



INDIRECT MEDIA

MISS SOUTH AFRICA

MISS SOUTH AFRICA

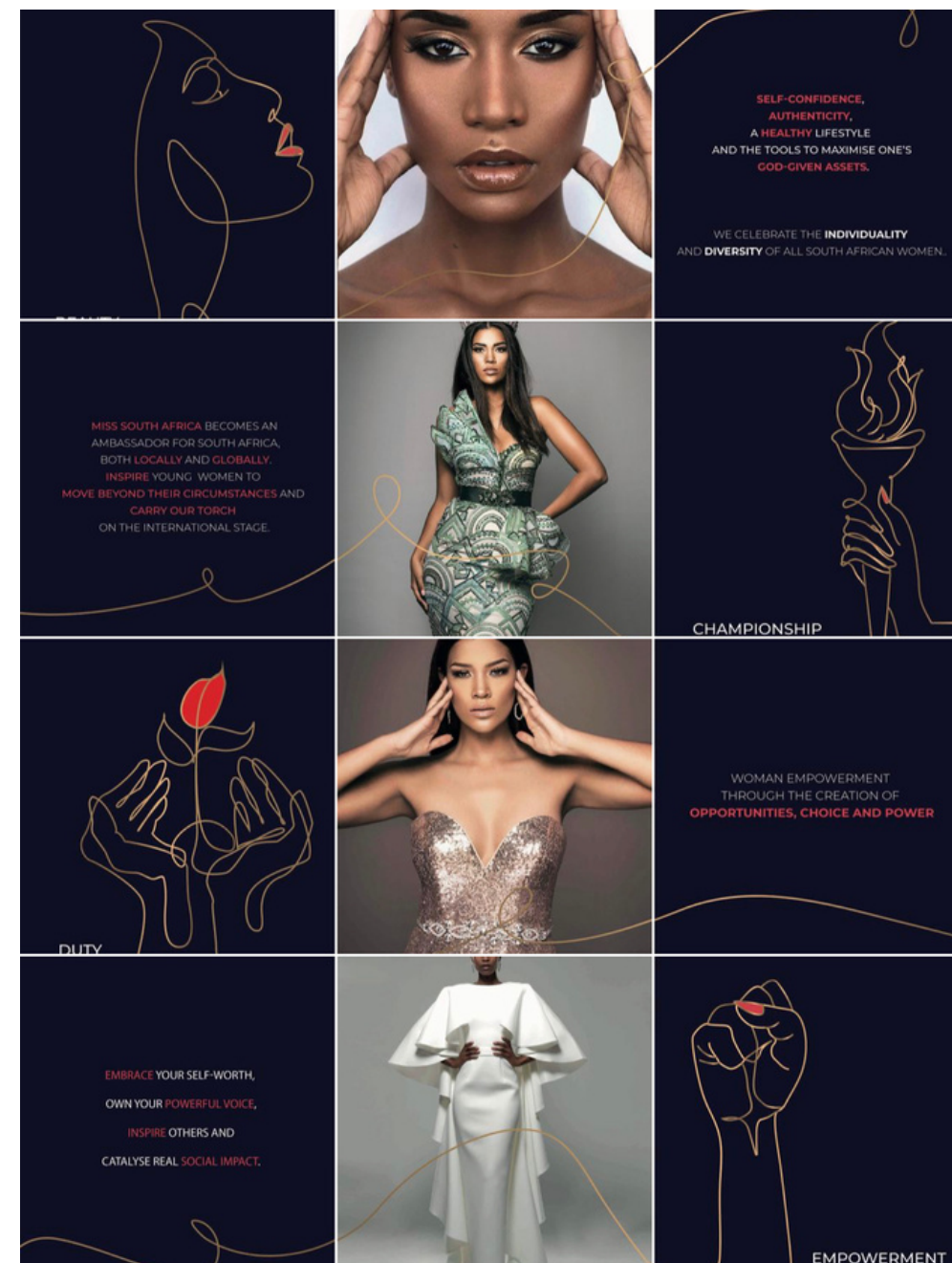
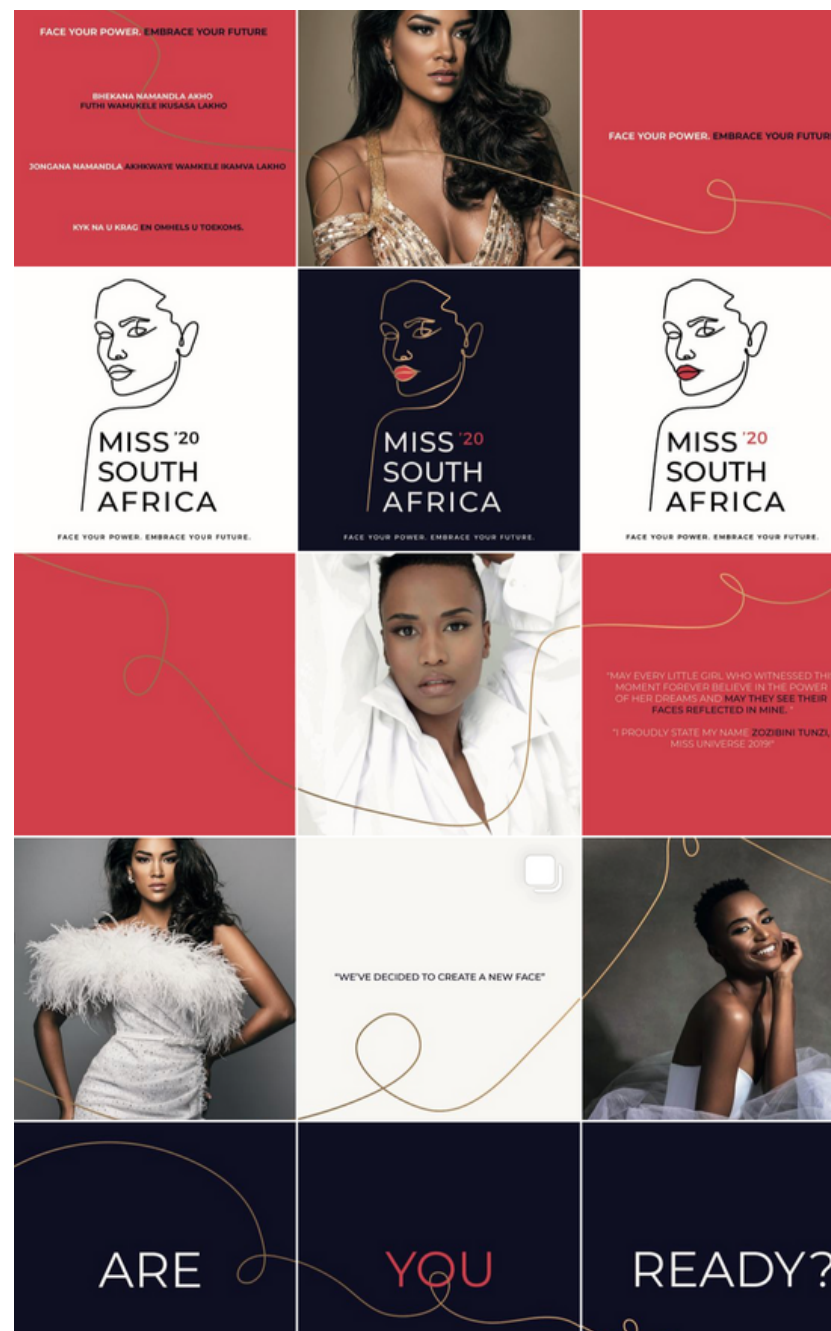
Website



MISS SOUTH AFRICA

BRIEF 2020

Create a call to entry social media campaign to invite South African women to enter the Miss South Africa Pageant and promote it across all social media platforms. This includes content creation, asset creation and design, social media management and promotion.



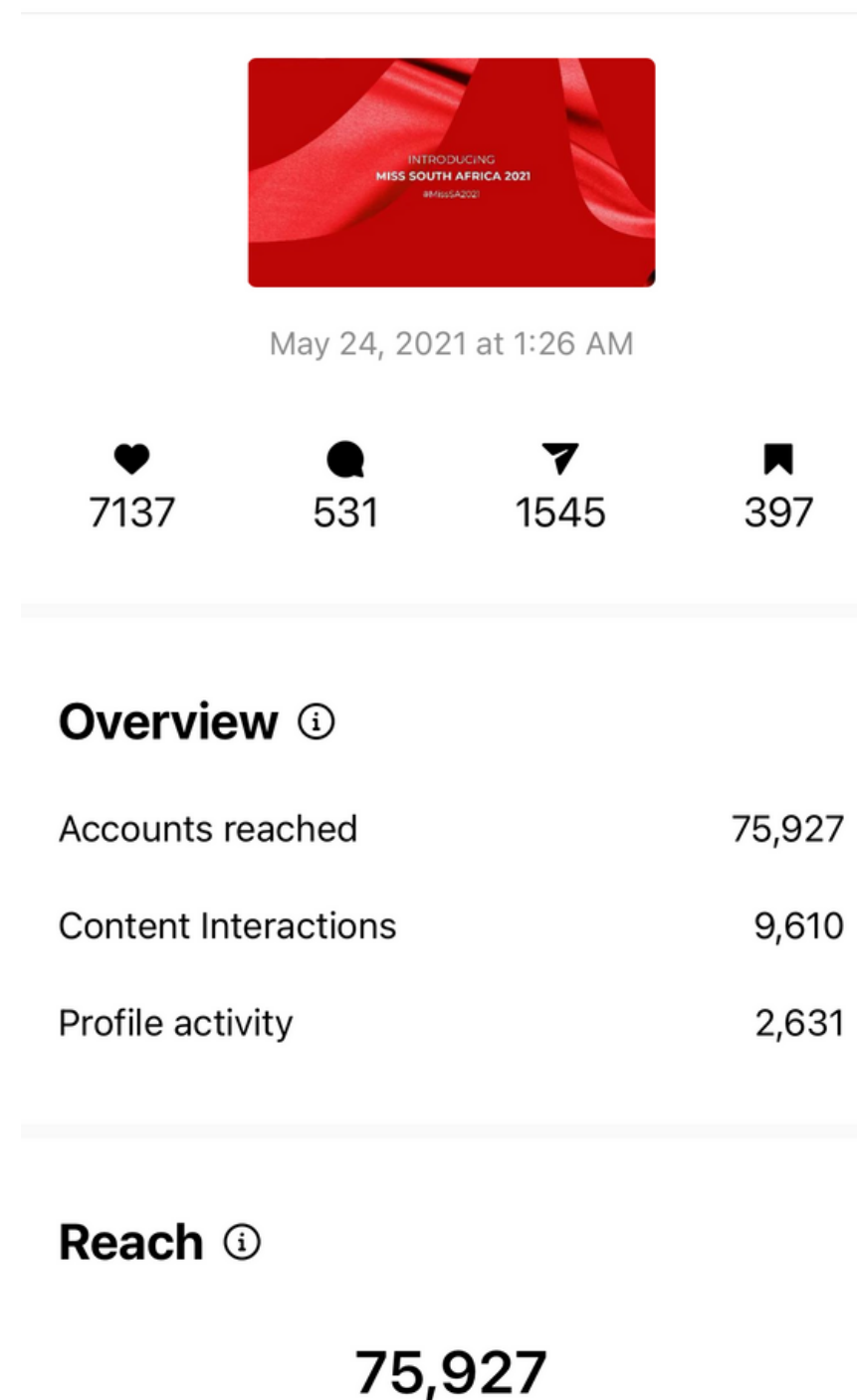
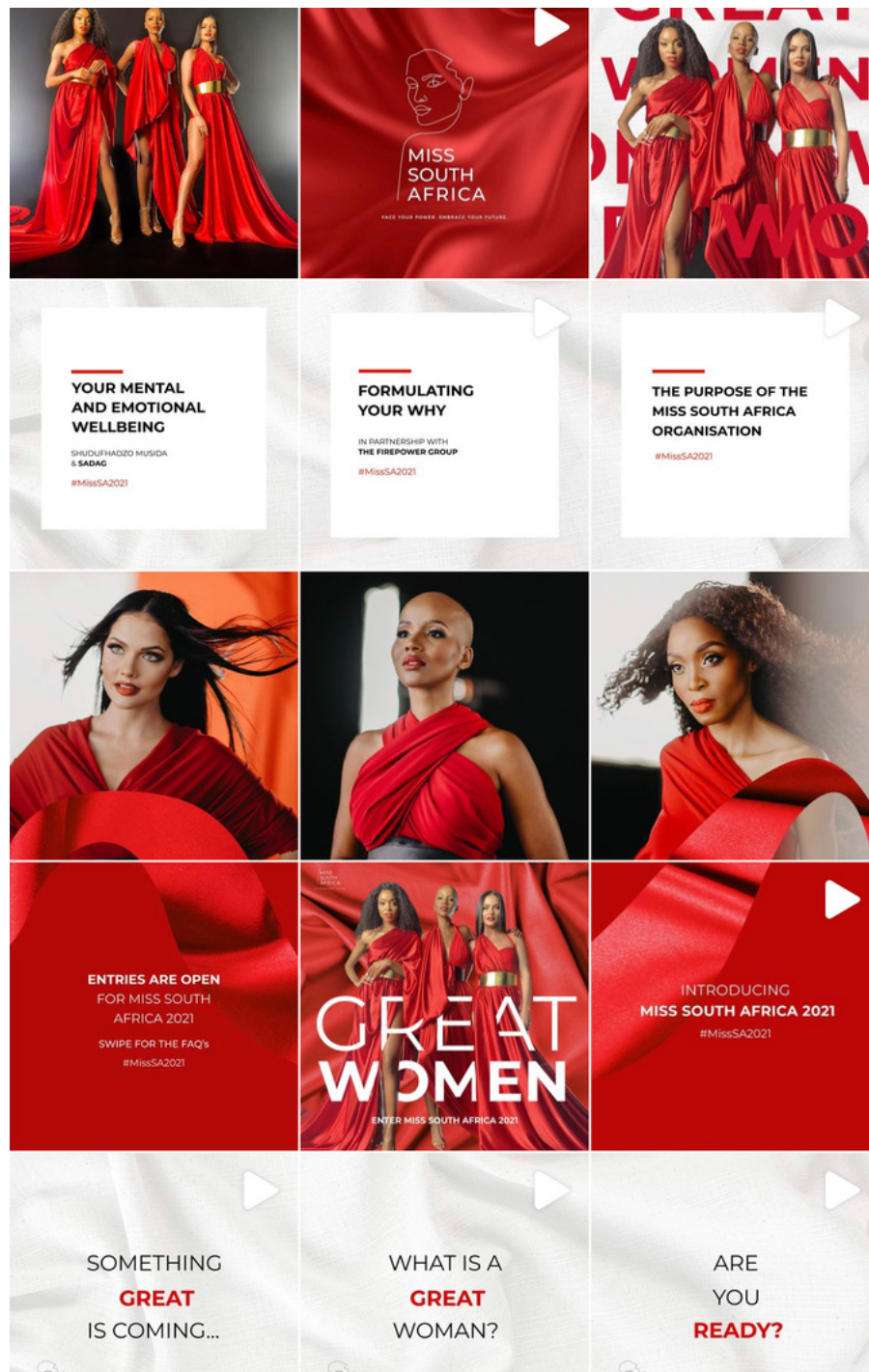
Campaign Slogan : #FaceYourPower
#EmbraceYpurFuture

We created build up content days prior to the opening date for entries. The build up content included the launch of the Miss South Africa Rebrand, shown on the left.

