



INDAYI

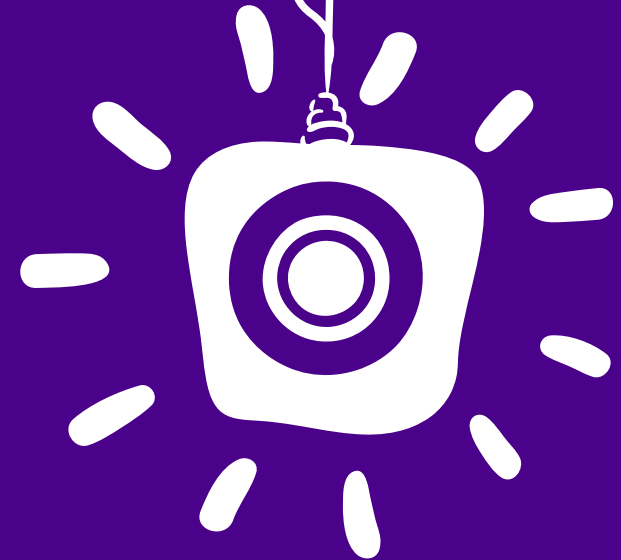
ONE-STOP COMMUNICATIONS SOLUTIONS



COMPANY PROFILE

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COMPANY OVERVIEW

IN A NUTSHELL

Having successfully operated in the SA Media and Advertising industry since 2010, INDAYI Communication has gained substantial experience and expertise in all aspects of brand communication from an above and below-the-line perspective. In the process, INDAYI has established itself as a One-stop Communication Solutions provider to Public and Private Sector, Parastatals, FMCG, Banking and Finance, Non-profit and Non-Government Organisations.

Who are we?

We are a communications specialist agency that aims to achieve true client satisfaction by implementing concise, specific and pinpoint strategies to meet client's demands.

We are an agency based on sustainability and always aim to provide solutions that will not only achieve objectives but also meet futuristic goals of our brands. We strive to always be up to date with the ever-changing dynamics of the marketplace, by having weekly creative hub sessions with the team, to always provide current, realistic and creative solutions for our brands.

Ultimately we are a one-stop communications solutions.

OUR SERVICES INCLUDE:

Conceptualization of Strategy and Implementation

Activations/ Event Management

Print Media Design and Placement

Digital Broadcasting Partnerships
(Inter alia, Mainstream Television and Radio;
Community Radio)

Out-of-Home: Interactive Promotions,
Activations and Events Management.

Social Media Management

Graphic Design and Production Capabilities

Corporate Branding and Development of CI

With the addition of Public Relations
Communication, INDAYI is your one stop,
integrated marketing solutions partner.

INDAYI has cemented strong strategic relationships with numerous landlords which include University Campuses, Shopping Malls and Taxi Ranks, nationally. This Guarantees maximum and effective reach of Clients' target groups.

OUR CULTURE

The INDAYI team is made up of creative and driven individuals who pride ourselves on our corporate values, inter alia, innovation, teamwork, service excellence, professionalism and accountability.

INDAYI believes that growth comes through creative ideas and solutions and ruthless execution, regardless of the business stream or industry.





FOOTPRINT





SERVICES OFFERINGS

STRATEGY AND PLANNING

- Research and Insights
- Marketing, Brand and Communications Strategy
- Social, Search Marketing and CRM
- Paid Digital Media
- Copywriting

PRIMARY ACTIVATIONS MEDIA SPACES

- Campuses Nationally
- Malls Nationally
- Taxi & Bus Ranks Nationally
 - In-Queue
 - Interactive Promotions,
 - Activations & Events
- Instore (Formal & Independent Retail)
- Facilitation
- Beach Activations
- Industrial Theater

EVENTS MANAGEMENT

- Event Conceptualisation
- Budgetry
- Logistics / Planning and Execution
- Event Safety & Compliance
- Catering Logistics
- Event Layout and Decor
- VIP Logistics
- Stage & Sound
- Event Branding

