



INDIRECT

MEDIA

CLIENTELE

CRADLE BOUTIQUE HOTEL

MISS UNIVERSE

YOUR MART

BELLAGIO JEWELLERS

MERCEDES BENZ

MISS SOUTH AFRICA

We pride ourselves in offering our clients
captivating, creative and digitally advanced
services to ensure their business remains top of
mind to their audience.

ABOUT US

Indirect Media is a digital marketing & media production agency specialising in providing clients with holistic marketing offerings.

We ensure that our client increases their brand visibility through creating captivating content utilising storytelling, vibrant visuals, the latest software technologies and proven modern marketing practices.

All marketing strategies are ad-hoc based to ensure we creatively execute ideas that effectively communicate our client's message.

Indirect Media places a strong focus on bridging the gap between traditional and digital marketing to provide direct marketing solutions to clients for that cutting-edge competitive advantage.



OUR MARKETING PHILOSOPHY

CONTENT STRATEGY

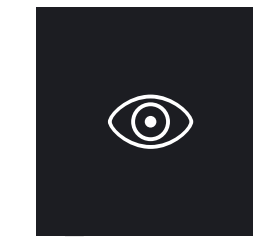
In the fast-moving world of social media, we do it best with both speed and rich quality content relevant to our client's audience. The content we create is shot with mobile-first in mind, and the style of the content is continuously updated and adapted to ensure the content we produce is relevant.

Our content is crafted through community monitoring, analytics, analysing and adapting content based on current trends to ensure we stay on the cutting edge of digital and social currency. As a result, the content we produce and put into distribution for a client will never look the same from one year to another as we are constantly innovating and adapting the work we create.

Content created must also be adapted and changed accordingly when distributed for each platform as we do not copy/paste content across platforms.



INNOVATIVE TECHNOLOGY



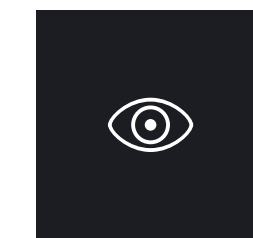
In order to produce the best content, we ensure we stay up to date with the latest technologies to ensure our clients receive quality service.

CREATIVITY



With all our service offerings we aim to ensure that every project not only meets the clients needs but exceeds their expectation with our creative flair.

INNOVATIVE TECHNOLOGY



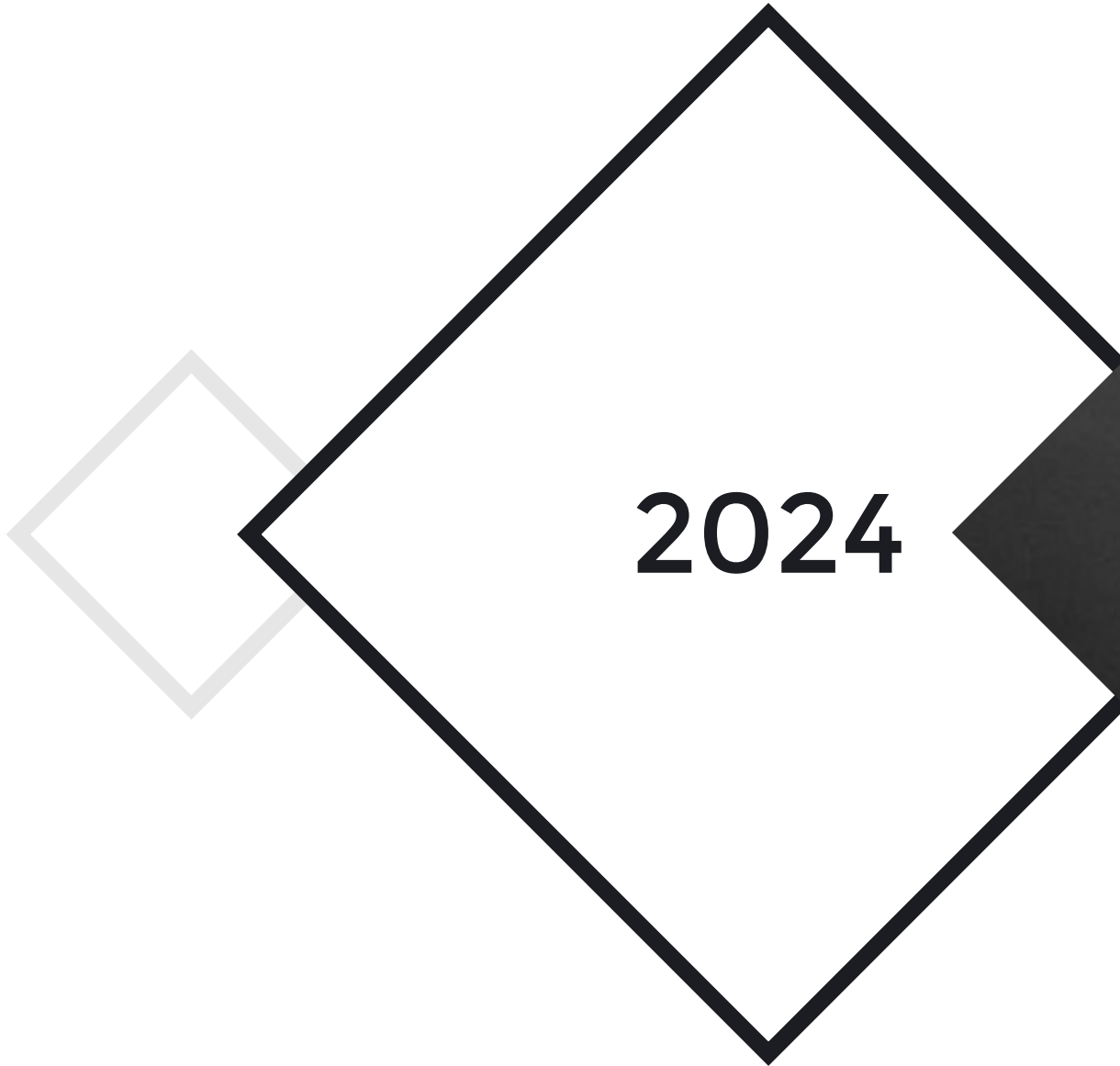
With all our service offerings we aim to ensure that every project not only meets the clients needs but exceeds their expectation with our creative flair.

OUR VISION & MISSION

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Indirect Media aims to become the number one South African creative marketing agency.

Indirect Media pushes the boundaries for both quality and innovation by continuously increasing the boundaries in the quality of work we produce and by staying on the cutting edge of marketing trends and technology.



TEAM WORK

We recognise the importance of working together in an ubuntu fashion to produce the best work we are all proud of.

PROFESSIONALISM

While we function in a creative and fun environment, we work with pride and professionalism to ensure the growth of both our personal and professional brands.

RESPONSIBILITY

Each member of Indirect Media is responsible to frequently broadening our knowledge, improving our skills and ensuring we advance the work we deliver.

