

Who we are...

- Creative Solutions Marketing and Advertising is a professional, multi-skilled, strategic brand marketing and communications company, specialising in creative conceptualisation, design and the roll-out of high end, cost-effective visual communications. These are designed to solve marketing problems in a fresh, exciting and relevant way using both offline and online media vehicles.
- For over 23 years, we have helped both local and international clients, to strategically position themselves, attract new business, launch new products, develop bigger market segments and transform their brands into corporate icons.
- Although we are a small, but highly personal business, comprising 6 people, we provide a full creative design studio, media advertising, PR, event and promotional services. Many of our specialised services are outsourced from highly regarded, outside, professional people.
- Even though we have a particular philosophy on why and what we charge, we remain highly competitive relative to the services we provide and the added value delivered.
- We opened our doors in September 1988 and have been successfully operating since then.
- We are proud of where we have come from and are excited about where we are going. Come journey with us.

What we do...

- We supply cutting-edge strategic brand consultancy, marketing plans and cost effective communications ranging from the basic conceptual design of new product or service brands to executing fully fledged, integrated offline/online media campaigns.

Our Clients...

- We have a broad spectrum of clients from the Property, Commercial and Industrial sectors, representative of different markets, products, services and industry categories.
- We are employed by some of the biggest names in the SA property development arena.
- Our clients, whom we regard as relationship partners, are demanding yet courageous, patient and generous. We have great respect for each and every one. They are the reason for our being and force us to think out of the box, creating communications that ultimately sell and don't cost an arm and a leg to produce. The biggest challenge we face, is helping clients understand what they do, is not necessarily the same thing as what they sell – and that real differentiation comes through redefining the *perceived value* of what they sell.

- More and more clients are looking for holistic “solutions” to their business/marketing problems that are not always answered by traditional media. This represents new opportunities as companies are looking for different ways to engage with consumers and become brand ambassadors for them.
- We believe that our approach and our thought processes result in brand differentiation.
- We also understand that branding is “*what you do to the mind, not to the product*”, and therefore we seek to understand the human truth that lies behind every marketing problem, in order to bring about the desired behaviour or attitudinal change, in our clients’ target markets.

Our Vision

- To grow our business in a disciplined and controlled manner, always sticking closely to our basic service philosophy. We aspire to grow, finding more like-minded clients, who are dissatisfied with conventional thinking and conventional solutions. Albert Einstein said it clearly: “You can’t fix a problem by applying the same thinking that created it.”
- We strive to create and maintain long term profitable relationships with those type of clients by providing them with meaningful and relevant work that clearly differentiates them.

Mission and Core Values

- We are committed to providing holistic communication programmes for our clients in an innovative, cost effective and tangible manner.
- We are devoted to personal integrity, ethical standards and professionalism in all client dealings and assignments.
- We are dedicated to productivity, competitive fees, prompt turnaround and quality in executing every assignment.

Our Capabilities and What we Offer

- Business/Marketing strategy and tactical planning.
- Print media design/graphic design.
- Online products.
- New media design.
- Above-line campaigns and multimedia advertising.
- Below-line promotions, merchandising and point-of-sale.
- Corporate Identity programmes (design and application).
- PR, Event Planning and Promotion.

Service Drivers / Capabilities

Timing

Prompt turnaround of assignments against specified delivery requirements.

Quality

Dedication to quality control of all copy, production stages and assignments.

Integrity

High business ethics and practices in a highly competitive industry.

Experience

More than two decades of broad South African property and other experience.

Cost-Effectiveness

Competitive fees and real added value for money with special package rates/fees.

Flexibility

Attitudinal and experiential adaptability combined with disciplined, single-mindedness to ensure client jobs are executed timeously and appropriately with the right impact.

Benefits to the Client

We integrate our efforts with yours:

- In full appreciation of the reality of consumer sovereignty.
- Within the constraints of your budget.
- With all the projects carefully planned.
- Quoted firm in advance.
- Executed timeously with precision, quality and care.
- Designed to meet your needs and the needs of the market place.

Services Available

1. Strategic Brand/Corporate Marketing

- Market understanding
- Market Research
- Brand/Corporate strategies
- Marketing counsel
- Campaign planning and budgeting
- Marketing evaluation
- Feasibility studies
- New product development
- Product launches

2. Creative

Our concepts are based on understanding our clients' needs, the market, the target market, the prime prospect within that target market, defining the problem, understanding the human truth that lies behind the problem and creating a memorable execution that positions the product/service as an effective solution to that problem (we adopt a highly disciplined 5 point plan to the strategizing and execution of our creative work). We execute and roll out:

- Advertising campaigns in all media
- Promotions and point-of-sale
- Audio visuals
- PR concepts
- Trade marketing executions
- Brochure and product literature design
- Sales aids
- Packaging design
- Corporate Image application (stationery, signage, dress/livery, corporate ID)
- Events
- Exhibition design
- In-house publications
- Newsletters
- Online products – web design, search engine optimization, digital illustration, email marketing, viral email campaigns, Internet marketing, website and email hosting.