cost of value for money.
- We cater for client organisations from industry prominent brands to government departments and agencies.
- The world is highly opinionated. Shaping new opinions doesn't have to be. Speak to Reached today to forge your reputation, trumping your competition with a raised bar.

MARKETING

Creative Development

At our core, we are artists. A group of creative thinkers, painters, magicians and philosophers who believe in the birth of an idea on the canvas and developing and nurturing it until it bears fruit. With our graphic design and copywrite skills, your brand is sure to stand out from the rest and change perceptions by being aligned with the right key messages.

Digital Production

The digital medium can achieve a lot of results and value for your brand if paired with a well tailor made strategy and key messages. At Reached, we develop creative digital solutions for you that enhance the value of your brand through rich media and interactive tools that are easily mobile and attractive to the modern eye. We offer:

- Digital brochures and magazines either on CD or Flash or online
- Digital annual reports
- Well structured and attractive presentations

Interactive

The age of the fear of online environment is gone. Companies need to put their products and services on the web and explore growth paths caused by infinite leads from that channel. Dedicated, customised and relevant advertising on the web can build better perception for your company and move your products and services into new customers. We can put your brand on the internet, iPad, iPhone, Blackberry and a host of other avenues on the digital media, giving you more clicks for your money.

We can help your brand climb higher on the search rankings when potential customers search for your related services and products on search engines as popular as Google, Yahoo and Bing.

Direct Marketing

Stepping on someone's door and asking them to trust your products is a challenge and can cause a repelling effect. We don't need to knock on doors. We believe in convincing your potential and current customers of your services and products through the power of targeted email, programmes, traditional direct mail and telemarketing. We will work together with you to customise solutions to your needs.

Mobile Marketing

We will help you create the best marketing campaign that targets smartphone users in South Africa. Consumers of today are fast changing their habits and consumption patterns, especially about where and how they get information. A cellphone has become an intrinsic part of the modern consumer and they carry it everywhere they go and even in midnight, it is by their bedside. The access you can get to the relevant consumer through the mobile phone is amazing and only awaits the right strategy to create leads from them. We will work with your campaign on the correct messaging and campaign to attract the right attention for you. We use the best tools on the market to make your service and products attractive.

Loyalty Marketing

Keep them happy and keep them coming back. Your existing customers are one of your best sources of revenue. Offer them incentives to keep spending. Let us put together a plan and implement it for you.

Promotional Marketing

The right graphics, the right messages, the right faces and timing will transform your brand into an attractive arsenal that can create leads for your product or service. We are able to design an attractive promotional campaign for you that will get you the attention your brand needs and have people talking. From public and store displays to mobile and traffic graphics and slogans which are sure to catch the eye.

Social Media and Marketing

The stigma about social media and valued brands persists to this day. The surge in social media usage and geographic footprint is however growing fast and any brand that is left behind will not benefit from a large pool of astute media consumers. At Reached, we have the right understanding of social media, including Twitter, Facebook and blogging platforms which we can use to affect your brand in the best light possible. Social media platforms have the instant effect that today's consumers need and your brand should not be left out of this exciting pie.

Trade Marketing

Let us give you the right support during your trade shows. We will work with you to develop a trade marketing campaign that will ensure that your stand stands out (excuse the pun) from the rest.

PUBLIC RELATIONS

Reached Mergers and Acquisitions Communication

Mergers and acquisitions can have mindboggling communications challenges that cannot always be attended to by the executives that are dedicating to ironing out the deal. Let us help you by developing and implanting a successful mergers and acquisition issues communication campaign that will leave your organisations team focused on the matter at hand, merging and acquiring successfully.

We will ensure that the public understands what they need to and your employees and other subsidiary executives are never worried about being left in the dark or you being worried about improper jeopardising information going out. Also, we will manage hostile media journalists who may write about your organisations developments in an unfair stance using incorrect, outdated or irrelevant information.

- Key message development aligned with your strategy and objectives
- Timeline for impeccable execution
- Communications preparation across constituencies
- Interviews set up
- Conference development and management
- Internal communication
- Stakeholder relations

Crisis Communication

Each organisation experiences its difficulties every now and then, some a little too often. Be it internal or external challenge, at Reached we have the right capacity and skill to control perception during a crisis. We ensure that the right and relevant information reaches the right ears and eyes at the right time leaving as many as possible satisfied. In the most difficult of crisis, we will guide your organisation through a diplomatic stakeholder campaign that will always aim to protect the value and perception of your brand without creating a lie that will tomorrow become yet another crisis.

- Management departures
- Product recalls

- Quarterly reporting shortfalls
- Investigations external and internal communication
- Hostile takeover external and internal communication

Regulatory Communications

- Commission fines
- Commission warning letters
- Complete response letter in the media and to all stakeholders

Reached Investor Relations

When your organisation needs to communicate with the different stakeholders, we will work with you to create the right campaign that is comprehensive and concise, allowing for good reception. We will use your key message or create new key messages customised for the purpose of the communication.

We can do the following for you:

Public companies

- IPO/Secondary offering preparation
- Annual and Quarterly reporting (release / script drafting, Q and A preparation)
- Financial and corporate releases
- Presentation development and training
- Institutional investor targeting / non-denial roadshow coordination
- Investor conference invitations and support

Private Companies

- Pre-IPO media advice and training
- Exit strategy (acquisition) communications support
- Peer monitoring
- Competitor analysis/messaging in terms of media and communications
- Investor conference invitations and support
- Trade press

Reached Charity/Cause-Related Marketing

Our company's CSI strategy is to grow responsible citizens within itself and with its stakeholders. To that end, we contribute our expertise and available time to help charities and NGO's to be better exposed and achieve their goals. We do Pro Bono work for qualifying organisations.