SERVICE OFFERINGS



PHOTOGRAPHY

We go beyond just capturing amazing photos by ensuring we also capture the story behind each photo and to ensure we provide your brand with the most visibility.



VIDEOGRAPHY

Cinematic meets storytelling. We provide industry-standard quality video content while ensuring your brand message and story is communicated.



GRAPHIC DESIGN

We understand not only the key principles for a company brand, but also how to present your brand in every situation visually. Our graphic design department works in synergy with our marketing and media teams to ensure we can strategically and visually present your brand and successfully advertise your services or products.

MEDIA PRODUCTION

VIDEOGRAPHY

Indirect Media offers a wide range of media production services, from photography to 4k cinematic videos and world-class drone footage. We further specialise in Insta-gram & TikTok Style videos.

We have mastered the art of storytelling through our lenses. The creatives on our team are multi-skilled to deliver a variety of innovative content to bring to life any image you want in motion.



MEDIA PRODUCTION

PHOTOGRAPHY

Capture every moment through our lenses and create unique content for your business with our professional photographers.

We go beyond capturing amazing photos by ensuring that every image tells a story that will provide your brand with the most visibility.

Our photography services include still photography, corporate, product shoots, model lifestyle shoots, and so much more!

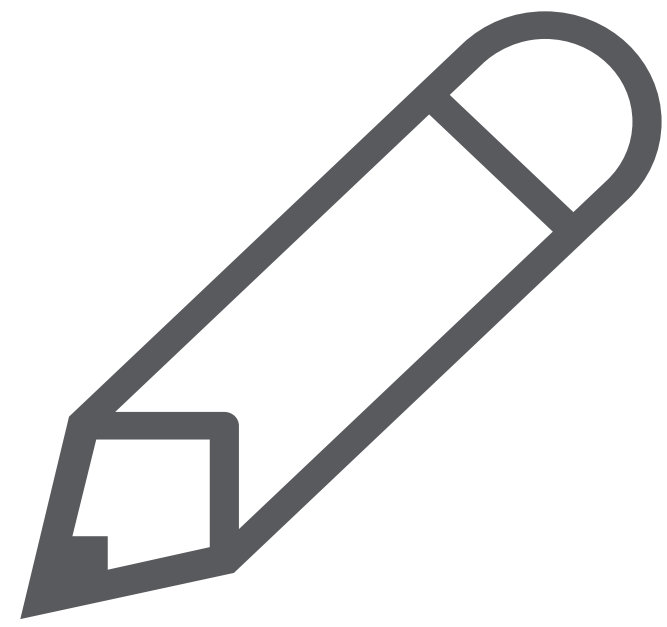
EVENT PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

LIFESTYLE PHOTOGRAPHY

CONTENT CREATION





DESIGN

GRAPHIC DESIGN & BRAND COMMUNICATION

We understand the fundamental principles of a company brand and how to visually present your brand in every situation. Our graphic design the department works in synergy with our marketing and media teams to strategically and visually present your brand and successfully advertise your services or products.



BRAND IDENTITY PACK

SOCIAL MEDIA ASSETS

PRESENTATIONS & BROCHURES

CAMPAIGN DESIGNS

WEBSITE ASSETS

SERVICE OFFERINGS



SOCIAL MEDIA

We strategically plan, manage and distribute your content across all the relevant social media platforms in the native format and language for that platform.



WEBSITE DEVELOPMENT

From basic website design to advanced E-commerce shop development for your online shop our web design team are here to ensure all the basis are covered with our robust web design offerings.



APP & UI/UX

App Development

UX & UI

Software Development

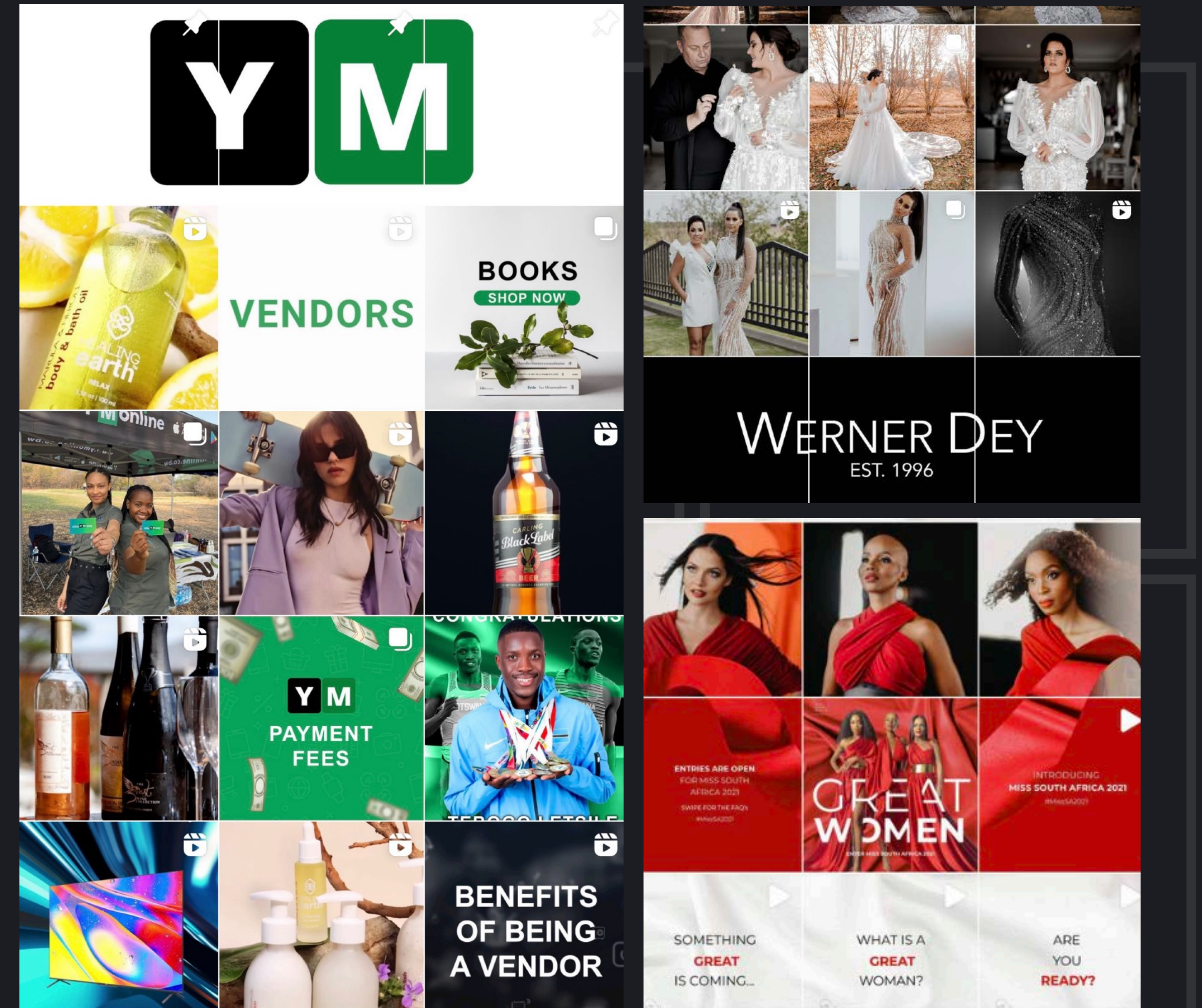
SOCIAL MEDIA

Social media has become a driving force to marketing your business online to expand your horizons and target potential clients that are not reachable through traditional marketing means. We go beyond just posting on your

social media, but we build awareness for your brand on the most compatible platforms.

