



The Media People – Turnkey Solutions in Media, Marketing and Communication Strategy

The Media People offer a comprehensive range of branding solutions across a plethora of disciplines, including marketing, media, PR, strategic planning, design and digital communication.

We provide our clients with progressive turnkey solutions, thereby streamlining their entire marketing and communication process. Our priority is to build long-lasting, sustainable relationships with all of our clients, based on a thorough understanding of their business and marketing and branding requirements.

Not only does this enable us to develop relevant, targeted marketing solutions that effectively build brands, it also allows us to create integrated, synergetic marketing campaigns across all areas of communication. We are committed to building brand equity and to formulating the best marketing and communication strategies for our clients, based on the conviction that their success is our success.

Our Areas of Expertise

Strategy

A well-researched, targeted strategy leads to effective marketing and brand communication. We offer creative insights and have extensive experience in strategic planning, working closely with each client in order to successfully implement and manage their communications strategy.

Public Relations

We have established strong relationships with valuable contacts in the media over the years, allowing us to provide clients with the right editorial placements and best possible exposure. Our public relations services include the formulation of press releases, media communication strategies and placement research.

Web Solutions

We offer clients a wide range of digital solutions which range from web design and management to domain registration and hosting. Web design solutions include site design and construction, electronic brochures, on-line advertising, electronic newsletters, on-line press releases, e-mail signatures and branded e-tools. We also handle bulk e-mailing, database administration and the development of effective viral marketing campaigns.

Advertising

Effective advertising is the result of well-researched strategy, targeted marketing and timely campaign roll-out utilising the most effective mediums possible. Our team of professional designers and copywriters consistently generate creative and memorable advertising solutions across the full-spectrum of advertising mediums, such as print and poster campaigns, radio and television commercials, brochures, billboard advertising, corporate stationary and logo development.

Media Solutions

CEO of The Media People, Leighton Clapton, has extensive media experience, having spent several years with one of South Africa's leading media companies, RadMark. This valuable experience and insight is utilised to provide our clients with the best possible ad placements - in the most effective and affordable mediums

Branding

In order to effectively build brands, traditional advertising strategies can benefit greatly from targeted promotional campaigns and communications, thus creating strong brand personality and top-of-mind awareness. We offer a holistic range of branding solutions that include vehicle branding, shop signage, t-shirt and cap branding, corporate gift branding, CD ROMs, multi-media presentations, banner ads and point-of-sale material.

The Media People 2006/017719/23, Suite 031, Longkloof Studios, Darters Road, Gardens, 8001
PO Box 16403, Vlaeberg, 8001, T : 086 111 4703, F : 086 642 1237 Web: www.themediapople.co.za

This document and its contents are confidential and subject to copyright laws. The terms and proposals put forward herein cannot be replicated, copied or reproduced in any form whatsoever without the prior consent of The Media People.



Event Management

We have successfully organised a multitude of events and effectively manage all aspects and details - from conceptualisation to overseeing an event. No event is too big or too small for us to manage, and our experience includes the event management of everything from product launches, fundraisers, press conferences, trade functions, gala events, corporate sports days, incentive schemes, openings, teambuilding, client functions, conferences and dinners to internal birthday parties.

Client Feedback

"The Media People have exceeded our business expectations in terms of design, quality, understanding our requirements, and most importantly, in terms of delivery." – Franco Cotumaccio, CEO, Full Circle.

"I am incredibly impressed by their level of integrity, professionalism and commitment to excellence and exceptional service and I have no hesitation in recommending them." – Rory O'Hagan, Director, BondExcel.

Client List

Upon request, we will be more than happy to supply references from any of the clients listed below.

- CapQuest
- IV Systems
- Beacon Rock
- Africa Media Management
- BondExcel
- Bridge Point Holdings
- BMC Marketing
- Aylesford
- Paperwall
- Homemation
- Control4
- Warrior Coal

The Media People Team

Everyone on our team is highly skilled, professional and passionate about what they do. Together, we offer years of experience and each have an impressive portfolio of successful campaigns under our belts.

We are a young, dynamic team who remain committed to building our clients' brands with enthusiasm and integrity. We outsource to the best professionals in the industry and ensure that every undertaking is treated with equal importance.

The Media People are 100% BEE certified and an official Proudly South African company. (Proudly South African is a national campaign conceived to promote companies, products and services which are helping to create jobs and economic growth in South Africa.)

- Leighton Clapton – CEO
- Audri Wolf – Account Manager/Events Manager
- Adriaan Sadler – Account Manager
- Morenza Young – Public Relations
- Douglas Wilson – Senior Copywriter
- Jared Papier – Creative Designer
- Linda Isaacs – Administrator



Leighton Clapton – CEO

Leighton has extensive experience in the media and marketing industry. He has worked for RadMark as a Business Development Manager on accounts such as ABSA, FNB, Toyota, Pick 'n Pay, MasterCard, Cell C, Opel and a host of radio stations, including YFM, Jacaranda, Classic FM, KFM and East Coast Radio.

Leighton has owned many successful companies which have sold and distributed over 1600 products to 150 clients nationwide, from 48 suppliers globally. He has a passion for marketing, sales and design and has successfully brought more than 48 products to market.

He has a Diploma in Marketing Management and a Diploma in Business Development accredited by the Institute of Marketing Management. He has also concluded Strategic Brand Communication through the AAA School of Advertising.

Audri Wolf – Account/Events Manager

Audri has a National Diploma in Event Management majoring in Special Events. She has worked in both the Marketing and Human Resources industries and has over 5 years' Event Management experience, specialising in corporate events, team building and corporate branding and imaging.

Audri's in-depth understanding of business environments, coupled with her strong analytical skills and creative flair, are the foundations for her conceptual, out-of-the-box thinking. Her passion for Event Management and her ability to relate to people from all walks of life, allow her to work and make informed, strategic decisions.

Adriaan Sadler – Accounts Manager

Adriaan has been involved in Event Planning and Management for approximately 10 years. He has a Diploma in Special Events Management from Damelin and has worked on numerous launches, corporate functions and road shows for well-known brands such as Virgin Active, The Famous Grouse Whiskey, Spier Wine, Eskom, Lucky Strike, Johnny Walker, Alfa, Stork Margarine, FNB, and the Nike/Kaizer Chiefs Springbok Sponsorship.

He is an enthusiastic, motivated individual who thrives upon all aspects of Events Management. Adriaan has also had experience as a Production Manager, working within tightly controlled and set budgets. He has also worked in Sales and Promotions during his career. Adriaan is a people's person who focuses upon achieving his objectives, whilst maintaining strong personal relationships with everyone he works with.

Douglas Wilson - Senior Copywriter

Douglas graduated from the Red and Yellow School of Advertising in 2001 with a diploma in copy writing, marketing and advertising; since then has had extensive industry and freelance experience as an ATL and BTL copy writer.

He has worked on a large variety of brands and is able to apply his skills across a multitude of copy writing and conceptual requirements. Douglas is versatile and proficient in many areas, including brain storming, campaign formulation, website and event conceptualisation and marketing communications.

Contact Details

Should you require any further information, please contact us on:

T: +27 21 422 3006 or visit www.themediapeople.co.za