Reached Internal/Employee Communications

Happy employees make for a happy team that can be the best advocates of your company's services and products. When your workers are happy, they easily find it the right thing to do to be the company's ambassadors and represent your brand by word of mouth wherever they find relevant. This informal communication role that the employees assume by default needs to be managed and controlled through the right campaign that includes your organisations key messages and core believes.

It is important that an internal communications strategy is in place with easy and comprehensive internal and employee campaign. An internal campaign will also ensure that your employees are up to date with developments and news in the organisation and therefore feel part of it. Speak to us for a campaign development and maintenance, which could also include a newsletter, employee relations events, team enhancing messages and activities and more.

TRAINING

Training enhances better planning and preparation. It is training and new skills development that ensure that an organisations brand ambassadors can deliver the expected results in a fast changing world.

At Reached, we train you and your team into brand ambassadors of your organisations based on your overall company strategy. The main aim of our training is ensure that your brand messages and image are synchronised at all times. We can provide training in these areas:

- Media Training (handling the media and getting your key messages through during an interview)
- Communication Training (saying what you want in so many words)
- Presentation Training
- Staff Development Training
- Personal Development

STRATEGY

Strategy is a specialist unit within Reached which aims to support clients with deeper, more insightful, thinking. Our strategy approach is to look at both macro and micro environments, deep sector/industry issues and advise accordingly. We study the elements that impact on your marketing and communications business activities and develop insights from customer and prospect groups. Our aim is to provide a platform of intellectual rigour on which all of our multi-disciplines can converge to perform at a higher level.

We can assist you in developing, improving and implementing strategy in the following marketing areas:

- Internal communication
- External communication
- Crisis resolution strategy
- Reputation management strategy
- Protocol
- Country-specific business etiquette
- Special event etiquette

Research

- Insight
- Industry scan
- Competitor analysis
- Needs analysis
- Scenario planning
- New markets evaluation
- Growth paths
- Problem resolution

Recruitment services

Recruitment advertising

Talent recruitment is key in the maintenance to the strategic and operational goals of a modern organisation. No longer can an organisation compete drastically in its industry without talented workers. At Reached, we will assist you with recruiting the best candidates for the job by writing, editing and placing attractive job placements for you. We have access to a vast list of media channels to advertise in and we can even, if you opt for it, the best spaces on any newspapers. Let us also brand you as the employer of choice in your industry.

Response management

It takes talent to spot talent. We will manage the responses to the advertisement with the latest technology tools that will ensure easy access for our clients. Our aim is to ensure that we create the best framework for you to find it efficient to identify the most talented and qualifying candidate for the job.

E-Recruitment

Let us create your online recruitment environment with the best tools available in the recruitment software industry. Online recruitment is currently enjoying the best growth with innovative tools that target the web-craze of our age. We will ensure your presence online and help you position your company attractively.

Media Buying and Placement

We can source the best space in some of the most widely read newspapers, websites and specialised publications in both South Africa and internationally, customised to your needs.

Tender advertisement

We can develop a comprehensive tender advertisement for you and also place it in the relevant and desired print media. Should your company wish to find an outsourcing or offshore agent, we can create an attractive advert that will assist you to find the desired partner.

CONCIERGE

Our concierge service, with its extensive network of service providers and suppliers will ensure that your needs are met around the clock, leaving your schedule hassle free. Where many firms will say it is short notice or cannot be done, we at Reached will come to you with a solutions-approach and a promise to do all that we can to deliver. Our concierge core business is in events. It also competitively extends to office management, project management, personal management,

day-to-day chores management to many high-end demands. It's about the labour of love and class – freeing your time to focus on that matters most.

Personal assistance	Office management	Class act	Lovely chores
Executive assistance	Etiquette	Ushering	Dog walking
Presentation preparation	Tidying	Lobbying	Gift sourcing
Editing	Office organisation	Chauffeuring	Housesitting
Follow up calls	Filing	Bookings and reservations	Shopping
Cold calls	Collections	Concert and theatre tickets	Makeovers
Enquiries	Meeting management	Knowledge/facts research	Wine sourcing and pairing
Instant research / Google searches		Tours	Golf caddies
Personality profiles		Power links	

Events management

Event development

- Development of the event theme, look and feel
- Development of event invitation, programme and posters (both print and electronic)
- Development and readying of nametags
- Event promotion to all stakeholders
- Planned on-site event support
- Identifying and/or sourcing of appropriate guest speaker (including entire line up)
- Conference Packs

Management of databases

- Distribution of invitations to all invitees
- Lobbying of key invitees to attend
- RSVPs management

Logistics management

- Sourcing of Venue
- Accommodation bookings
- Catering
- Décor
- Equipment
- Audio-Visual
- Video and photography
- Parking requirements
- Security arrangements
- Protocol arrangements
- Translation/interpretation service
- Sourcing of event host office and facilities

Conference material

- Conference bags
- Workshop material
- Corporate clothing, Caps, Souvenirs, Speakers Gifts, Stationery

Transport coordination

- Flight bookings
- Confirmations of flights
- Airport transfers
- Pre and post event tours
- Shuttle Service for delegates

Event registration

- Signing in of delegates
- Handing out of conference packs
- Management of help desk during registration
- Provision of staff for duration of registration

Event logistics NAME SUITABLY

- VIP Protocol and Security
- Provision of trained event ushers
- Reception management
- Sponsorship
- Promotions
- Coordination of executive meetings and provision of minutes
- Post event management including: Development of event legacy documents and reports, personalised appreciation letters to delegates

Expenditure control and budgeting

- Collection of registration fees
- Quotation and cost coordination
- Proposed budget development