Creating, planning and posting content with strategic intent is what we specialise in. We ensure that your brand voice is heard online loud and clear, from content creation to community engagement. We also offer an analytical report to give you insights on what worked and what didn't.

CONTENT PLANNING | POSTING & SCHEDULING | CONTENT CREATION | REPORTING



WEBSITE MANAGEMNT

Website design with standard and advanced solutions to ensures you can effectively build your online presence. Our websites are optimised for desktop, tablet and mobile viewing experiences to ensure your site can be enjoyed from any device.

We also integrate Google Analytics so that you can track web traffic and optimise your site based on user experiences.

Search Engine Optimisation (SEO) is in the DNA of your site to ensure and ranking on the most important platform search engine like Google.

E-COMMERCE

The world is online, and so should your user's buying experience be. We have you covered, from product photos to publishing your products on the online shop.

We create WooCommerce, CS-Cart and Shopify stores with the option of advanced integrations and shipping solutions.

Payment Gateways, Google Analytics and Google Shopping solutions are implemented to optimise your online shop store.

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DOMAIN REGISTRATION | HOSTING & MAINTENANCE | SEO | MOBILE DESIGN | ANALYTICS



SOFTWARE DEVELOPMENT

MOBILE APP

Our software development team create mobile apps for both Andriod and IOS that carry our creative team's user experience and the importance of visuals in mind.

Get the best-coded mobile app that carries the importance of visual design with it.

User experience design (UX) & User interface design (UI) form part of our wireframes to ensure your users can enjoy the most optimised user experience on your web and mobile app.

FULL STACK SOFTWARE DEVELOPMENT

Custom full-stack software development solutions ensure that your corporate business can implement tailored software solutions that work best for your business model or customers.

Both local and cloud solutions ensure your code can software solutions can scale per your business needs and requirements.

Comply with cybersecurity requirements to ensure your technology solutions do not comprise sensitive data or violate new security laws and requirements.

UX | UI | WIREFRAMES | CUSTOM SOLUTIONS | CODING | ANDROID & IOS



CREATIVE PORTFOLIO

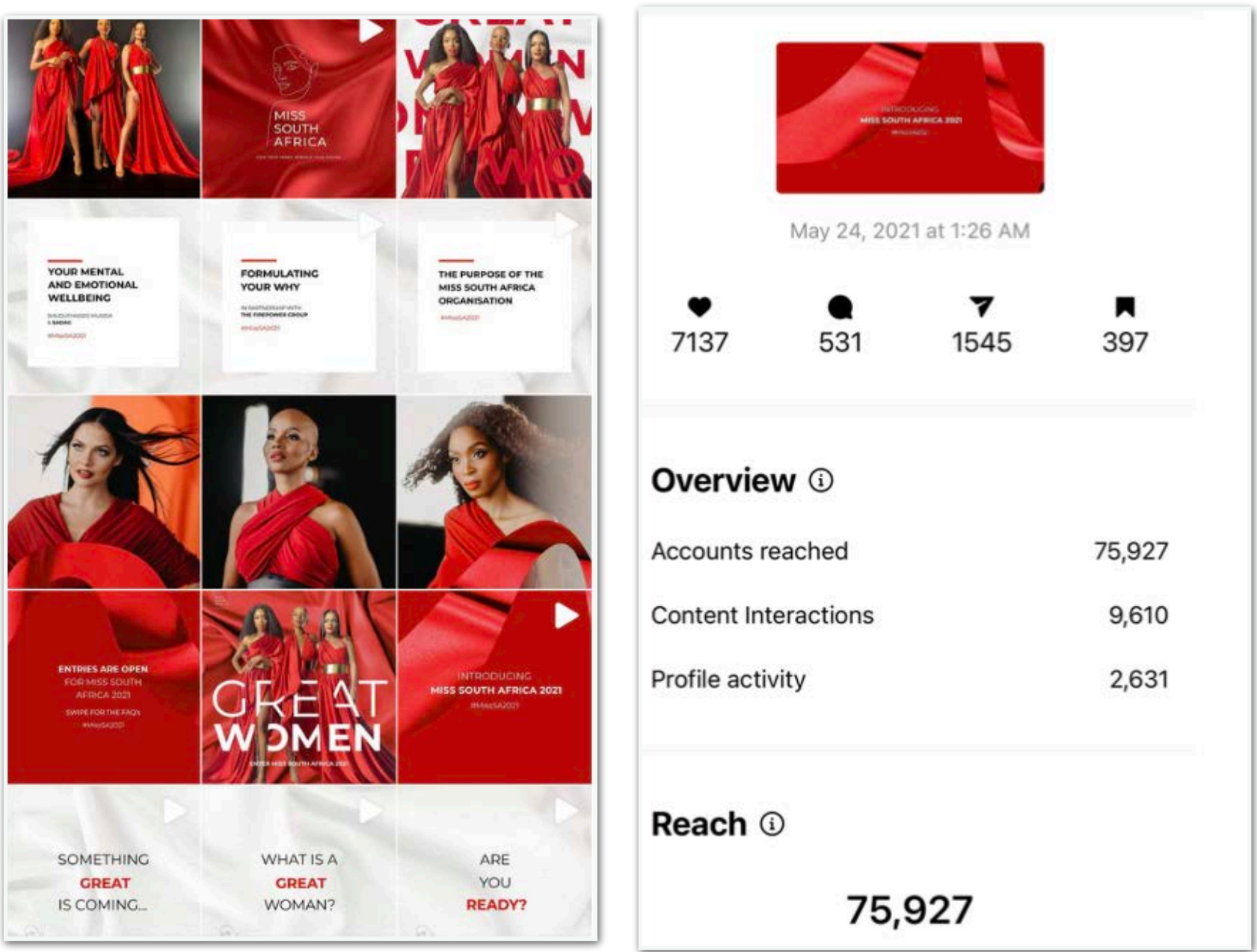
BRIEF 2021:

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 digital platforms. This includes content creation, asset creation and design, social media management and ad management.