MISS SOUTH AFRICA

BRIEF 2021

Create a call to entry social media campaign to invite South African women to enter the Miss South Africa Pageant and promote it across all social media platforms. This includes content creation, asset creation and design, social media management and promotion.



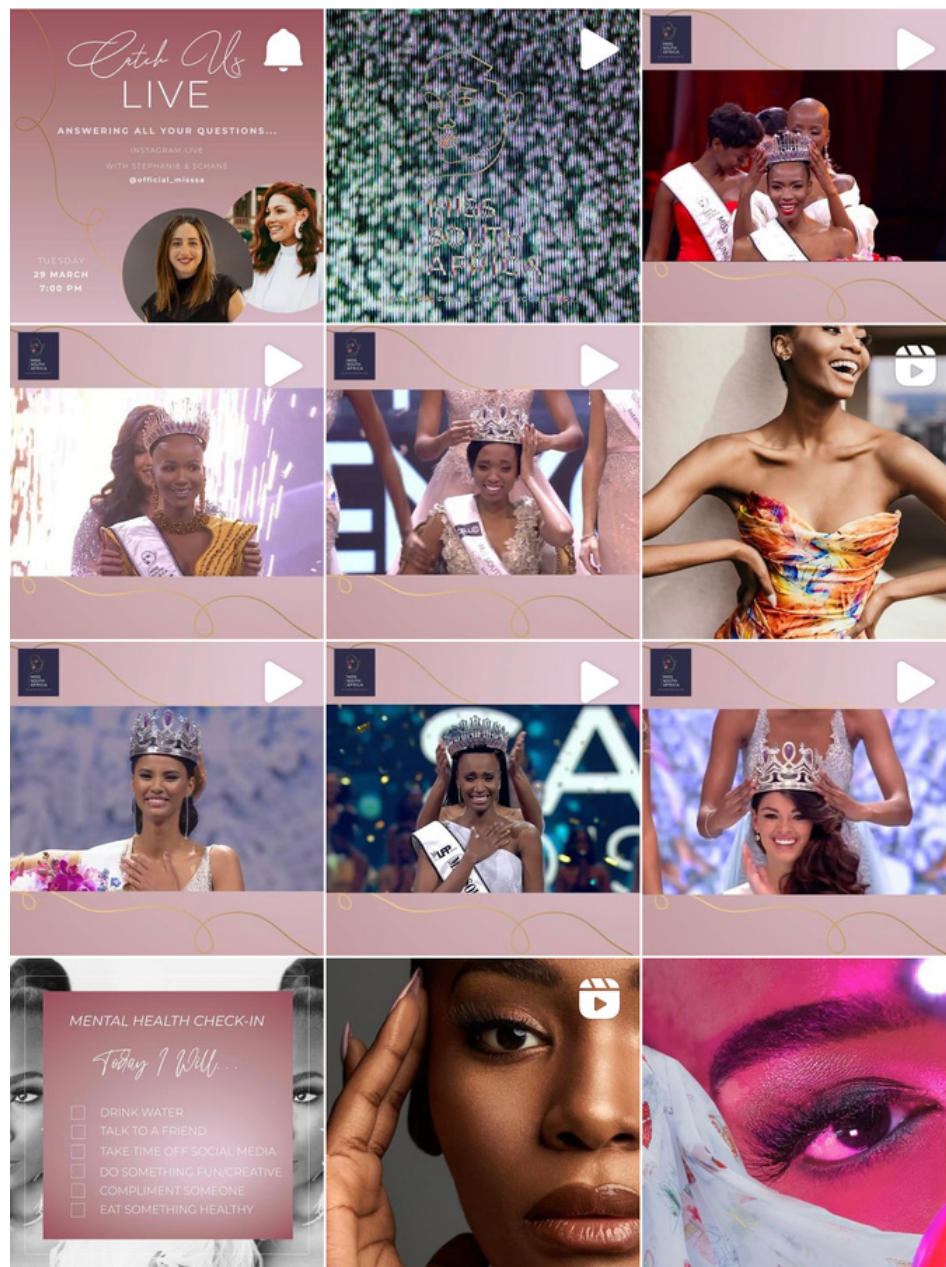
Campaign Slogan : #GreatWomen

We created build up content days prior to the opening date for entries. The build up content included using former finalists sharing their story about what it means to be a great women. The call to entry video also spoke about Great Women.

MISS SOUTH AFRICA

BRIEF 2022

Create a call to entry social media campaign to invite South African women to enter the Miss South Africa Pageant and promote it across all social media platforms. This includes content creation, asset creation and design, social media management and promotion.



Will J · I Am Woman
March 30 · Duration 0:59

179632 8408 342 862 280

Reach ⓘ

142,241

Accounts Reached

Plays 179,632

Content Interactions ⓘ 9,892

Likes 8,408

Shares 862

Comments 342

Saves 280

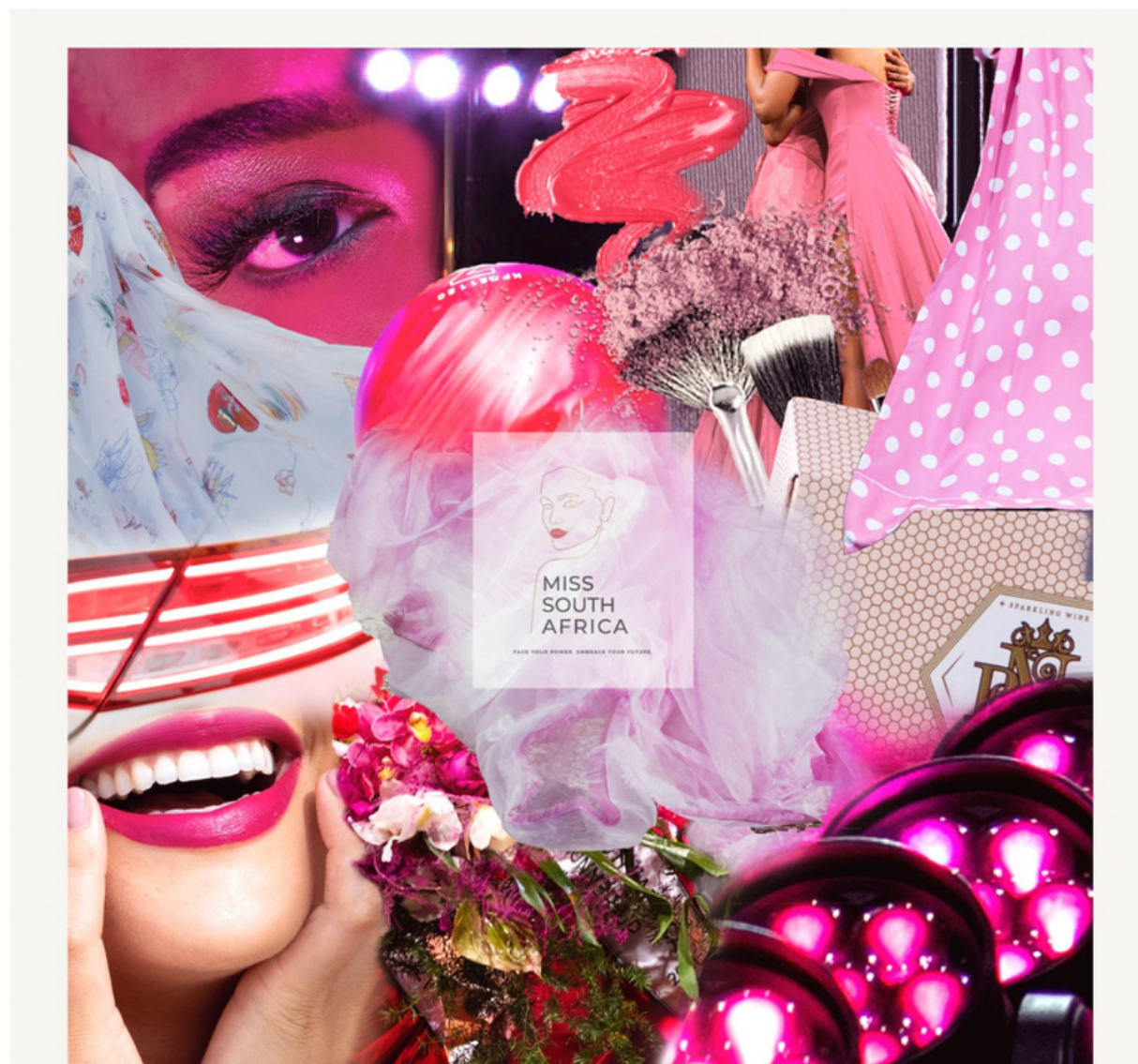
Campaign Slogan : #TogetherWeRise

We created build up content days prior to the opening date for entries. The call to entry showcased the spirit of tohgetherness by including former Miss SA winners also rising to the occasion in their year of reign.

MISS SOUTH AFRICA

BRIEF MISS SA APP

Create a social media campaign to launch the New Miss South Africa App. tHE App will allow people to have exclusive behind the scenes content such as Top10 reveal, judging process, tutorials, workshops etc. The audience will aslo be able to vote on the App and enter for Miss SA.