CAMPUS RADIO AIRTIME

- UJ FM (JHB)
- TUKS FM (PTA)
- KOVISIES FM (UFS)
- BAYF(EC)
- PUK FM
- UCT RADIO (CT)
- VOW (JHB)

DIGITAL SERVICES

- Online
- Websites
- Social Media Campaigns & Editorial
- Content Management
- Design and Layout

DESIGN

- Logotype & Brand Guide
- Development Brand Application
- Print
- Packaging
- Newspaper Advertisements
- Space Sales
- Informational Brochures/
pamphlets/ leaflets
- Copywriting
- General Printing

MOBILE TRAILER

- Standard Mobile
Billboard Trailers
- Promotional &
Audio Trailers
- Roving Stage
Trailers

COMMUNITY BASED/ HIGH CONVERGENCE ACTIVATIONS

- **INDAYI** has been in the business of connecting with the consumer market for years.
- **INDAYI** offers clients a wide variety of tried and tested interactive media opportunities & relevant media spaces alongside the best eventing in the country.
- By being able to combine effective media with operational excellence, **INDAYI** provides clients the ability to reach their target market on every sensory level.
- The ultimate objective is to cost-effectively maximize exposure, reach and impact in order to ensure consumption of message and ensure connection with the brand.





▶ MALL ACTIVATIONS

- The Mall Activations engage consumers when they have some time to spare as well as when they are prepared to spend.
- INDAYI's obligation is to assist in emotionally connecting the brand with the consumers at the right time and at the right place, thus promoting consumer buy-in/commitment.
- We ensure the delivery of innovative activations that build brands through memorable experiences within shopping malls - INDAYI has successfully executed the various activations in the major cities and key rural towns, nationally.

TAXI RANK ACTIVATIONS

- **INDAYI** prides itself in being the undisputed leader in Commuter Market Communication over the past years.
- "Our experience has allowed us to develop the business over time, into an effective communications expert reaching most of South Africa's commuter communities in various ways."
- Although large in reach we remain highly amebic and therefore able to uniquely provide focus for each of our client's requirements in order to exceed their expectations.
- **INDAYI** successfully implements experiential activations at ranks to include in-store promotions that engage and entertain shoppers.
- From in-Queue product knowledge dissemination to Mobile Gig Rigs — **INDAYI** does all this and more!
- Capitalizing on universal tools - music, dance and vernacular communication **INDAYI** ensures that your brand is seen, loved, understood and most importantly, remembered in a positive manner.
- A tailor-made activation from concept to execution involves our creative team conceptualizing and designing a unique and unforgettable brand experience that will engage, inform, entertain, and ultimately, leave a lasting impression.





MOBILE BILLBOARD TRAILER

- INDAYI offers cost-effective Double-sided Mobile Billboards which extend the reach and impact of other above and below-the line media.
- The key message on each of these trailers is seen by thousands of consumers compared to other forms of advertising.
- Another key element to trailer advertising is the fact that it has a memorable impact on the consumer.

Depending on the objectives of each brand and aim, the trailers provide different offerings:

- Promotional & Audio Trailers
- Interactive
- Educational
- Informative
- Mother tongue communication
- Audio and visual (synergistic use of the client's outdoor and radio commercials)
- Provides qualitative and quantitative feedback opportunity for the client

BENEFITS OF STAGE TRAILER ACTIVATIONS

- Targets high density commuter venues.
- Self-promotes by circling surrounding streets announcing next.
- Performance.



BENEFITS OF ROVING STAGE TRAILERS

- Highly visible, impact branding on a double sided billboard.
- 2 Banners per trailer, made of PVC Flex.
- Elevated stage enables greater promotional opportunities for product demonstration and instruction.
- Interactive medium – provides question and answer promotions.
- Industrial theatre opportunities.
- Mobility - flexibility to target high density commuter venues at the times of greatest population.

BENEFITS OF ROADSTAR CONCERT TRAILERS

- Take your advertising message in association with live music concerts to high- density commuter areas.
- Elevate your brand image by promoting local music and giving people the chance to see popular artist perform live concerts.
- Promotional opportunities for products using visual branding as well as audio communication.
- Sampling campaigns and competitions can be effectively run in conjunction with Roadstar concerts.
- Use music as a communication vehicle to introduce and explain your product.
- With eyelets 30cm apart and female Velcro at the back on the edges all around.