Campaign Hashtag : #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



May 24, 2021 at 1:26 AM

7137 531 1545 397

Overview ⓘ

Accounts reached	75,927
Content Interactions	9,610
Profile activity	2,631

Reach ⓘ

75,927



CREATIVE PORTFOLIO

BRIEF 2022:

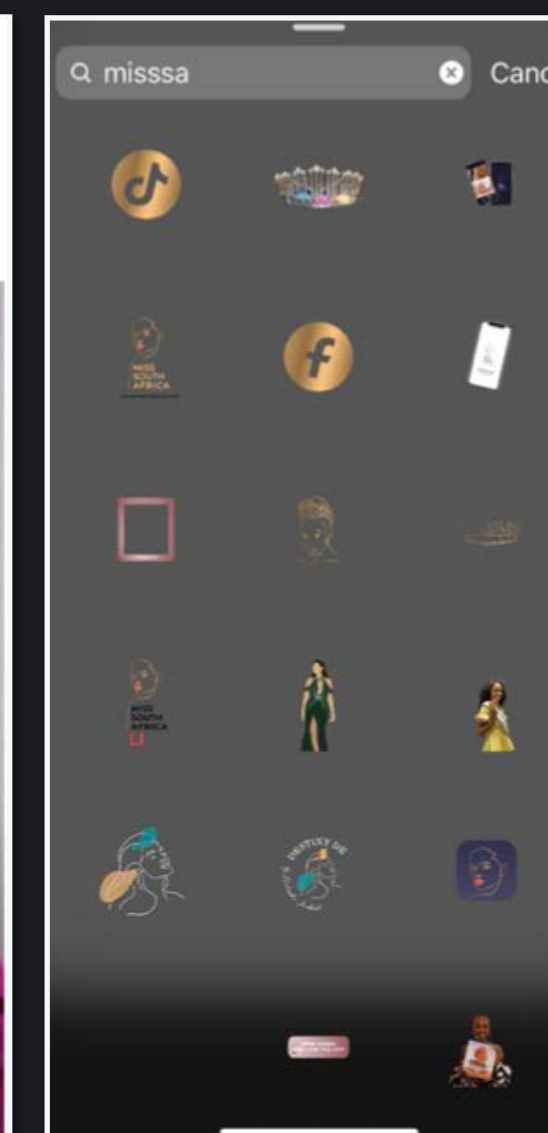
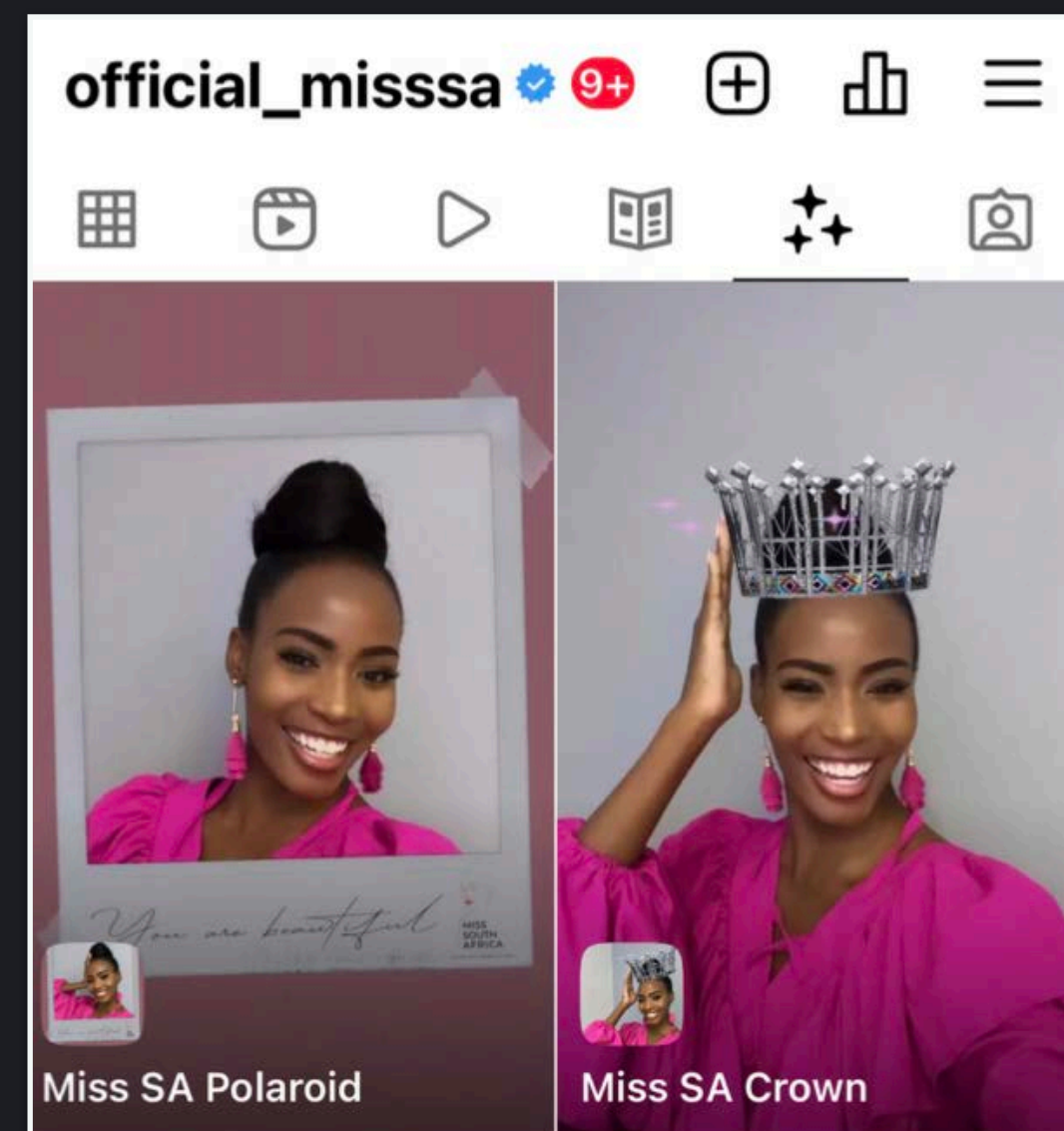
Create a social media campaign to launch the New Miss South Africa App. The App will allow people to have exclusive behind the scenes content such as Top 10 reveal, judging process, tutorials, workshops etc. The audience will be able to vote on the App and enter for Miss SA as well as purchase bundles to view the live streaming of the finale show.

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 took place to further explain the purpose of the App. How to videos of the App was also released to help people navigate the App.