30080 1966 142 141 41

Overview ⓘ

Accounts reached	75,681
Content Interactions	2,290
Profile activity	684

Reach ⓘ

75,681

Accounts reached

27,158
Followers



48,523
Non-Followers

Campaign Slogan : #TogetherWeRise

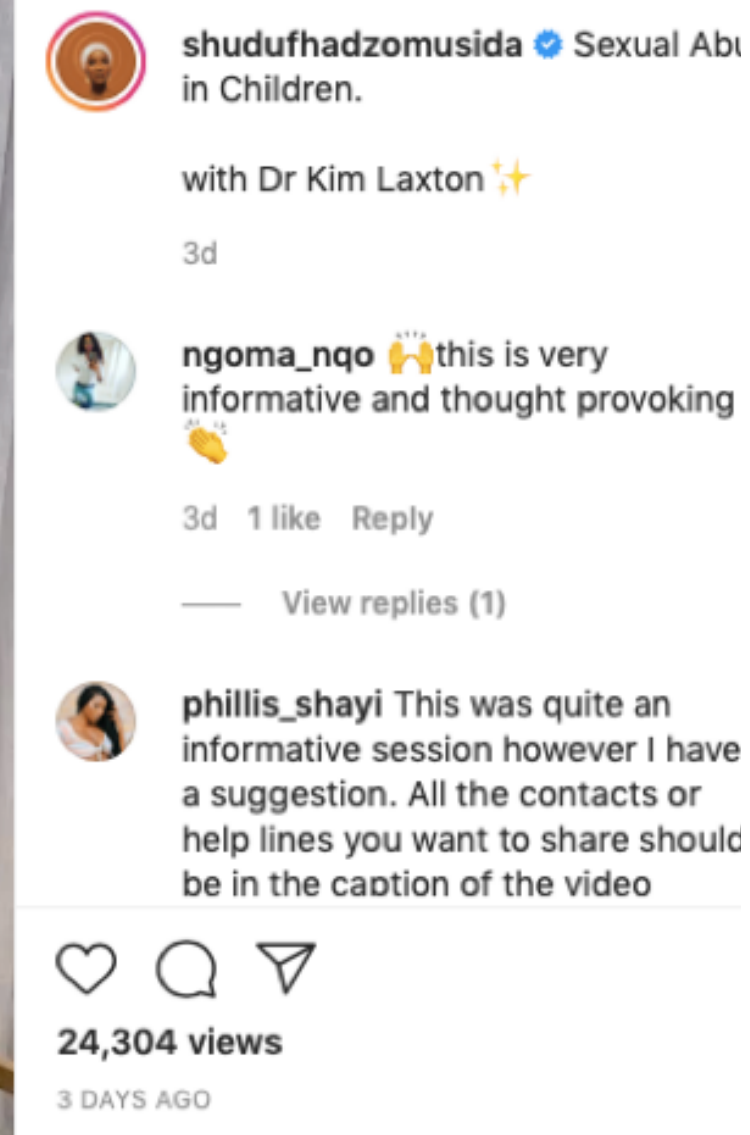
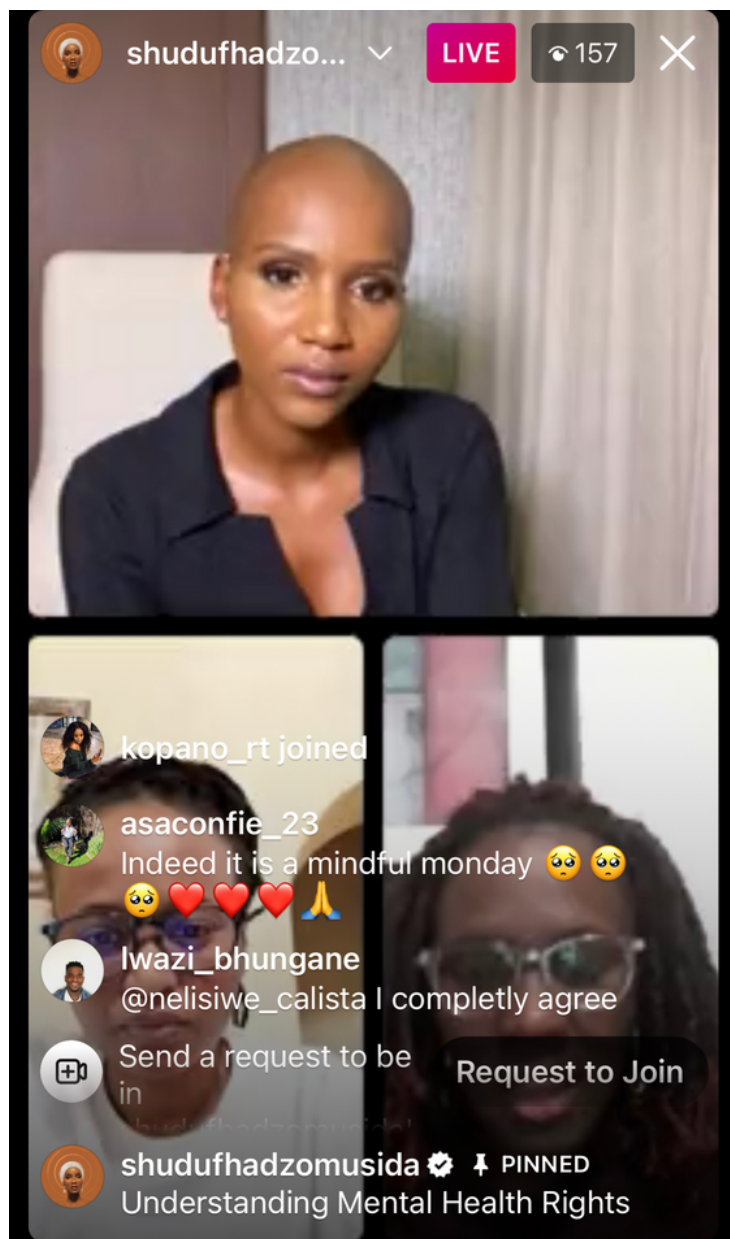
We created build up content days prior to launching the App. The build up content included fun creative teasers whereby the audience had to guess what is coming. Once the App was launched, Instagram lives tookplace to further expalin the purpose of the App. How to videos of the App was also released to help people navigate the App.

MISS SOUTH AFRICA

MINDFUL MONDAY

Create a social media campaign to launch Shudufhadzo Musida's mental health campaign

MINDFUL
MONDAYS
with Shudufhadzo



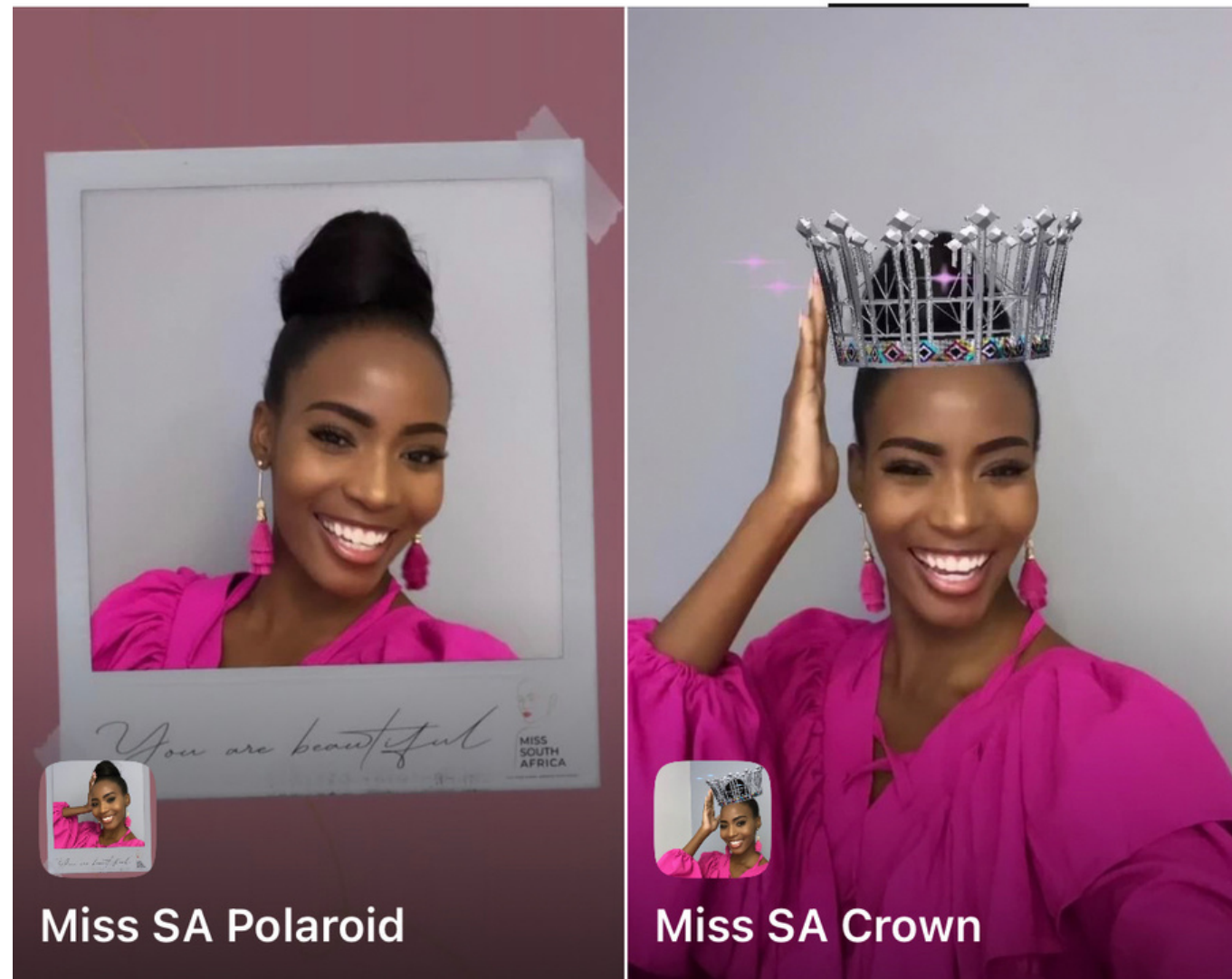
Campaign Slogan : #MindfulMonday

We created all graphics for the campaign, including social media content. The campaign comprised of Instagram and FB lives in partnership with SADAG and Discovery Vitality.

MISS SOUTH AFRICA

MISS SA FILTERS LAUNCHED

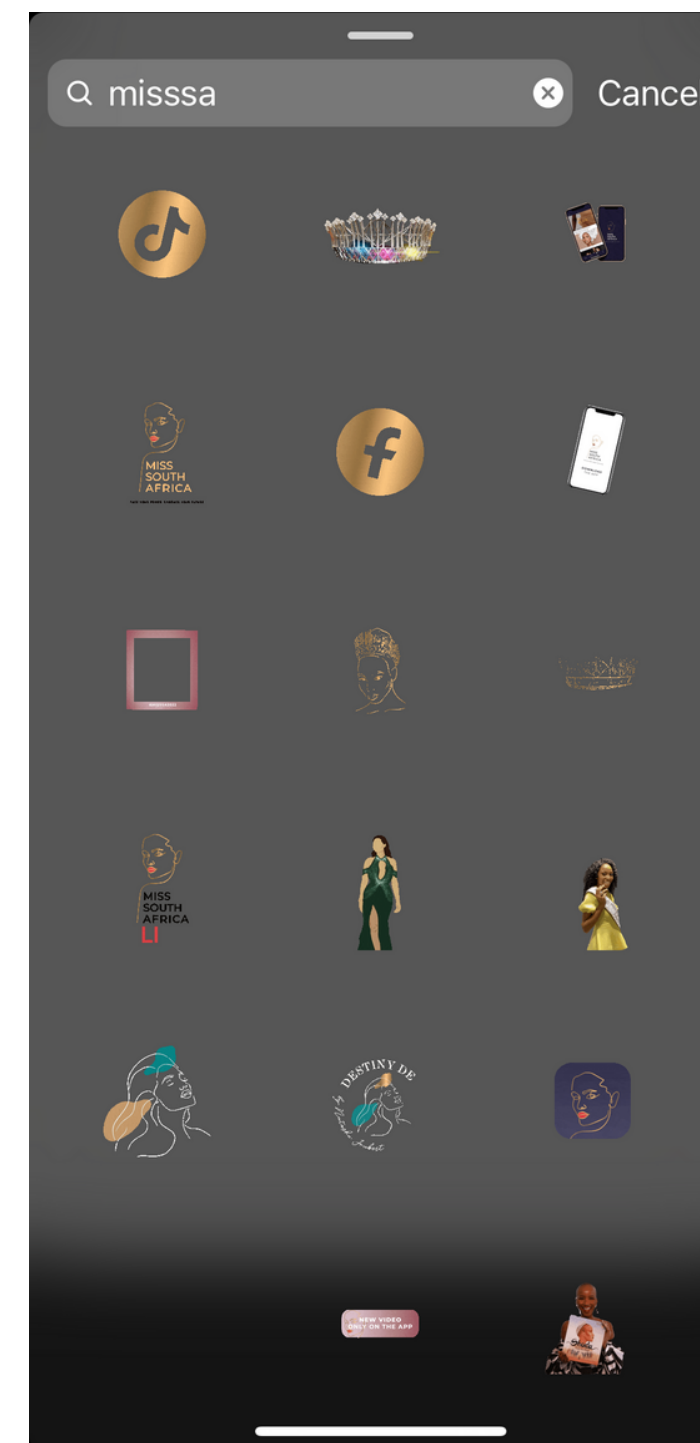
official_misssa     



Miss SA Polaroid

Miss SA Crown

MISS SA GIPHS & STICKERS



MISS SOUTH AFRICA

Social Media Facebook

MISS SOUTH AFRICA 2020

Shudufhadzi



Miss South Africa ✓

From inception through to the new millennium, the Miss South Africa Organization has introduced many