CAMPUS ACTIVATIONS

INDAYI's invaluable knowledge of the South African student market and insights into their behaviour and spending patterns is translated into a variety of innovative media platforms. These platforms fall under three categories namely:

Experiential Activations i.e specific tailor made campaigns to ensure interaction with this target market.

CAMPUS RADIO

BENEFITS OF CAMPUS RADIO STATIONS:

- Students listen in their res-rooms and in their vehicles.
- DJs are students from the respective university so speak the same language, when students hear one of their peers speaking about a certain product on air, it lends more credibility to a brand.
- Known source of current information on Campus.
- Not limited to university students - these stations are community-youth stations.
- Today listenership of these radio stations has extended beyond campus to the general public.
- Advertising on campus radio is inexpensive, compared to commercial radio stations making it an affordable option that works just as affectively.



▶ COMMUNITY RADIO STATIONS

- Although community radio stations have less reach than a typical national/provincial radio station – community radio stations tend to have a more targeted audience and is inexpensive compared to the broader, costlier national/provincial radio stations.
- Companies usually overlook community radio stations, which provides more opportunity for business growth in this emerging market.
- Over the past years we have forged relationships with community radio stations that are specific to your target market, guaranteeing relevant air time to meet client expectations.



EVENTS MANAGEMENT

We offer a full event management service, providing a one-stop shop for all eventing needs.

We design event experiences that inform, influence and entertain your audience.

INDAYI'S APPROACH TO EVENT MANAGEMENT

- Drawing up the budget.
- Detailed Event Planning.
- Procuring the necessary resources and equipment.
- Locating and hiring a suitable venue.
- Catering.
- Décor, lighting and sound.
- Managing risk and formulating back-up plans.
- Liaising with the client and other stakeholders, and making sure that the client's needs and expectations are met.
- Developing a schedule for the day(s) of the event
- Providing support on the day(s) of the event itself
- Performing post-event analysis and evaluation.



EVENT BRANDING

1. BRANDING:

INDAYI will manage all indoor and outdoor branding for private, public and other marketing and promotional events, including:

- Rigging, set-up and breakdown at all events upon request.
- Providing of equipment to erect the branding material such as hammers, cable ties, etc.
- Oversee the security of branding material at all events.
- Transportation of branding material to and from all events.
- Site inspections before each event.
- Develop a branding plan for each event.

2. STORAGE:

INDAYI will provide a facility for the storage of branding material.

3. MAINTENANCE:

INDAYI shall be responsible for:

- Cleaning, packaging and storage of branding material.
- Repairs to damaged branding material.
- Replacement of damaged branding material.
- A combination of Professional Dry-Cleaning and the use of non-abrasive, non-chemical cleaning hand-wash methods will be used for the cleaning of the branding.



EVENT BRANDING

3. MAINTENANCE:

INDAYI shall be responsible for:

- Repairs to existing branding will be undertaken through a combination of Manufacturers' guarantee and warranty repairs and out of warranty repairs.
- Such repairs are intended to take place within 96 hours of establishing the need for such repairs.
- Approval to proceed with necessary repairs will be acquired from the relevant authorized person.

4. MANAGEMENT

INDAYI has Existing Management and Control Systems in place to ensure:

- Regular, ongoing stock taking and client reporting and invoicing.

5. PRODUCTION:

- INDAYI is a specialist Designer and Supplier of new branding material as and when required through long-established supplier partnerships and relationships.
- Indayi boasts a dedicated Design and Production division with the relevant experience and qualifications.
- Through the ongoing introduction and use of innovative systems, INDAYI remains at the forefront of providing fresh new branding opportunities for Client Events.



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PRINT MEDIA

Indayi Communications prides itself with accurately placing print media. We design and construct strategies for cooperate and state entities, which have different variety of objectives.

Print media is a selective form of media rather than an intrusive media, so when it comes to print media strategies, we know how to increase returns on marketing investment. Using these methods an extensive focus is put into funneling suitable solutions for specified target markets, whether on local or national print media mediums and with relevant media selections.