CAMPAIGN CREATIVES

INSTAGRAM FILTERS & GIPHS



MISS SOUTH AFRICA

CREATIVE PORTFOLIO

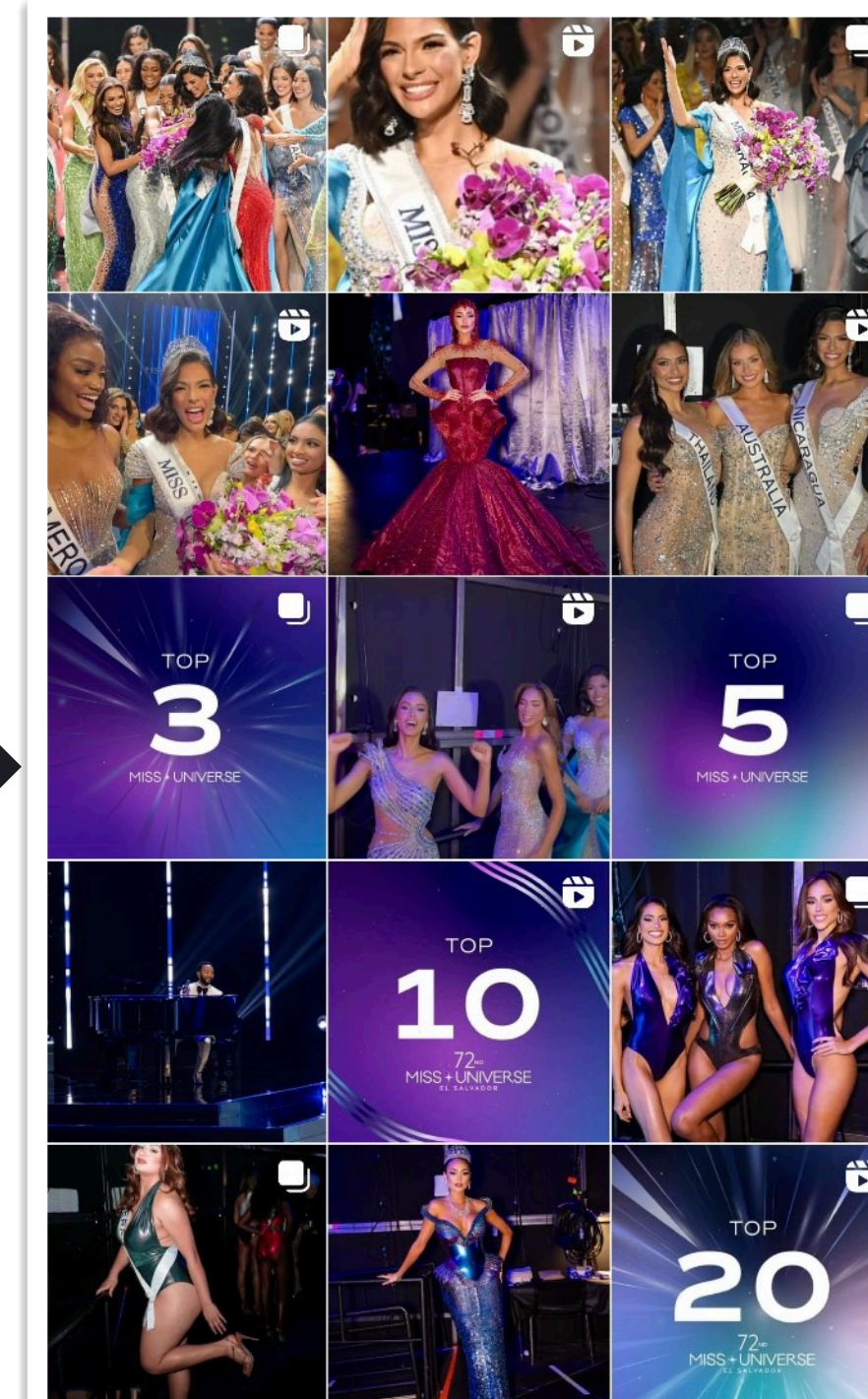
BRIEF 2023:

Create editorial digital platforms and manage social media accounts throughout the duration of the 72nd Miss Universe competition.

We created social media content for various Miss Universe platforms from daily excursions to fun Tik Tok content. This also included event coverage and live posting of all live shows (Preliminary competition, National costume show and Finale show).