Intro



582K followers



Page · Public figure



Sandown, South Africa



011 463 7370



social@misssa.co.za



misssa.co.za

MISS SOUTH AFRICA

Social Media Facebook



Miss South Africa ✓

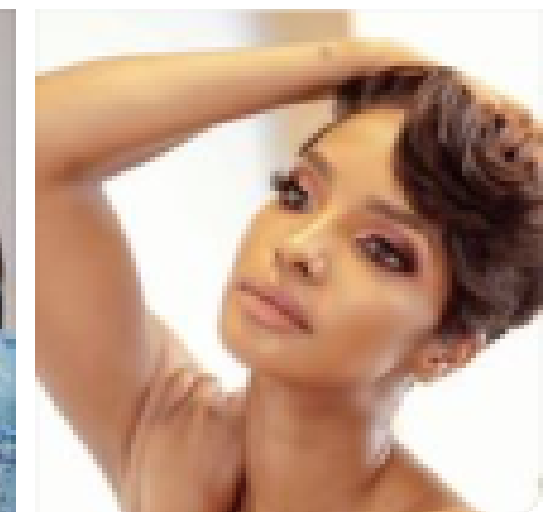
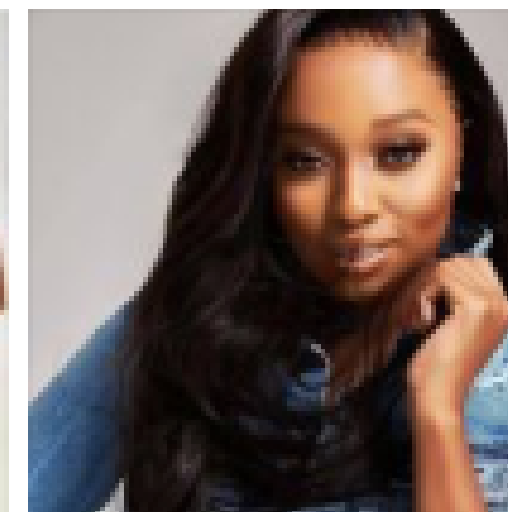
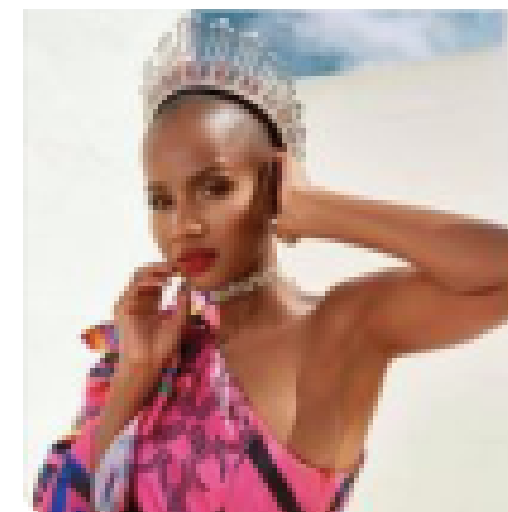
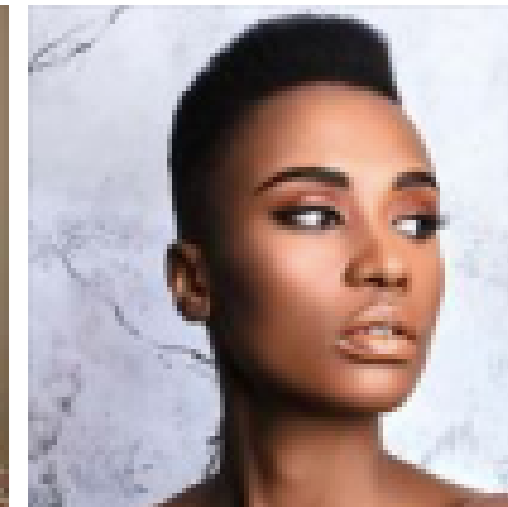
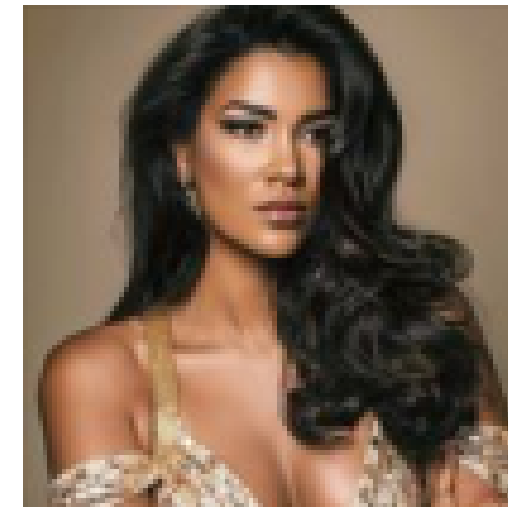
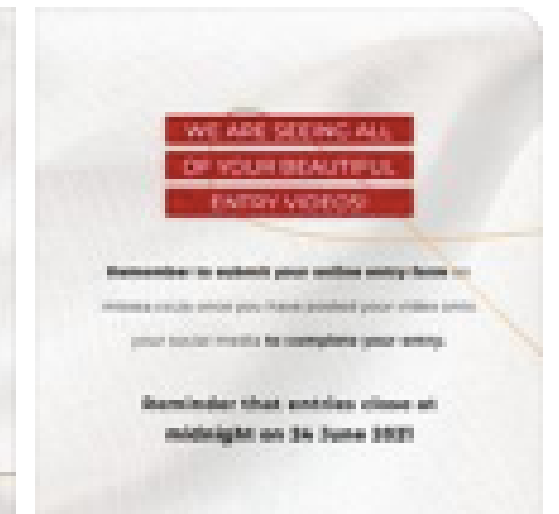
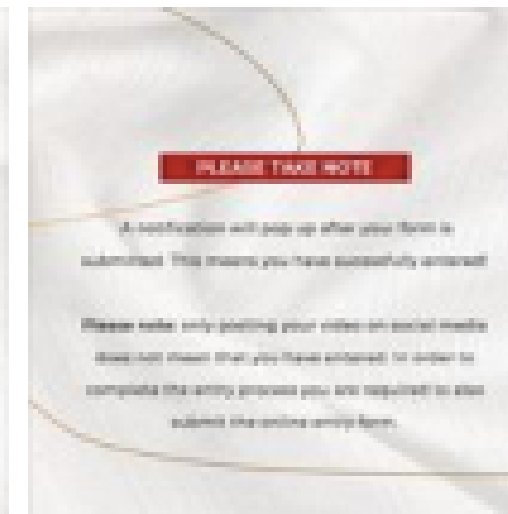
18h · 🌐



Less than 4 days to go before entries close 🥳! Are you excited for this year's journey to begin?

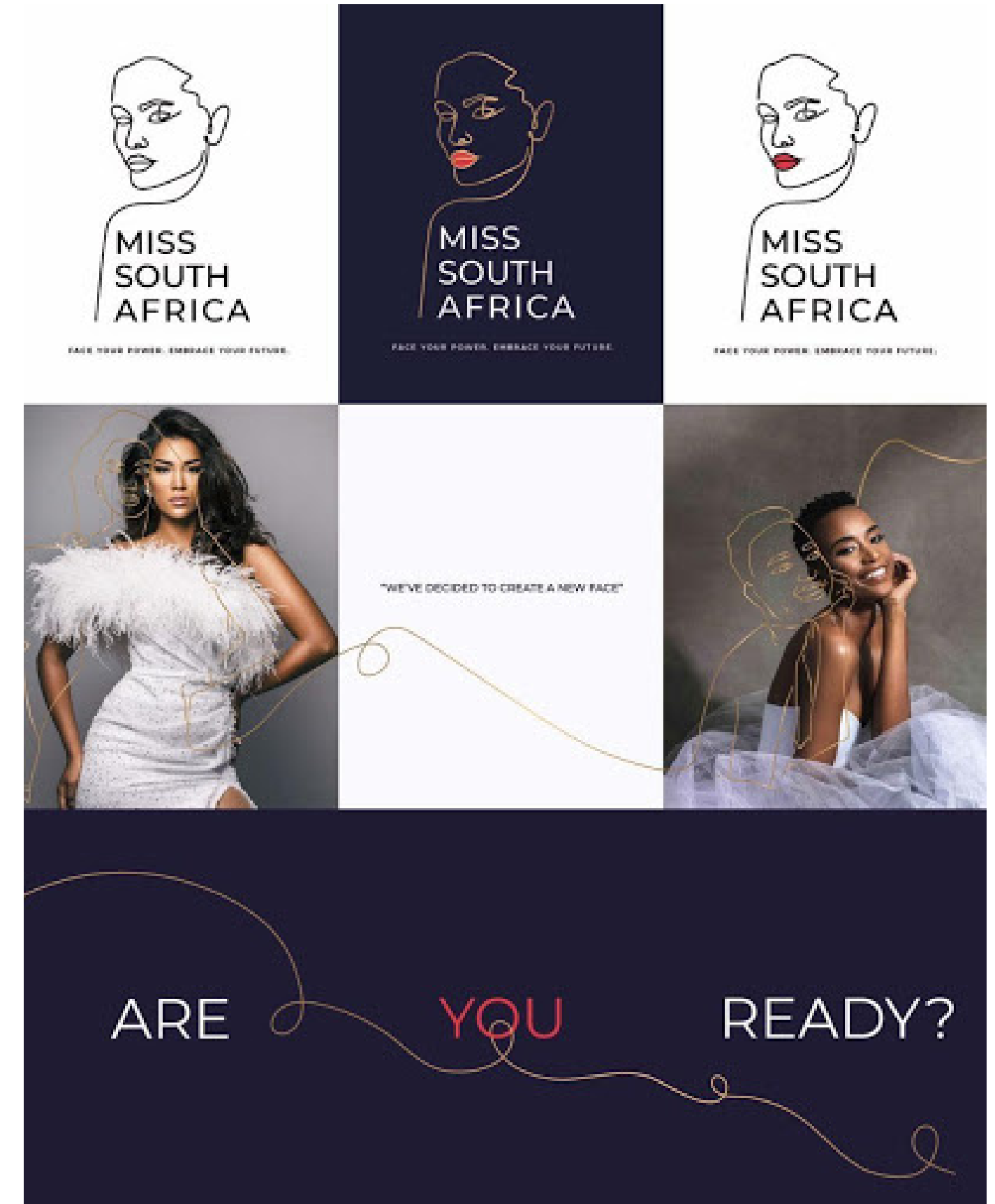
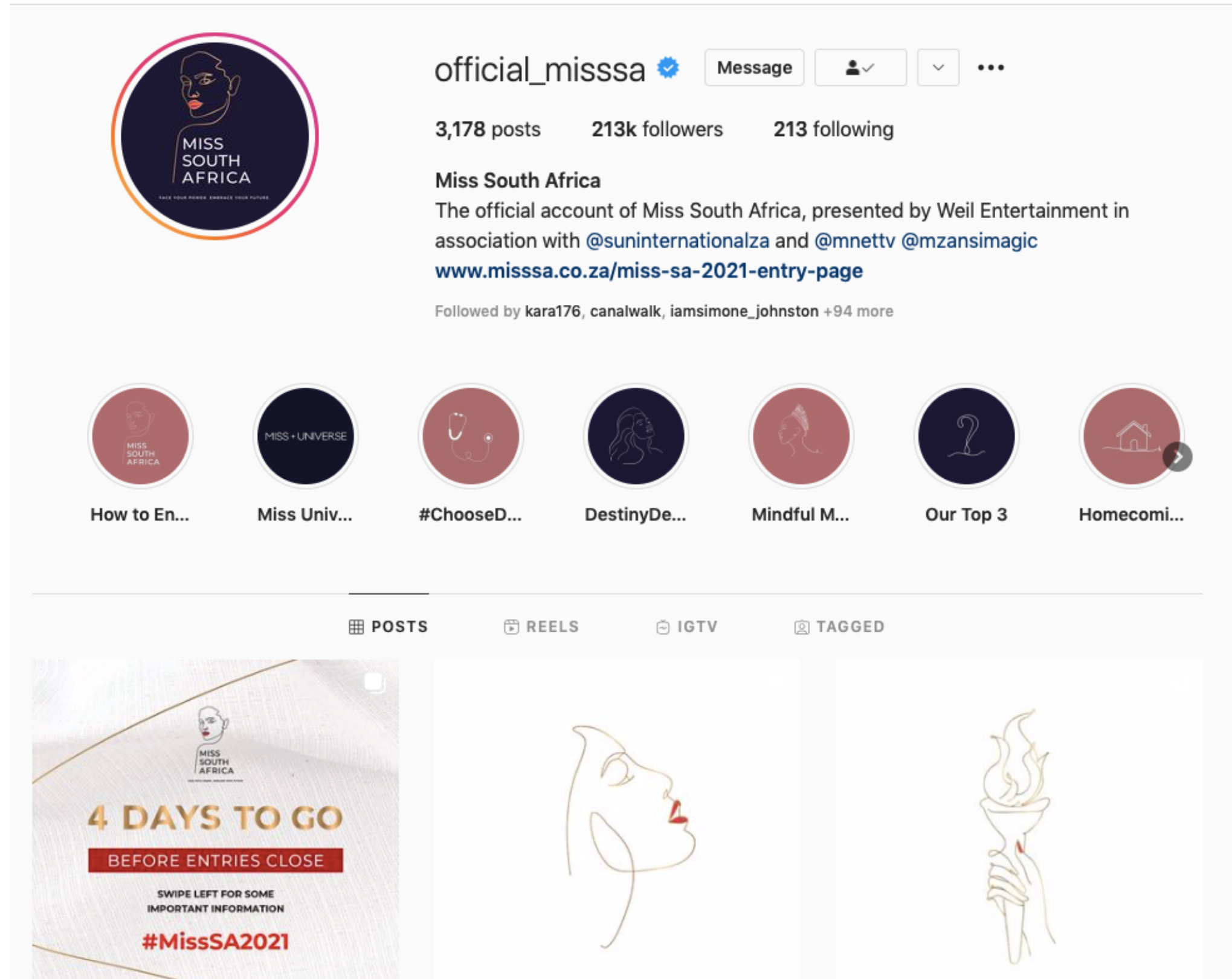
Remember to submit your online entry form on misssa.co.za once you have posted your video onto your social media to complete your entry.

Reminder that entries close midnight 24 June 2021! ... [See more](#)



MISS SOUTH AFRICA

Social Media Instagram



MISS SOUTH AFRICA

Social Media Twitter



The banner features a dark blue background with a white line-art illustration of a woman's head and shoulders on the left. Below the head, the text 'MISS SOUTH AFRICA' is written in white. To the right of the head, there are four small white line-art illustrations: a hand holding a torch, a hand holding a flower, a hand holding a torch, and a hand holding a flower. Below these illustrations, the words 'EMPOWERMENT', 'DUTY', 'CHARACTER', and 'BEAUTY' are written in white.



The profile picture is a circular white icon with a black line-art illustration of a woman's head and shoulders. Below the illustration, the text 'MISS SOUTH AFRICA' is written in black.

Miss South Africa ✓
@Official_MissSA

The official account of Miss South Africa, presented by Weil Entertainment in association with [@suninternationalza](#) and [@mnettv](#) [@mzansimagic](#)

📍 South Africa 🔗 [misssa.co.za](#) 📅 Joined December 2009

269 Following 133K Followers

[Edit profile](#)



The post features a red rectangular image with a white line-art illustration of a woman's head and shoulders. Overlaid on the image is the text '2 WEEKS TO ENTER #MissSA2021' in white. Below the image, the name 'Shudufhadzo' is written in white.

Miss South Africa ✓ @Official_MissSA · Jun 11

Can you believe we only have two more weeks to go before entries close?