➤ **DESIGN & LAYOUT**

We do not only strive to create amazing work but ensure that it done so professionally and timeously. Designing is core to our business and we believe that presentation is everything, it can either make or break your brand.

From internal business design to any external advertising and marketing design requirements, Indayi communications is the agency you can trust for your business.



➤ **DIGITAL STRATEGY & EXECUTION**

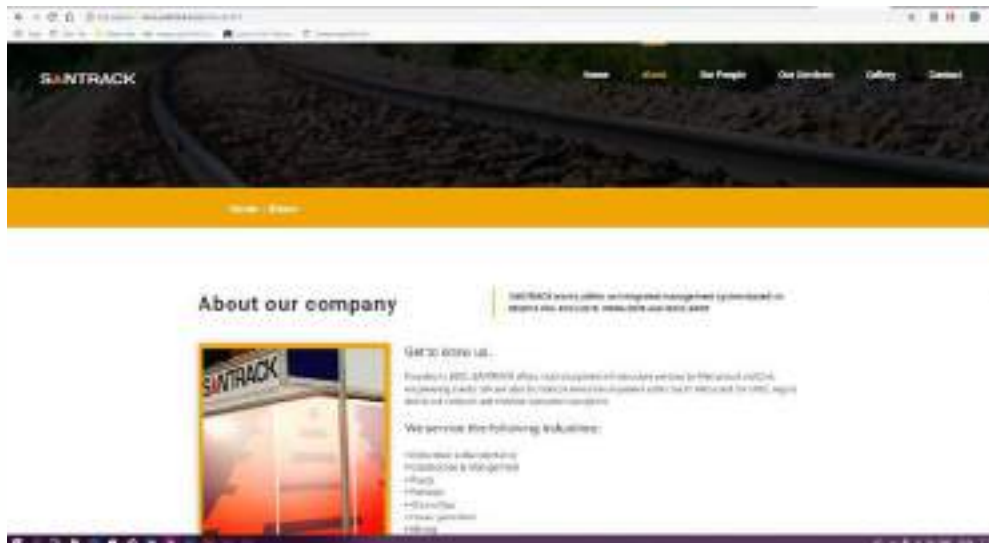
INDAYI knows that today's world is all about connections. Digital innovations are speedily re-constructing the social and business-to-business landscape. As more and more companies invest in the digital space of the Internet, the challenge is to combine the online experiential and interactive behaviours with offline in order to create profitable conversations.

That's why INDAYI invests the time in assisting you in creating a digital network so your brand's messages flow in sync from one channel to another. We know and value that the customer is always at the centre, so our integrated service agency develops customer-centred, experience-driven tailored to meet your brand's digital network needs.