<https://www.instagram.com/missuniverse?igsh=MzRIODBiNWFIZA==>

MISS UNIVERSE



CREATIVE PORTFOLIO

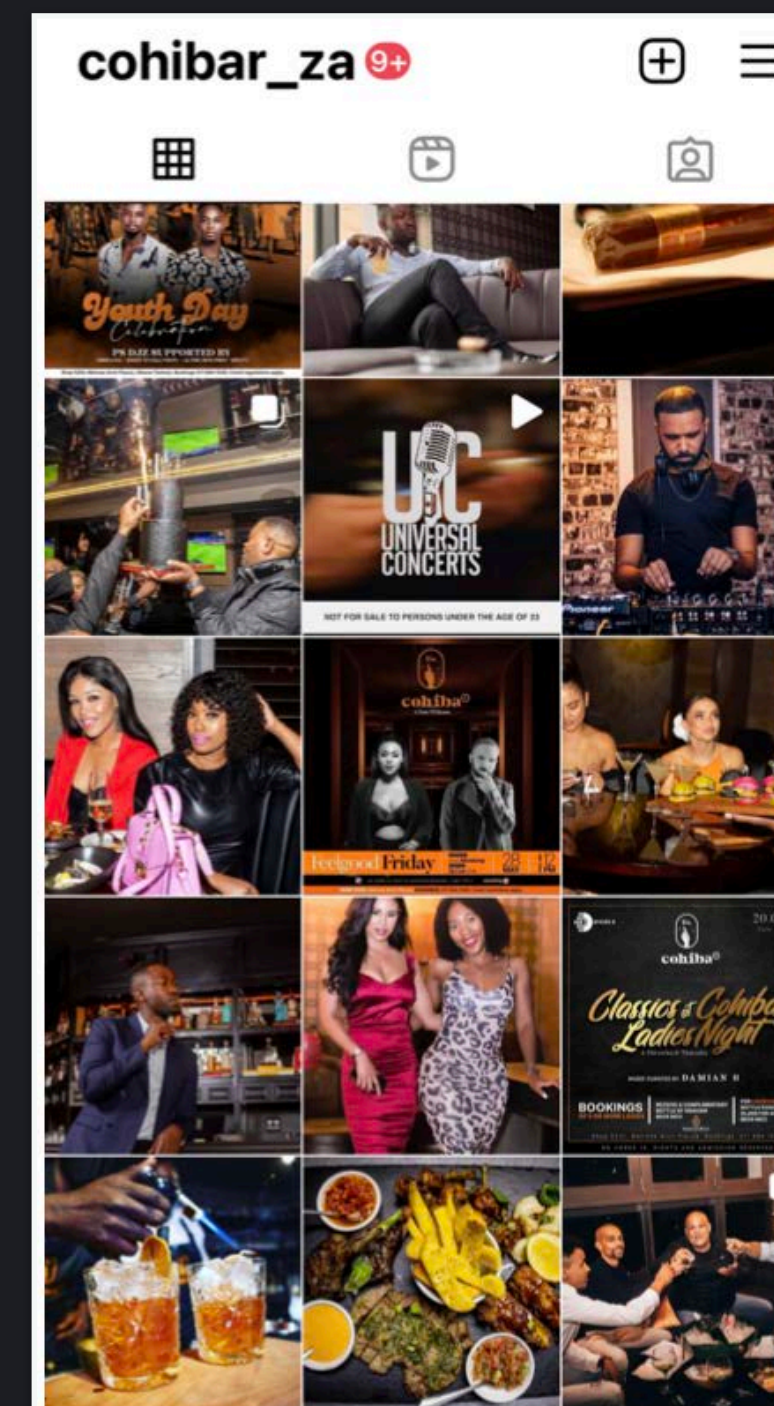
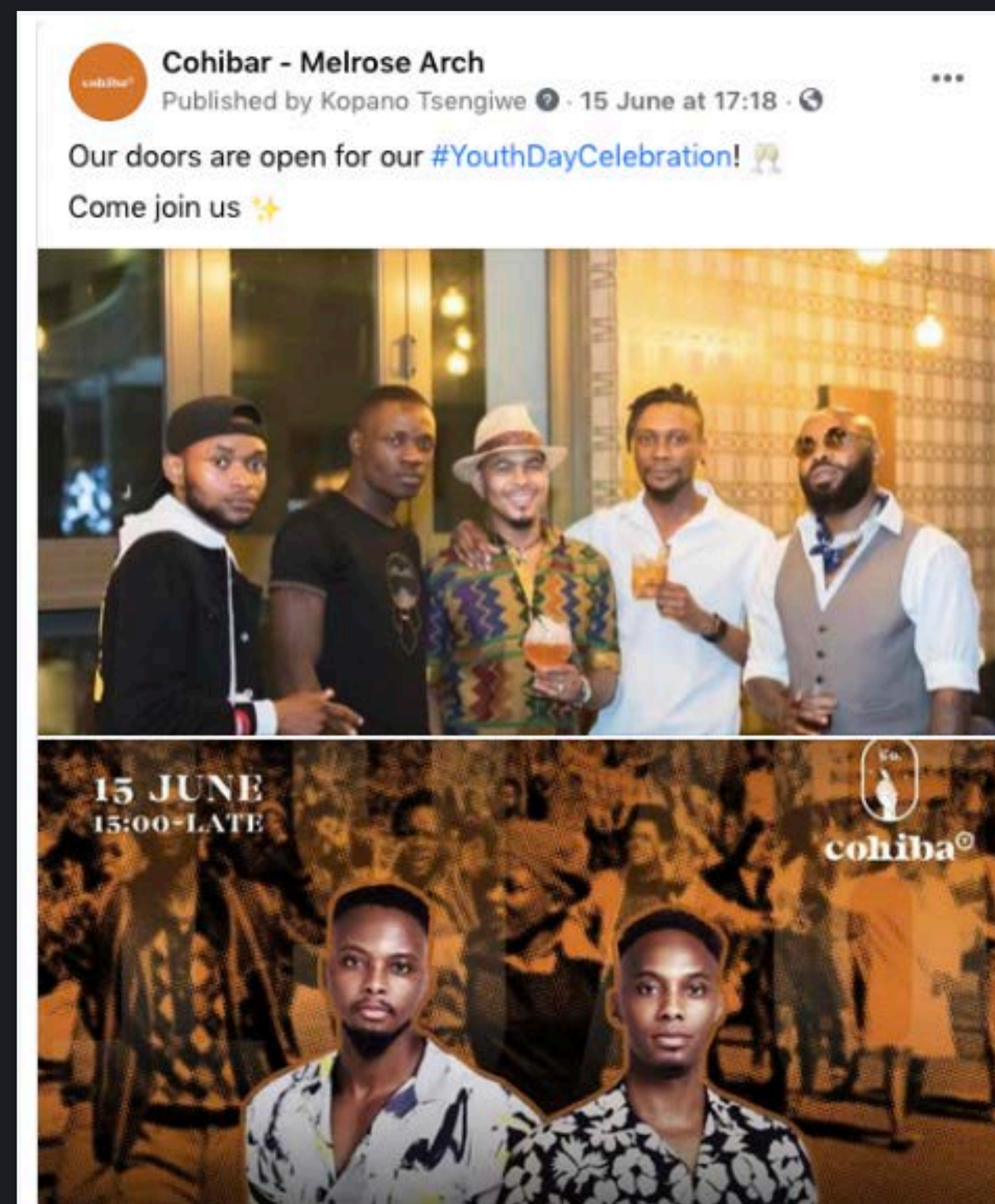
Cohibar is a premium cigar lounge and restaurant located in Melrose Arch.

BRIEF:

Promote the establishment and various events, across social media platforms.

Mainly Facebook, Instagram and Twitter.