Tag A Queen below that should enter for [#MISSSA2021](#) 🌟

[#MissSA2021](#) [#FaceYourPower](#) [#EmbraceYourFuture](#).

Shudufhadzo

MISS SOUTH AFRICA

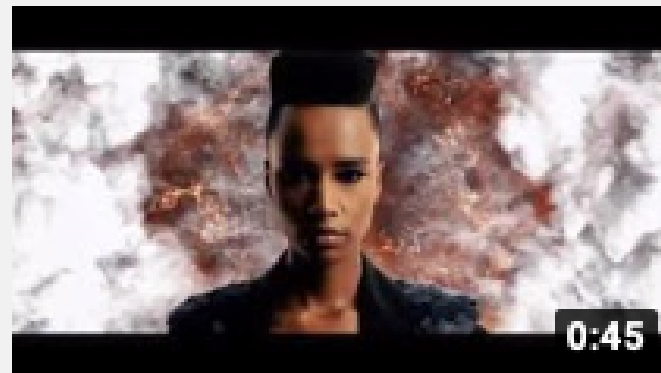
Social Media YouTube Videos

Miss SA 2020 ▶ PLAY ALL



ONE FINAL WALK | A New Walk Is About To Begin -...

Miss South Africa
6K views • 1 year ago



Miss South Africa 2020 | Enter Now

Miss South Africa
5.1K views • 1 year ago



Zosi and Sasha Give Advice For Entering For Miss SA...

Miss South Africa
5K views • 1 year ago



Thank You For Your Entries | Miss South Africa 2020...

Miss South Africa
1.8K views • 1 year ago



Miss South Africa Top 35 2020 Announcement

Miss South Africa
10K views • 1 year ago

MISS SOUTH AFRICA

PHOTOGRAPHY



ELANA AFRIKA BABY BRUNCH

BABY BRUNCH

Social Media Facebook

**Elana Afrika's Baby Brunch**
Published by Ashlyn Atkinson · 17 June at 17:52 · 🌐

It's our fault right? 🤔😂


[#babybrunchmoment](#) [#laughs](#) [#funny](#) [#comedy](#) [#parenting](#)
[#thursdayfunny](#)

7,652
People reached

143
Engagements


↑ +7.6x higher
Distribution score

Boost post

**Elana Afrika's Baby Brunch**
Published by Ashlyn Atkinson · 20 June at 09:00 · 🌐

Dear Single Mom... Daughter and Son raised without a Father, This Father's Day we honour You.

Being a single mom is hard – even with all the JOY our children brings into our world. ... [See more](#)



Seuns Sonder Pa's – Are you raising your child as a single...

[Send Message](#)

4,891
People reached

590
Engagements

Boost again

BABY BRUNCH

Social Media Instagram

BRIEF

Create a social media campaign to promote father's day and youth day in the month of June.

babybrunchsa 9+  



680 Posts 4 016 Followers 7 500 Following

Elana Afrika's Baby Brunch

@ElanaAfrika's Parent + #BabyBrunch supported by Fedhealth brings together, inspires parents & moms-to-be, building a supportive community. Since 2015 www.babybrunch.co.za/blog/2021/6/22/li...

Edit Profile

Promotions

Insights

Add Shop

Email



Podcasts



Quotes



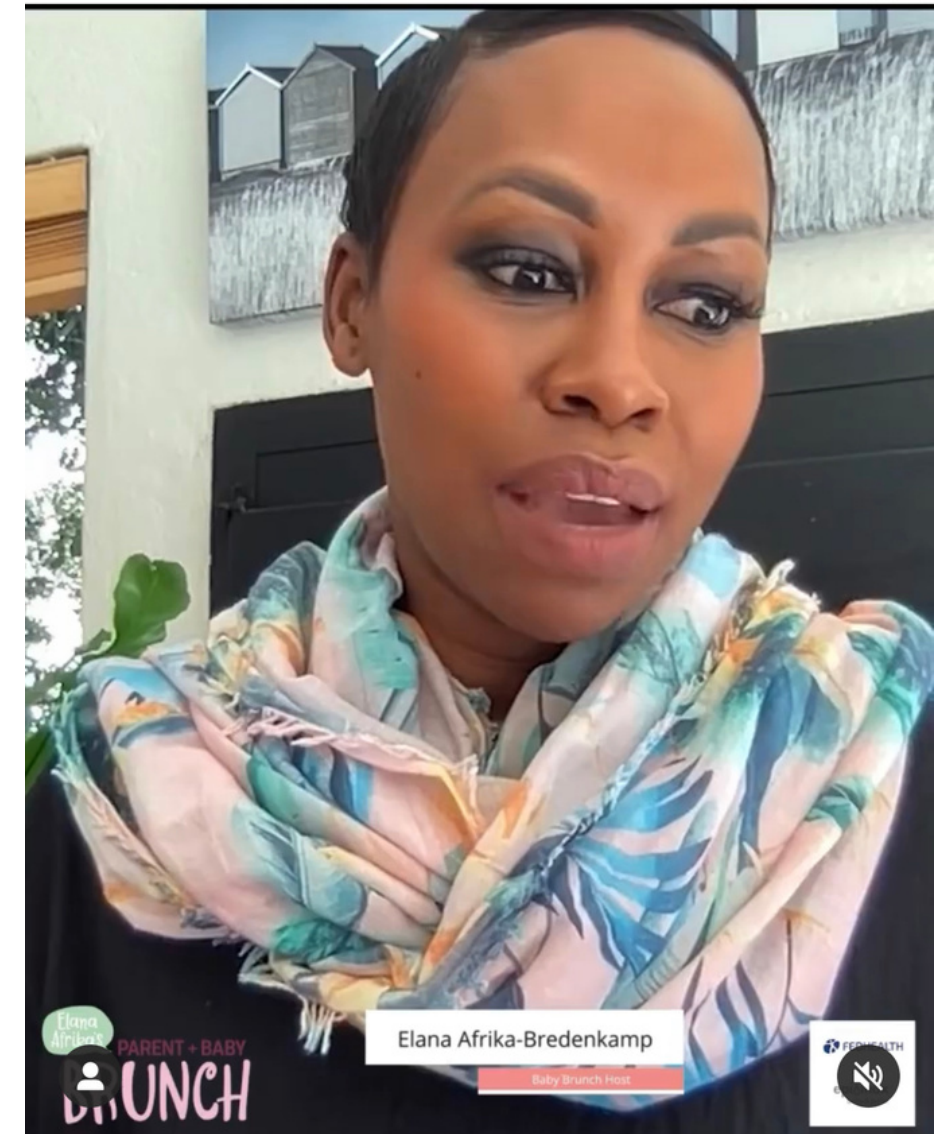
Broadcasts



New



babybrunchsa 9+  



[View Insights](#)

[Promote](#)



158 views · Liked by annemistrydom

babybrunchsa "To every child may you know the truth and may we write our own stories so that people don't tell us who we think we are"

BABY BRUNCH

Social Media Twitter



Elana Afrika's Baby Brunch

@BabyBrunchSA

@ElanaAfrika's Parent + #BabyBrunch supported by Fedhealth brings together, inspires parents & moms-to-be, building a supportive community. Since 2015.

📍 South Africa 🔗 babybrunch.co.za 📅 Joined August 2017

2,620 Following 518 Followers

Edit profile



Elana Afrika's Baby Brunch @BabyBrunchSA · Jun 20

This #FathersDay @ElanaAfrika interviews @JulianJansen about his book 'Seuns Sonder Pa's'.

Don't miss this moving interview on fatherhood, motherhood, and parenting with hope.

youtu.be/Dxrf8KzmWlw

Brought to you by @FedhealthMed , @EpimaxSkincare & @jacarandafm.

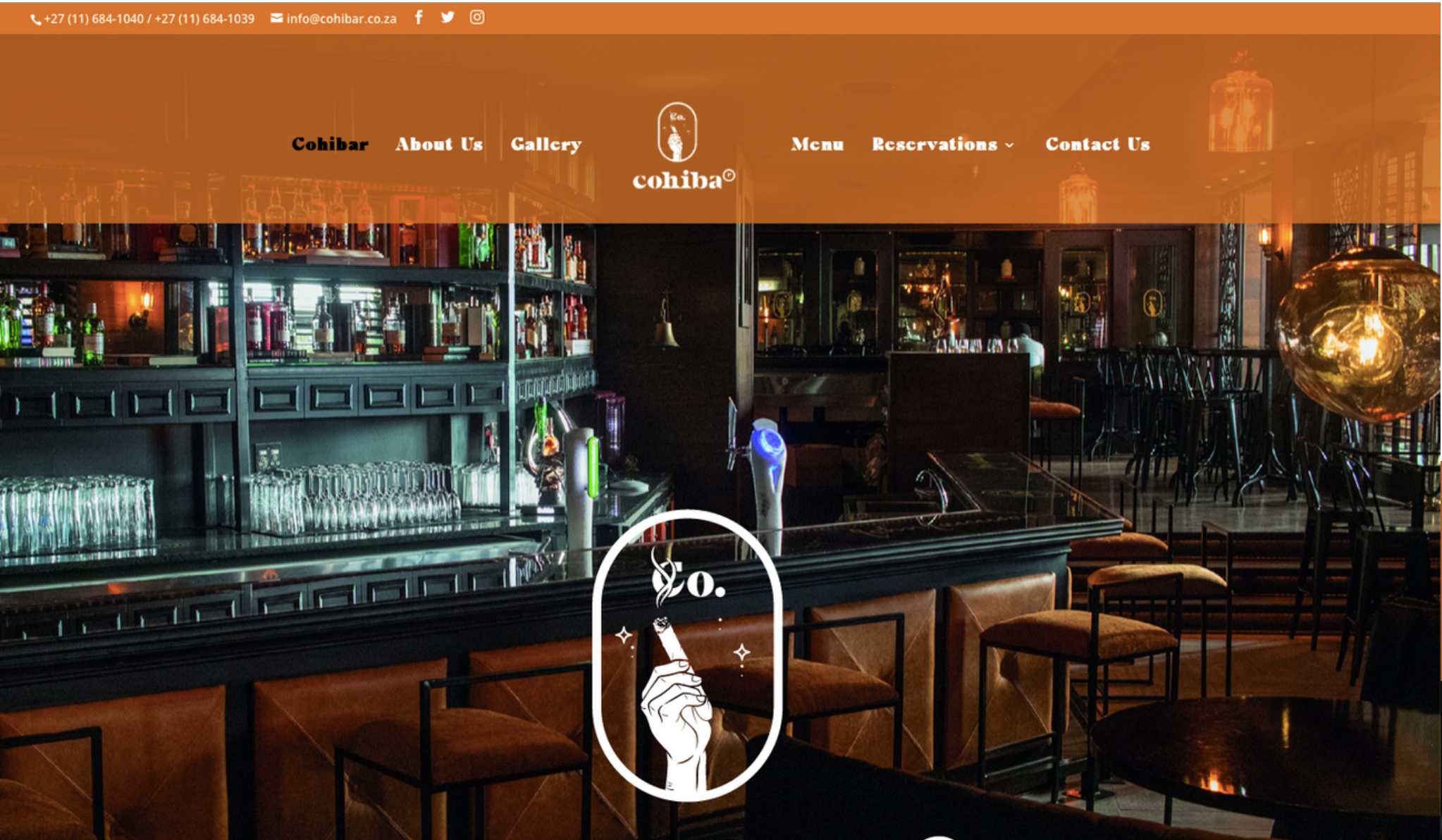


Seuns Sonder Pa's – Are you raising your child as...
Dear Single Mom... Daughter and Son raised
without a Father, This Father's Day we honour Yo...
[youtube.com](https://youtu.be/Dxrf8KzmWlw)

COHIBAR

Website

COHIBAR



Create new website for the new premium cigar lounge situated in Melrose Arch. We also embedded menu QR code to the website.