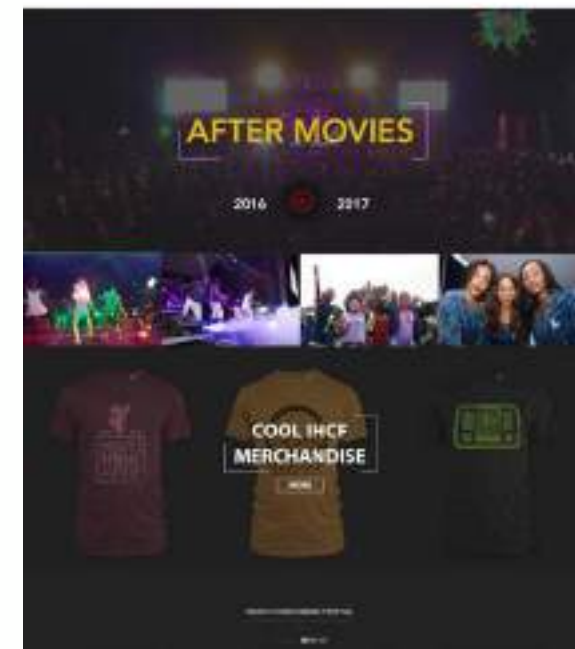
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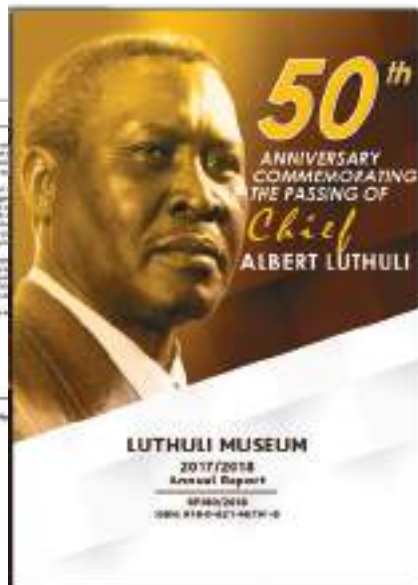
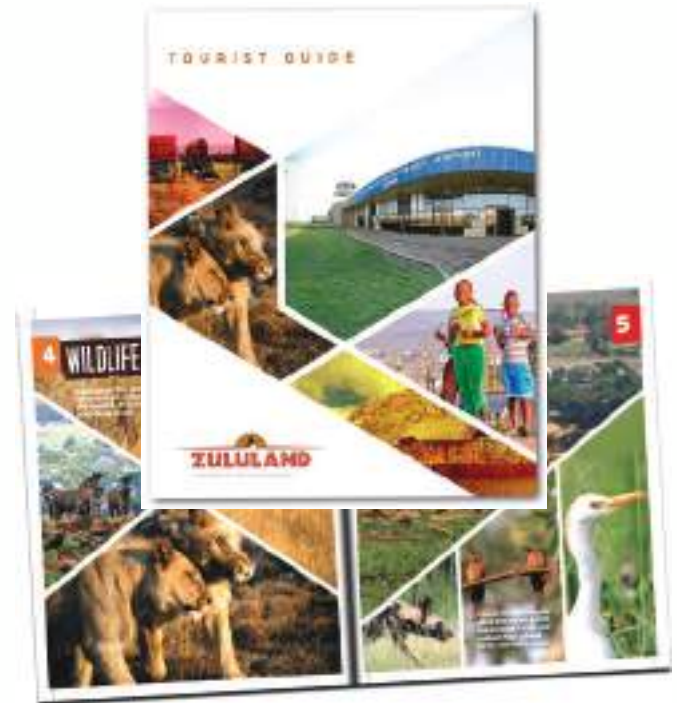


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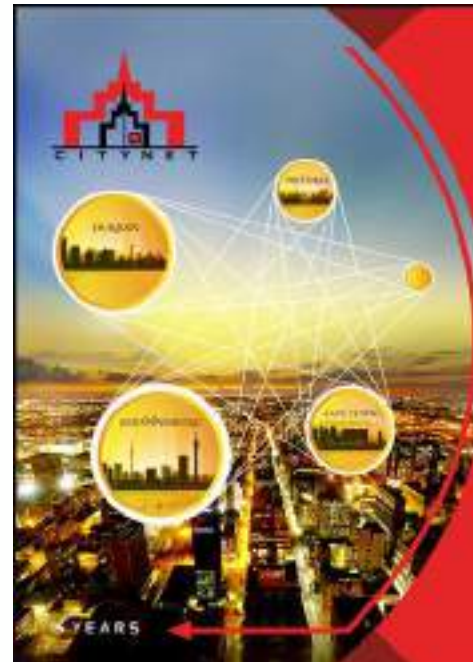


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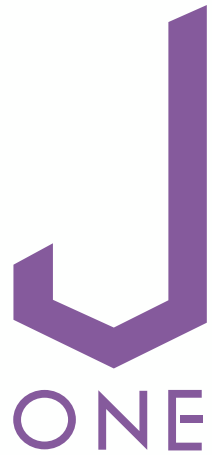




PRINT DESIGN



LOGO DESIGN



BUSINESS CARD

CLIENTS THAT WE HAVE WORKED WITH.





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LET'S TAKE YOU FURTHER!

 IndayiCommunication

 Indayi_sa

 @INDAYI

www.indayi.com