COHIBAR



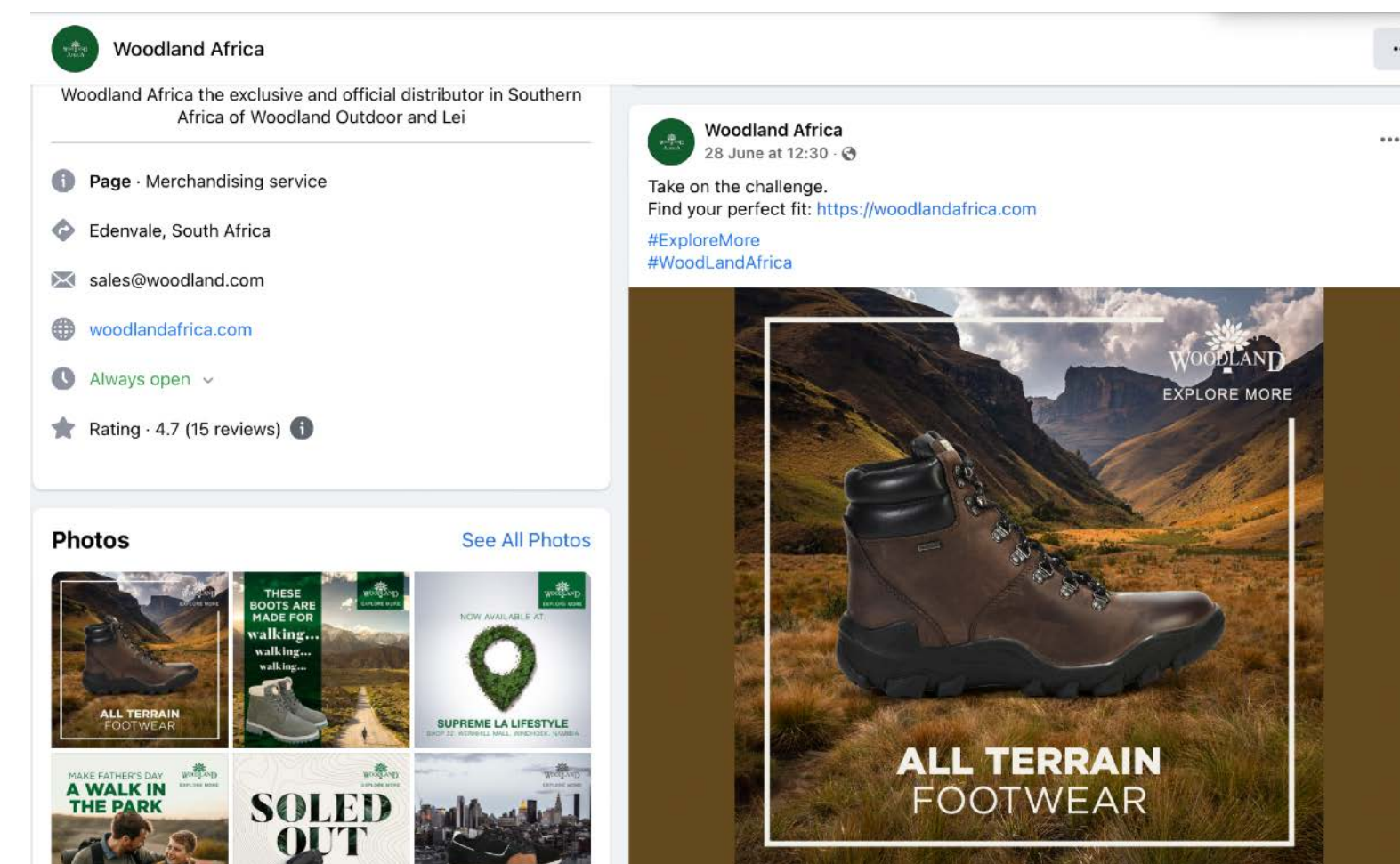
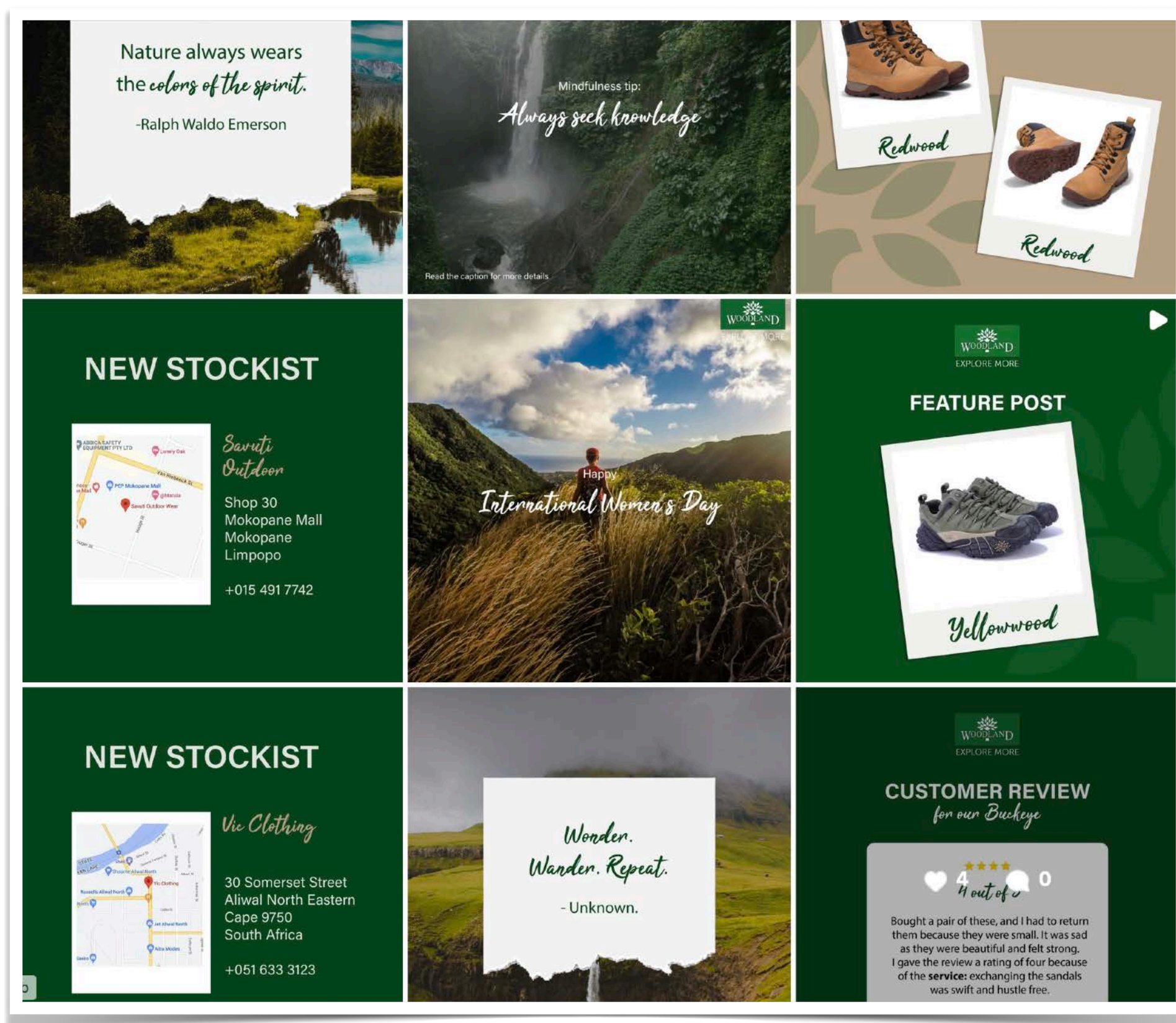
WOODLAND AFRICA

CREATIVE PORTFOLIO

Woodland Africa offers an extensive line of footwear, focused on creating truly functional solutions for outdoor and adventure enthusiasts.

BRIEF:

Promote various product ranges across social media platforms. Mainly Facebook and Instagram.



CREATIVE PORTFOLIO

Aj's Food products sells a wide range of sauces, pickled food and other garnishing products, in supermarkets as well as online.

BRIEF:

Promote various product ranges across social media platforms. Mainly Facebook and Instagram. Below are examples highlights animated assets for the client.