Gallery

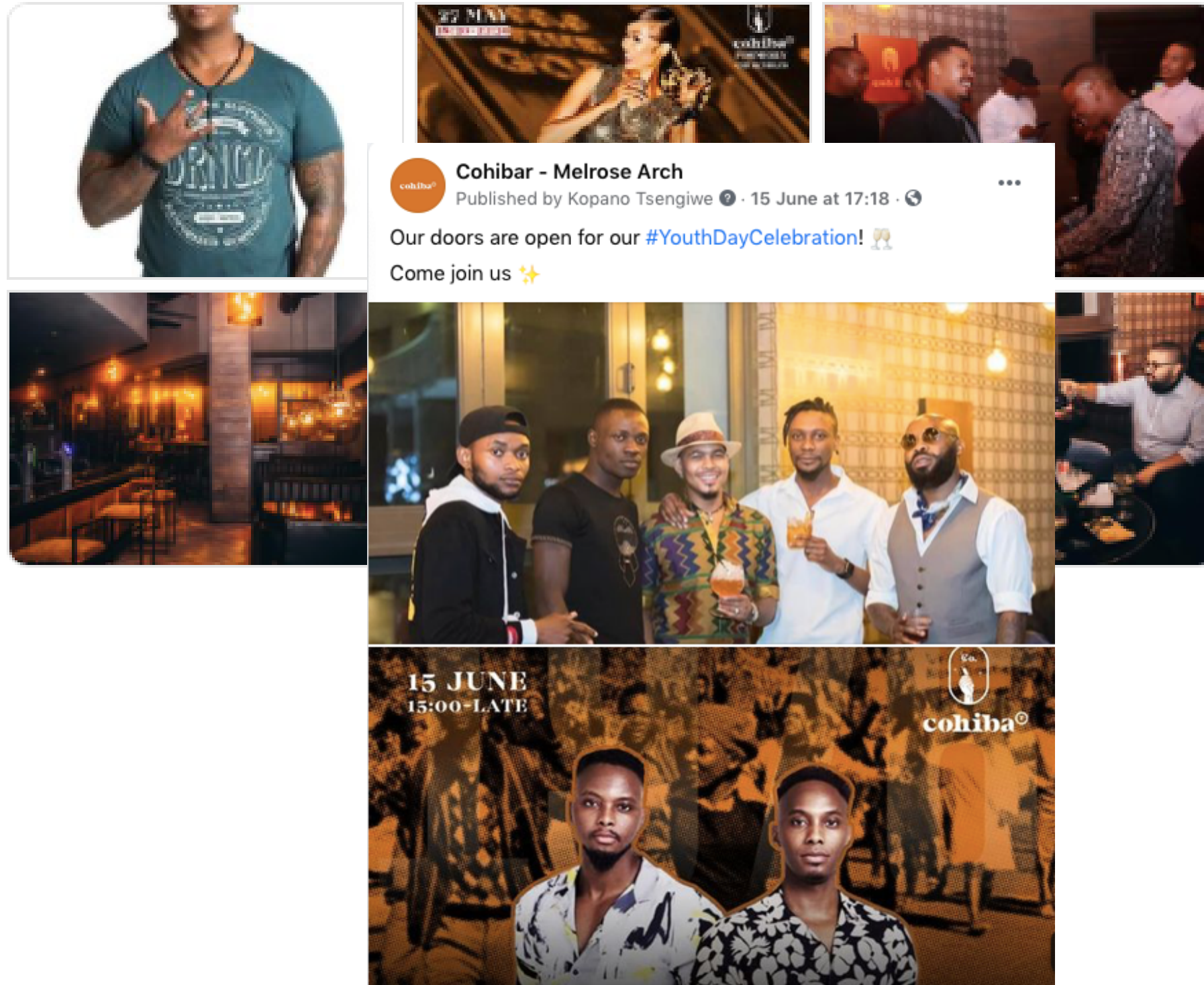
Venue Food & Drinks Lifestyle



Social Media Facebook

Photos

[See all](#)



BRIEF

Launch the new premium lounge across social media platforms.

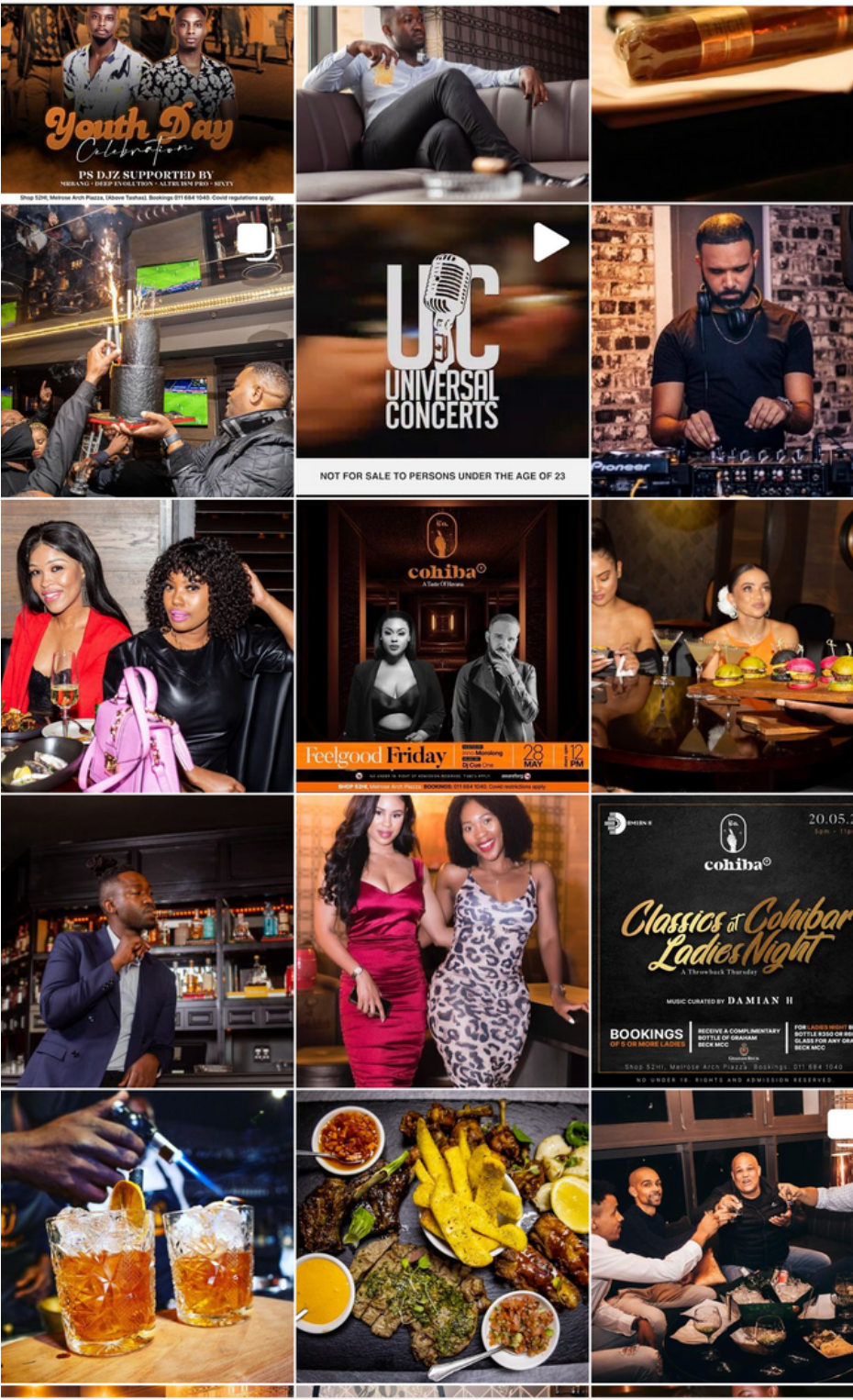


Ola!

cohiba[®]
A Taste Of Havana.

Social Media Instagram

cohibar_za 9+



cohibar_za 9+



59
Posts

3 272
Followers

90
Following

Cohibar

A Premium Cigar Lounge with a classic yet modern take on the Cuban luxury lifestyle.

Tues - Sun: 12-22:00 PM

cohibar.co.za/

Shop 52HI, Melrose Arch Piazza, Melrose Arch Blvd, Johannesburg, Gauteng

Edit Profile

Promotions

Insights

Contact

Add Shop



Events



Trading Ho...



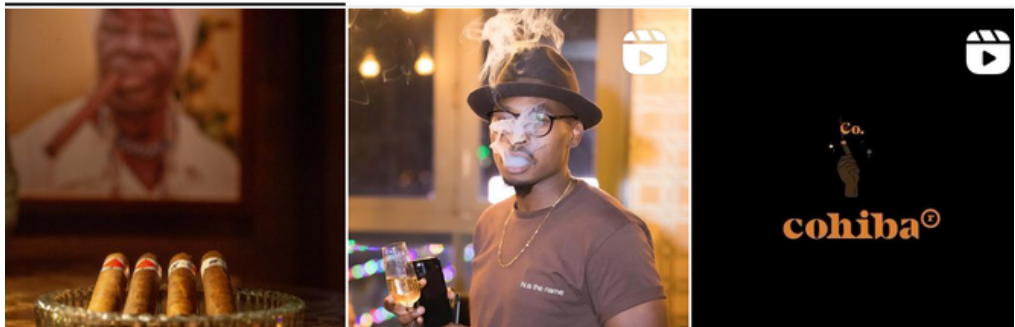
Drinks Menu



Food Menu



N



COHIBAR

Social Media Twitter



Cohibar - A Taste of Havana @cohibar_za · 22h

...

Tasting a cigar involves your sense of smell as much as your taste buds. A cigar can be zesty, tangy, floral or earthy in flavour. 🍷

Come and experience a premium cigar experience at Cohibar ✨

#cohibar #cigarlounge #melrosearchrestaurant #premiumlounge #entertainment



[Edit profile](#)

Cohibar - A Taste of Havana

@cohibar_za

A Premium Cigar Lounge with a classic yet modern take on the Cuban luxury lifestyle.

Shop 52HL, Melrose Arch Piazza, Melrose Arch Blvd.

📍 Melrose Arch 📅 Joined January 2014

1,319 Following **2,153** Followers

AFRINIQUE-CHIC PORTFOLIO



K - R O S C O N S U L T I N G

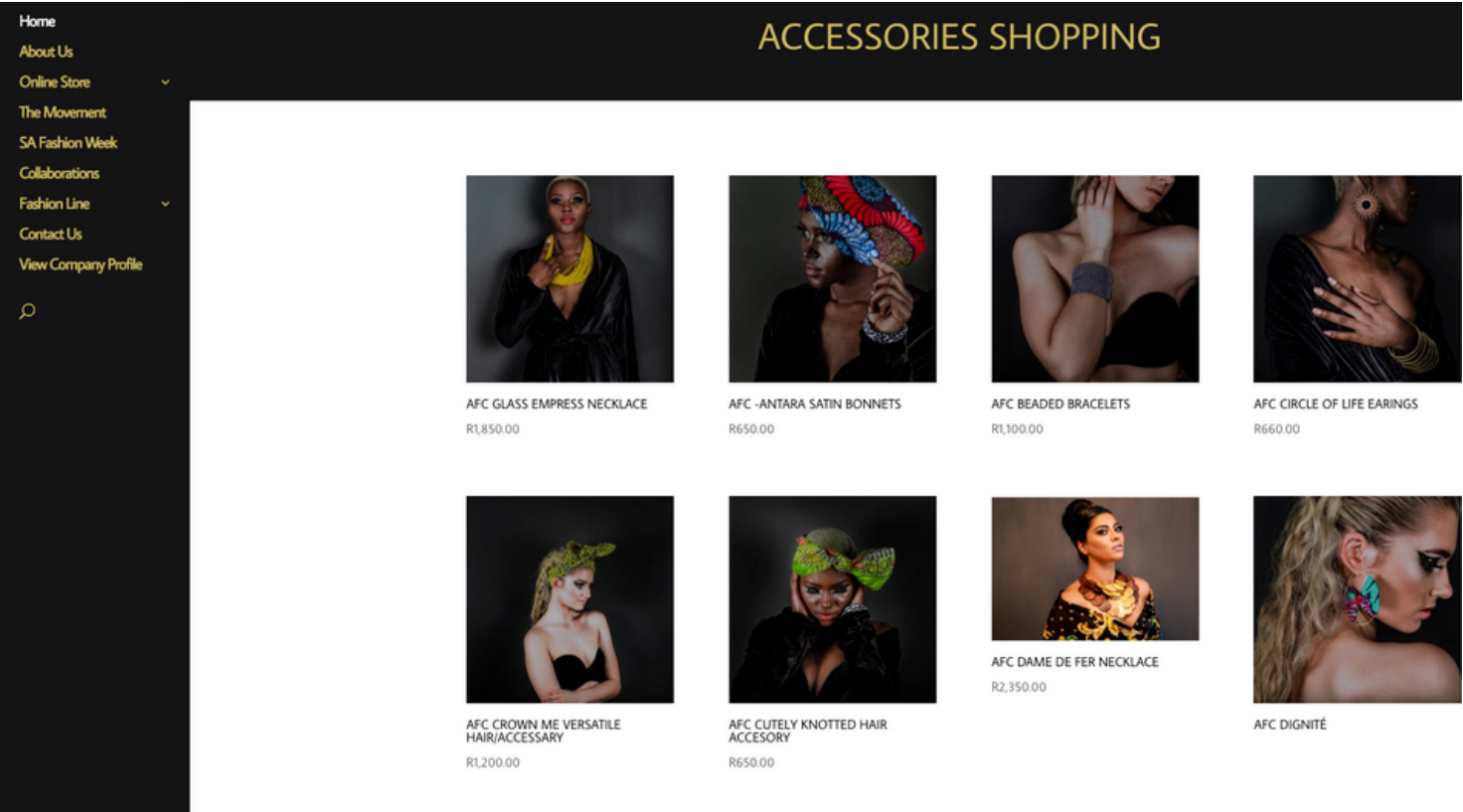
AFRINIQUE-CHIC PORTFOLIO

Website



BRIEF

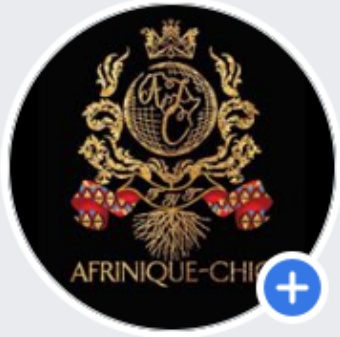
Create E-commerce store for this online boutique situated in Pretoria East.



AFRINIQUE-CHIC

Social Media Facebook


[Page](#) [Ad Center](#) [Inbox 42](#) [Creator Studio](#) [Notifications](#) [Insights](#) [More ▾](#) [Edit Page Info](#) [Settings](#) [Help ▾](#)





Afrinique Chic
@afriniquechicfashion


[Home](#)
[Shop](#)
[Posts](#)
[Photos](#)
[Videos](#)
[About](#)
[Community](#)
[Events](#)


[Promote](#)
Visit Ad Center


**Optimize For Sales, Not Just Clicks**
There's an easier way to create ads that are specifically designed to help you sell more items online. You'll see the impact on sales and revenue.
[Get Started](#)



 Liked ▾

 Following ▾


 Share




[Call Now](#)


[Create](#)


[Live](#)[Event](#)[Offer](#)[Job](#)


 Write a post...

[Photo/Video](#)[Get Messages](#)[Feeling/Activity](#)[...](#)

 **4 Drafts**
Last draft created Sunday, December 8, 2019 at 11:52 AM. [See drafts.](#)









ABOUT AFRINIQUE CHIC

Our Story
Afrinique-Chic is a transcending luxury lifestyle, fashion & events brand which encourages people to...
[See More](#)



Afrinique Chic
Published by Christiaan Mostert [?] · 58 mins · 

We salute you today African Queen! It's not about colour, but your roots.

SHE IS THAT AFRICAN WOMEN.
THAT STANDS PROUD AMONGST
OTHERS.


HER SKIN THE COLOR OF
MOTHER EARTH.

HER EYES THE CRYSTAL
COLOUR OF THE WATERS.

HER FACE THE PERFECT
PICTURE OF NATURE'S
BEAUTY.

THE PRIDE OF AFRICA.

- *Mattsylver*




BRIEF

Launch new ranges across social media platforms.

AFRINIQUE-CHIC

Social Media Instagram



afriniquechic

Following

...

581 posts 1,577 followers 112 following

Afrinique-Chic
Lifestyle Fashion Brand.
In the business of conscious fashion through garments of change 🌱
Let Your Regality Reign.
By appointment.
www.afriniquechic.com

Followed by ianpienaar, ashlynstorm111, alicesaandre + 6 more

Wedding

Black Friday

SA Fashion...

Opening Ni...

Motivate&I...



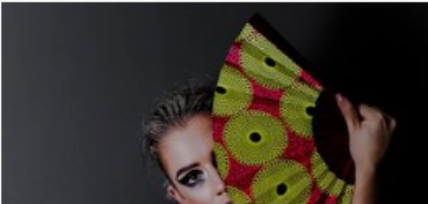



Who Are we?

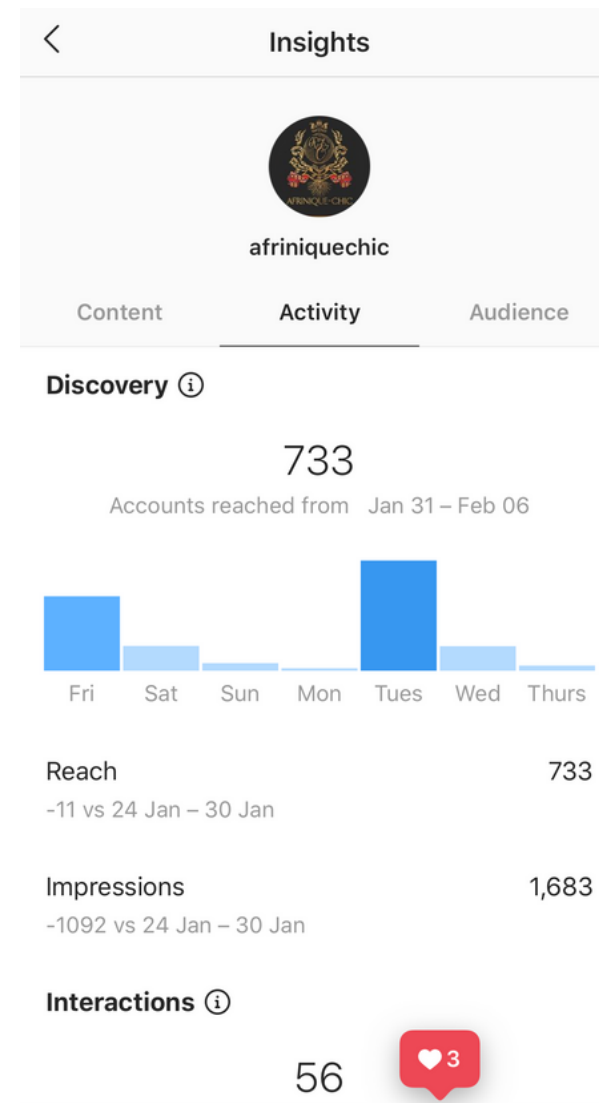
Competition

POSTS

IGTV


TAGGED





AFRINIQUECHIC


Posts



afriniquechic

Pretoria, South Africa

...



View Insights

Promote

❤️ 💬 📌

Liked by kopano_rt and 38 others

afriniquechic "Every girl and every woman, has the potential to make this world a better place, and that potential lies in the act of thinking higher... more

View all 3 comments

kopano_rt 🥰🥰🥰🥰🥰

♡

AFRINIQUECHIC

Posts



afriniquechic

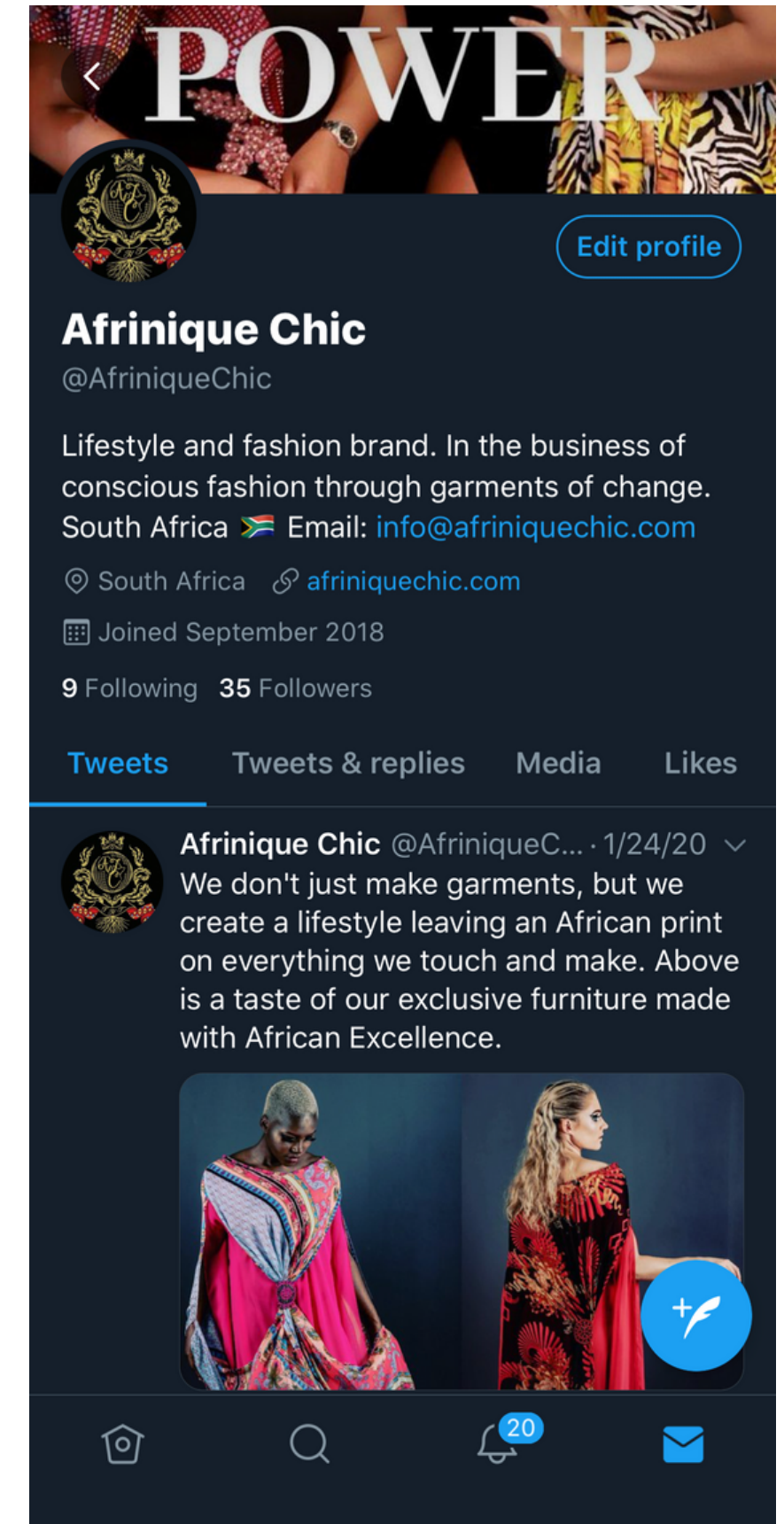
Pretoria, South Africa

...



AFRINU-CHIC

Social Media Twitter



AFRINU-CHIC

Social Media YouTube & Videos



Empowerment Through Fashion | SA Fashion Week...

2 views • 2 months ago



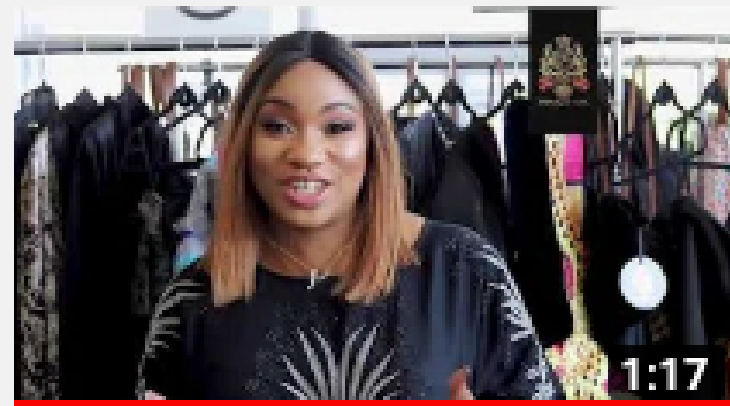
Recycling For Sustainable Fashion | SA Fashion Week

4 views • 2 months ago



Afriniqu-Chic SA Fashion Week | Sustainability Throu...

No views • 2 months ago



Afriniqu-Chic SA Fashion Week 2019 Trade Show | Da...

3 views • 3 months ago



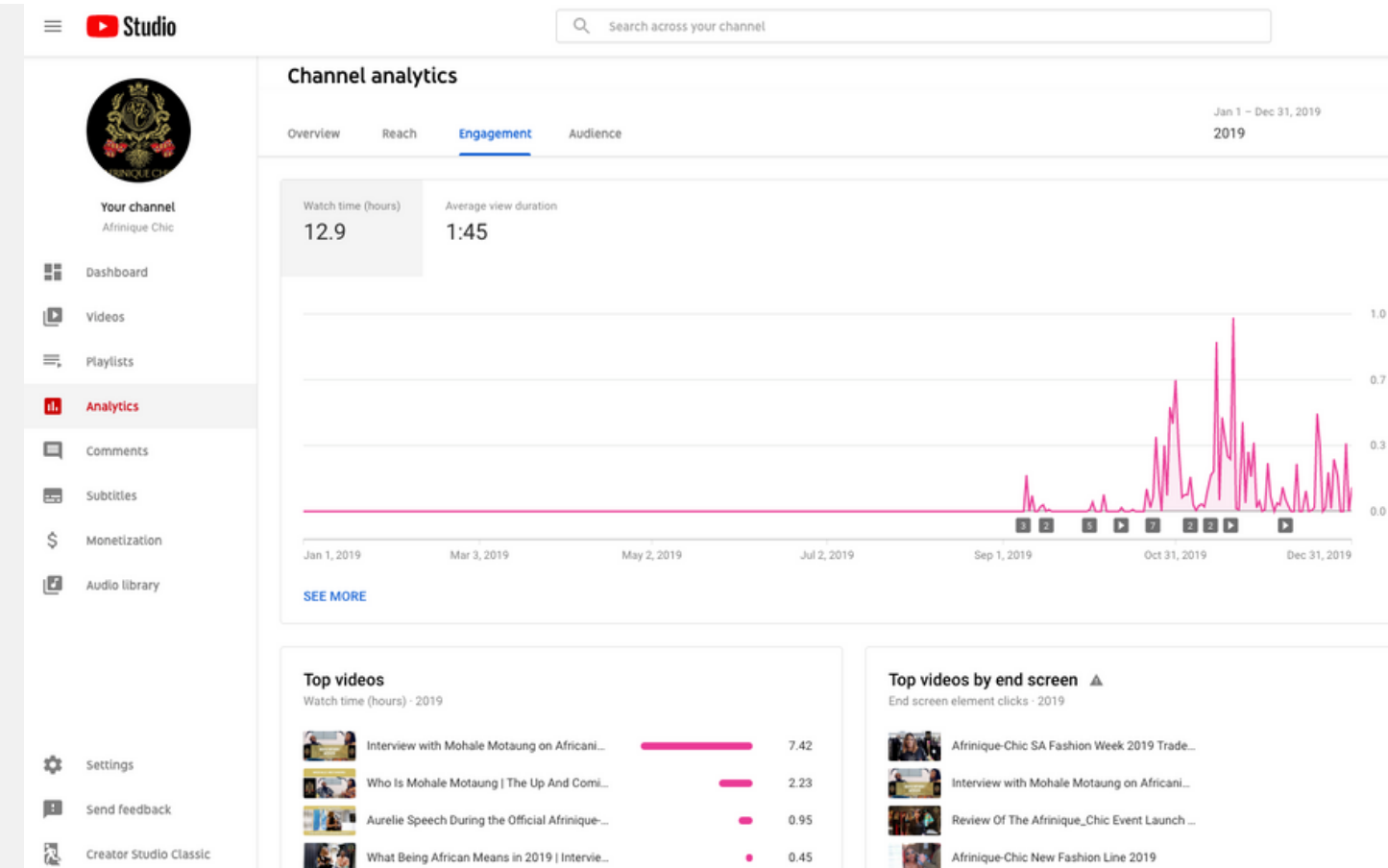
How The Mohale Motaung Brand Was Started |...