AJ'S FOOD PRODUCTS



VALENTINES DAY CAMPAIGN



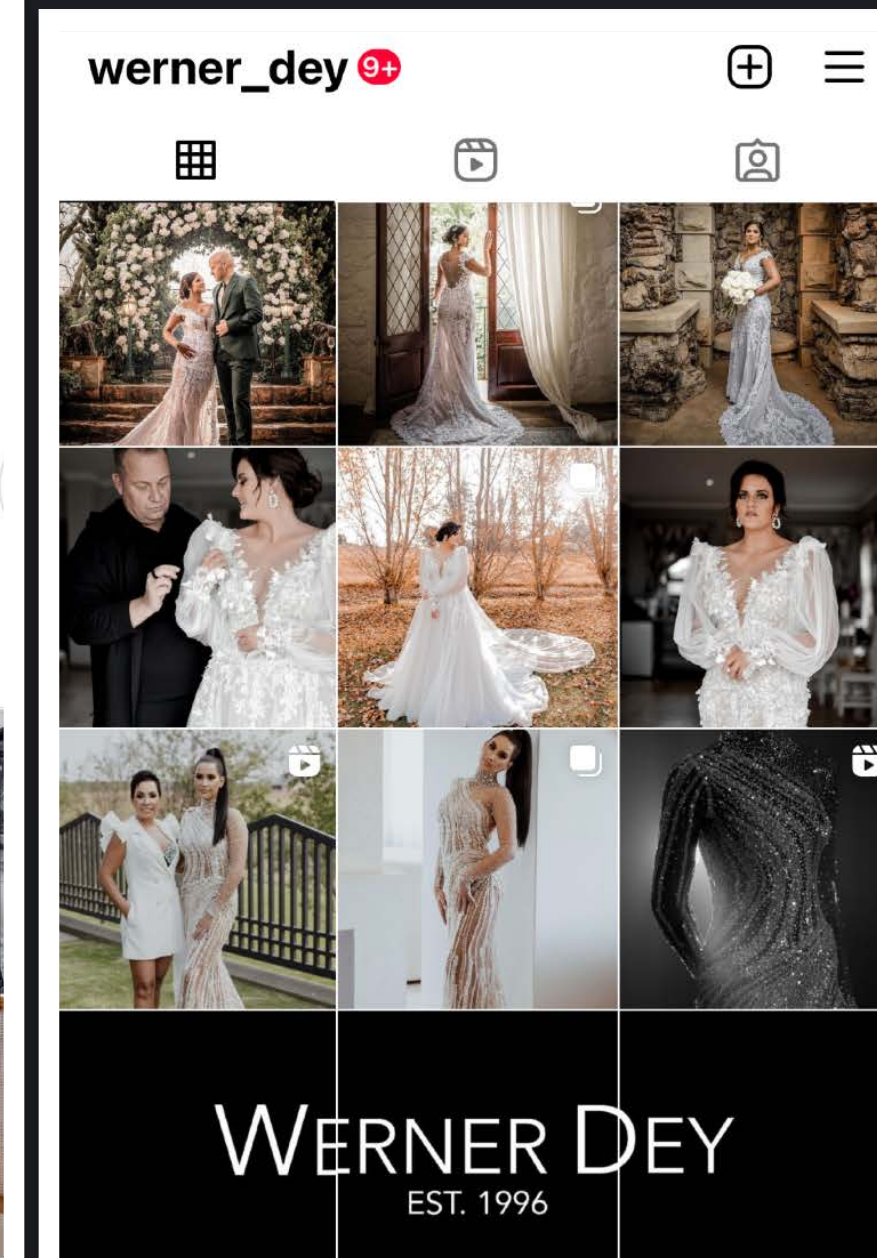
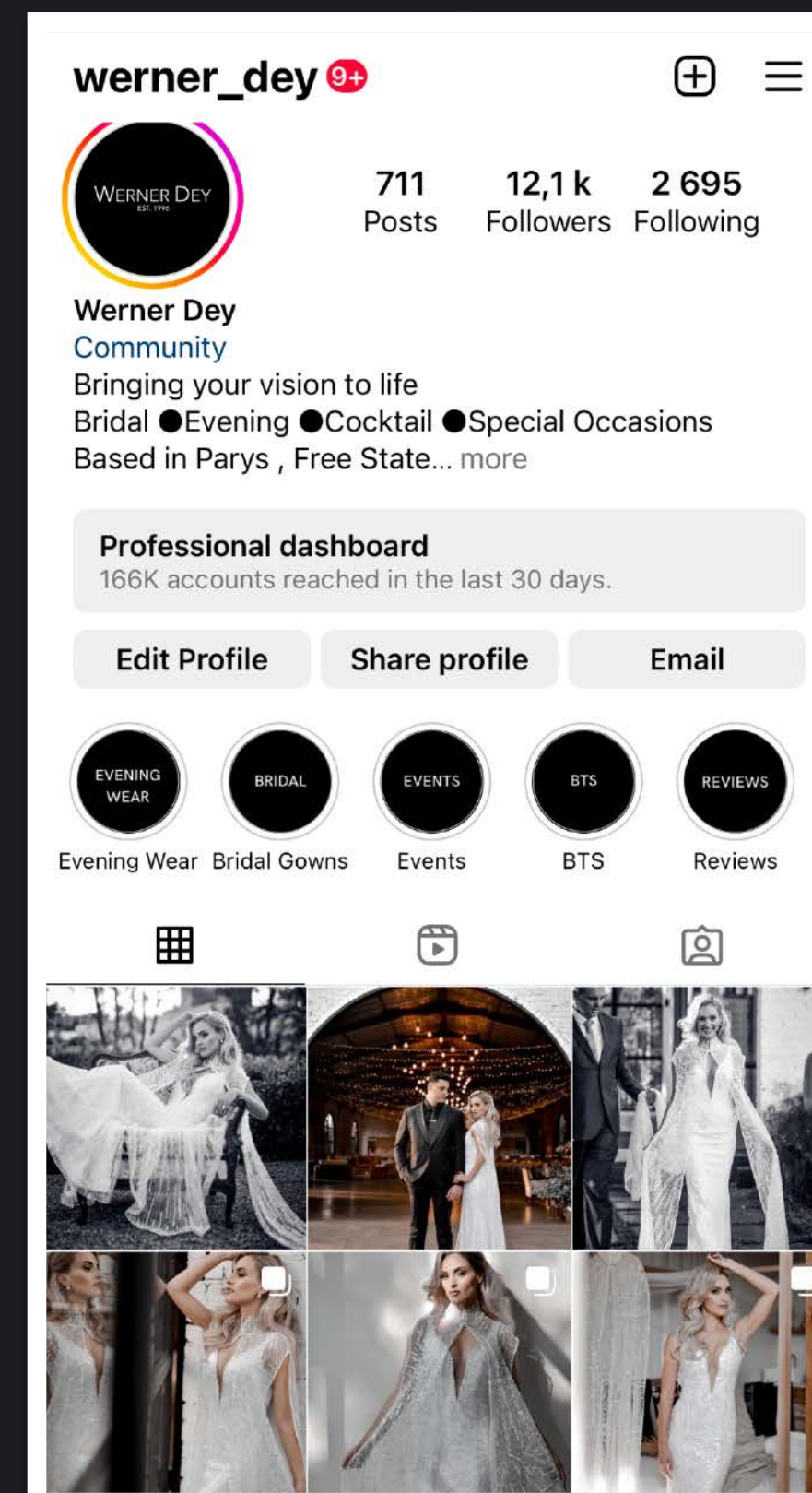
CREATIVE PORTFOLIO

Werner Dey is a boutique store that creates high end couture for women, from wedding gowns to evening dresses.

BRIEF:

Promote various garments created by Werner Dey on social media platforms. Mainly Instagram and Facebook.

WERNER DEY





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