6 views • 3 months ago



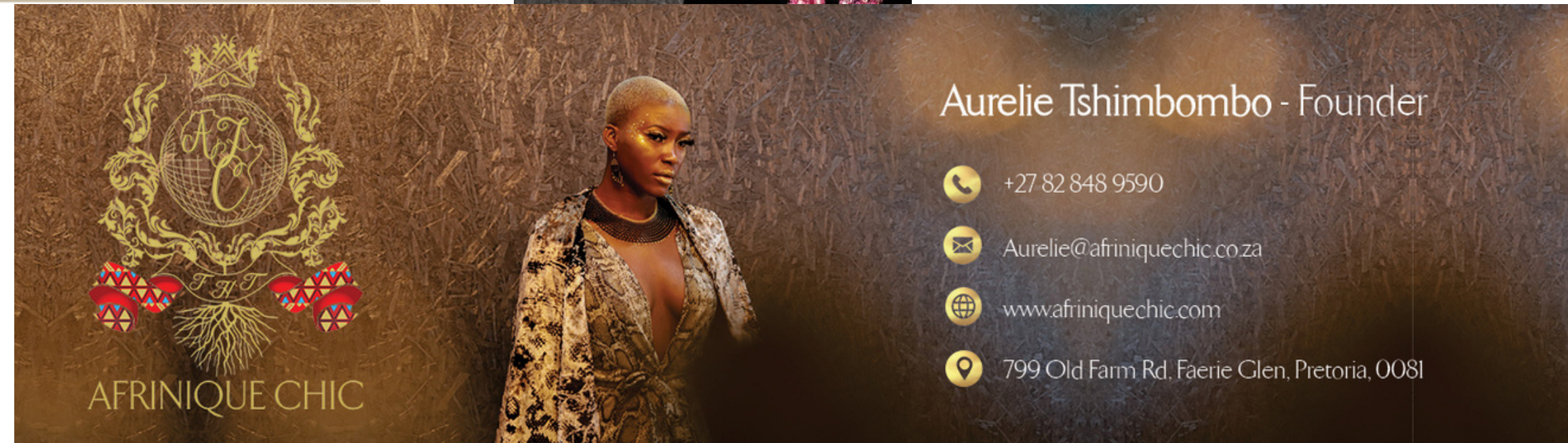
Who Is Mohale Motaung | The Up And Coming Busine...

253 views • 3 months ago



AFRINIQUE-CHIC

Afrinique Design Work



SA EXPRESS - MISS UNIVERSE HOMECOMING

SA EXPRESS - MISS UNIVERSE

SA Express Photography



BRIEF

Cover the Miss Universe Homecoming event in 2020, on behalf of South African Express. Mainly media production services (Videography and photography) that was used for publications as well as social media content.

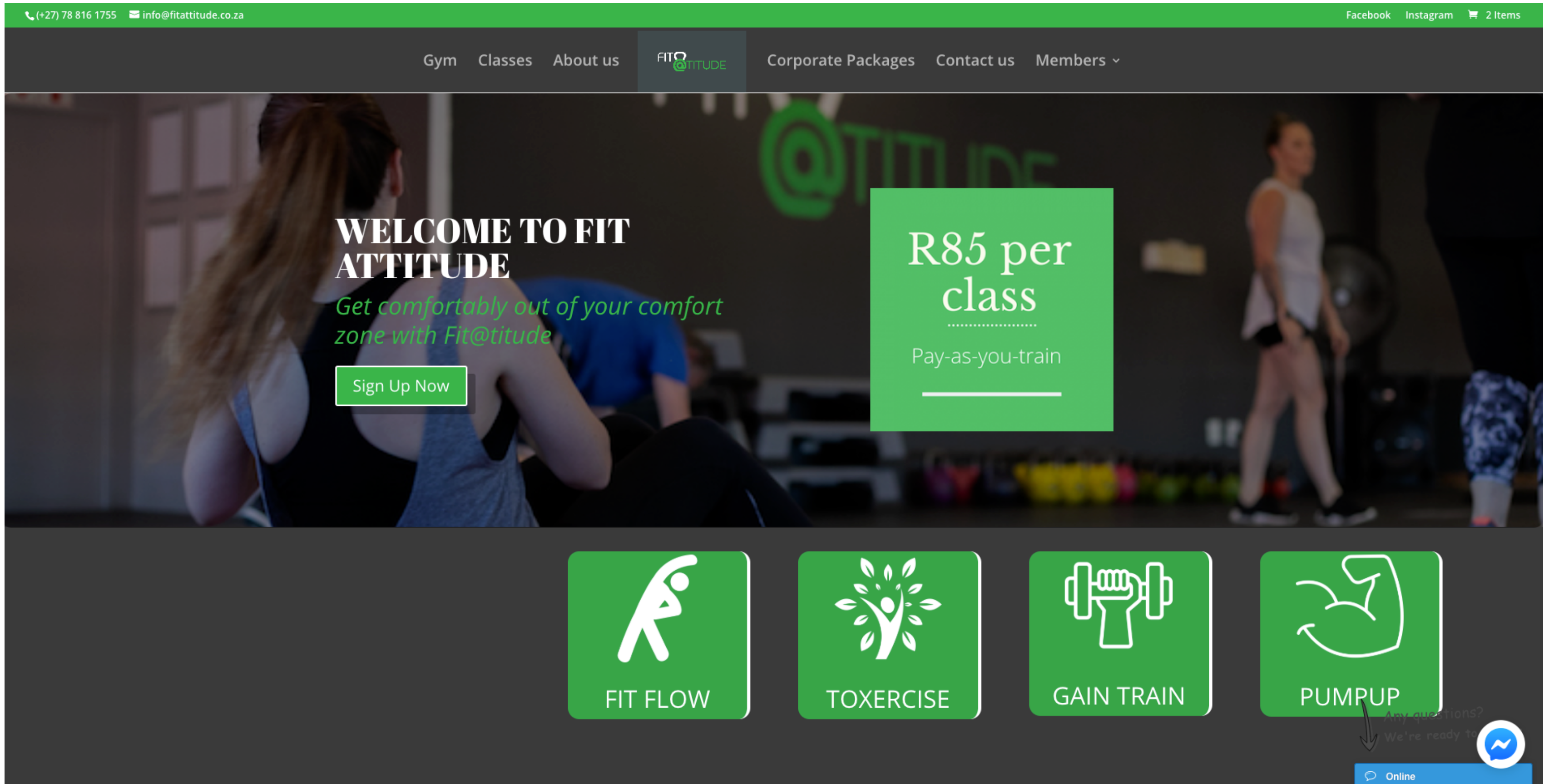




FIT-ATTITUDE

FIT ATTITUDE

FIT ATTITUDE WEBSITE



FIT ATTITUDE

FIT ATTITUDE SOCIAL MEDIA

Page

Ad Center

Inbox

Appointments

Creator Studio

Manage Jobs

More

Edit Page Info

Settings

Help

FitAttitude

@FitAttitudejozi

Home

Shop

Services

Reviews

Offers

Photos

Videos

Posts

Events

About

Community

Jobs

Promote

Visit Ad Center

Change Cover

FIT @TITUDE

WWW.FITATTITUDE.CO.ZA

Liked

Following

Share

...

Book Now

Create

Live

Event

Offer

Job

Write a post...

Photo/Video

Get Messages

Feeling/Activity

...

Get More Online Sales

Show your products to people who are likely to buy them

Boost an Instagram Post

Reach more people and get more reactions, comments and shares

Get Started With Automated Ads

Get personalized ads that adjust over time to help you get better results

We love Bryanston

5.1K Members • 120 posts a day

Join

I Need Someone Who... [JOBS]

633K Members • 620 posts a day

Join

RUN ZONE A.C...

12K Members • 60 posts a day

Join

Holistic Therapies in...

1.1K Members • 5 posts a day

Join

Gauteng Runners

8.7K Members • 10 posts a day

Join

Fitness Boot Camp in Johannesburg

Closed Now

HIIT & Functional Training

Contact us for more information

www.fitattitude.co.za

Followed by courtney_ann_smith, afriniquechic, alicesaandre + 7 more

New Year!

Body2020

BLACK FRIDAY!

soon

Black Friday

Promotions

Members

Motivation

POSTS

TAGGED

FIT FLOW

STRETCH

SESSION

FIT @TITUDE

3/4 cup nonfat plain yogurt

1/2 cup 100% pure fruit juice

1 1/2 cups frozen fruit such as blueberries, raspberries, pineapple or peaches

FIT @TITUDE

PUMP IT UP

FIT @TITUDE

Couples Valentines Month Special

FIT @TITUDE

Be the 30%

FIT @TITUDE

STEP UP! KEEP UP! PUMP UP!

FIT @TITUDE

BRIEF

Promote fitness service offerings across social media platforms. Mainly Facebook and Instagram.

FIT ATTITUDE

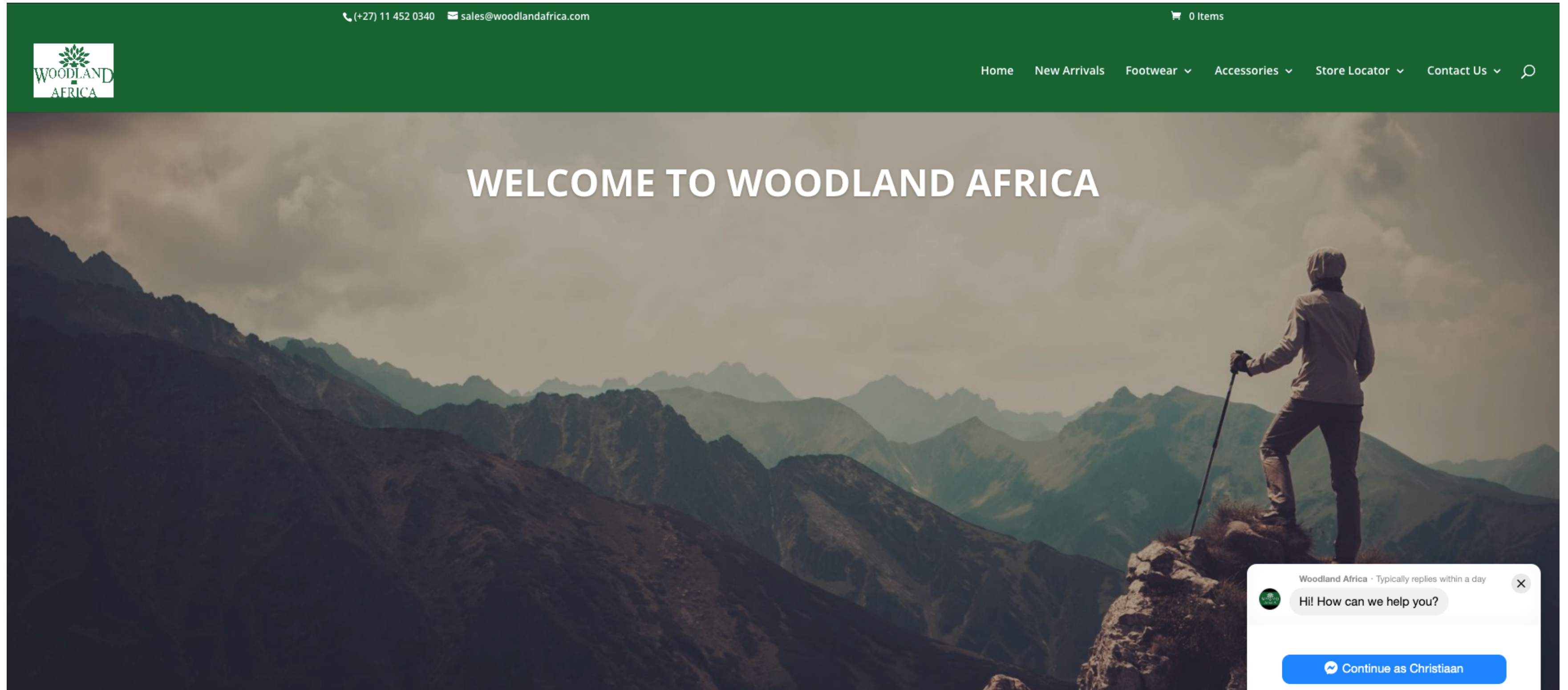
FIT ATTITUDE PHOTOGRAPHY



WOODLAND AFRICA

WOODLAND AFRICA

WOODLAND WEBSITE



New Arrivals



WOODLAND AFRICA

WOODLAND SOCIAL MEDIA

Page Ad Center Inbox 42 Creator Studio Manage Jobs Notifications 4 More ▾ Edit Page Info Settings Help ▾



Woodland Africa
@woodlandafrika

- Home
- Shop
- Posts
- Reviews
- Photos
- Offers
- Groups
- Community
- Videos
- Events
- About
- Notes


Promote
Visit Ad Center








👍 Liked ▾ 📡 Following ▾ ➦ Share ⋮


Shop Now ✎


Create 📺 Live 📅 Event 🏷 Offer 🛒 Job






 Write a post...

 Photo/Video  Get Messages  Feeling/Activity ⋮


-  **1 Draft**
Created Monday, November 18, 2019 at 10:30 AM. [See draft.](#)
-  **1 Scheduled Post**
Scheduled for today at 12:00 PM. [See post.](#)


**Get More Online Sales**
Show your products to people who are likely to buy them

**Boost an Instagram Post**
Reach more people and get more reactions, comments and shares

- Suggested Groups ⓘ
- **Friends Who Like Kalahari Reds**
17K Members • 4 posts a day
[Join](#)
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21K Members • 10 posts a day
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