



intelligent creativity



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LeBlaQ



Providing a **Fresh & Independent** viewpoint of your company's strategy, structure, products and services as we immerse ourselves in your business ambitions.

LeBlaQ* Marketing and Communications is a 100% black professional women-owned company that helps organisations to first understand their unique market environment and then make the right strategic and tactical marketing and communications choices in order to achieve set objectives.

**LeBlaQ is registered as Lines on White Paper (Pty) Ltd and trading as LeBlaQ*



"What's the use of running if you
are not on the right road?"

"German proverb"

Our Company

LeBlaQ* Marketing and Communications is a 100% black professional women-owned company that helps organisations to first understand their unique market environment and then make the right strategic and tactical marketing and communications choices in order to achieve set objectives.

Simply put: We provide a fresh and independent viewpoint of your company's strategy, structure and products and services as we immerse ourselves in your business ambitions.

From reputation management to brand impression to new business development, making a professional impression is invaluable to any organisation. We ensure our clients have the proper material and tools to communicate with your key target audience in the right way; whether it is Business to Business (B2B), Business to Consumer (B2C), or Business to Employee (B2E).

In meeting with a potential client, we follow a simple 4-step process:

- 1. Perception Audit:** Determine the status of your business, where you want it to be and how you aim to get there.
- 2. Status Quo:** Evaluate the existing communications/marketing material and channels being used.
- 3. Intervention:** Identify and implement the areas where we can add value, including Strategy and Tactical Planning, Project Management, Research, Marketing, Communications, Public Relations, Branding, Events, Promotions, Exhibitions, Stakeholder Relations or Corporate Social Investment.
- 4. Measure:** Measuring of results against the objectives and evaluation report.

Our headquarters are in Johannesburg, Gauteng, but we have a national footprint within the borders of South Africa and look forward to extending our operation into the African continent.

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Our People

1 + 1 = 3! We believe that the overall total of all our contributions is much greater than the sum of our individual inputs. To this end, we secure only the very best specialist service providers to provide unparalleled top-end marketing and communications advisory to our clients on a project basis.

Add to this our growing permanent staff contingent and you get the LeBlaQ team: a diverse mix of dynamic in-house individuals and experienced service partners who all share the same inherent values and work ethics:

- **Trust:** We believe that our relationships should be based on integrity, reliability, transparency and mutual respect.
- **Teamwork:** We believe in forming a working partnership with our clients in order to achieve set objectives.
- **Excellence:** We are committed to excellence and pride ourselves in being thorough and delivering desired results.
- **Discipline:** We are extremely results- and time oriented. We approach all our assignments in a disciplined manner that is aligned to our client's needs.
- **Communication:** Sharing information enhances mutual success. We believe in open communication.
- **Quality:** Under no circumstances shall quality be compromised.



Led by industry heavyweights Andisiwe Tingo and Olga Ribeiro Seiphemo, **LeBlaQ** has the advantage of more than a decade's worth of experience in working with Corporate, Government and Non-Governmental Organisations, as well as extensive work with small to medium enterprises.

Together, they have created a company that is a unique combination of skill, strategy and creativity, but above all a passion for bringing measurable results to all clients.





Andisiwe Tingo – Executive Director

Andy is regarded as an astute strategist, communicator and risk practitioner having consulted widely for various companies in diverse sectors. Having managed large projects for clients in different sectors of the economy, she has developed critical competencies in the field of Communications, Project- and Risk Management.

Andy has enjoyed a career that spans different sectors and fields and this has honed her adaptability and provided her with capacity to apply her mind to complex problem solving.

Her close interaction with clients and their various stakeholders has equipped her with exceptional stakeholder relations skills, in addition to her strong research-, analysis- and writing skills.

Andy holds a Social Sciences Masters degree from the former University of Natal along with Certificates in International Relations; Forecasting and Risk Analysis; and Project Management from Albert Ludwigs University Germany, the University of Pretoria and the University of South Africa respectively.



Olga Ribeiro Seiphemo – Executive Director

Olga holds a Masters in Business Administration (MBA) from the Management College School of South Africa (2004), as well as a Management Advanced Programme (MAP) from Wits Business School, obtained in 2009.

She has a strong background in sales and marketing with a particular focus on the banking sector. Her impressive range of abilities and skills reflects her versatile work experience with positions ranging from: Executive Banking Manager to Change Analyst.

As the former Group Director for Marketing, and Executive Board Member of Jasco, a listed company during 2007 – 2011, Olga's exceptional people skills, financial acumen and project management expertise makes her a highly regarded consultant in Marketing circles.



Our Heart

We believe in giving back and improving the lives of people in our community and in South Africa. Our CSI focus aims to support Literacy, Health & Wellness and Education.

The LeBlaQ We Heart Life Initiative

Health and Wellness

As part of our first We Heart Life initiative, the LeBlaQ team have saddled up their horses and galloped to the rescue of families who are in dire need of food and nutrition; volunteering to make and deliver nutritious food parcels.

Adopt a Charity

We would like to invite established charities to send us their proposal on how we can add value to any of their initiatives i.e. networking, event management, fund raising, marketing etc. Please note that any request for assistance must be of a non-monetary nature and no sponsorship or fund contribution proposals will be considered.

1 - Strategy

From strategy, to tactical planning and implementation, we believe that strategic marketing and communications can actually be your company's competitive advantage. This is why we strategically align all our strategy with both your organisation's corporate- and business unit level strategies, in order to make sure that we are working collectively towards the same objectives.

Once the strategy and objectives are established, we will complete the tactical planning, or the "how" part of the equation, before project managing the implementation of the campaign with all relevant stakeholders.

We assist in the strategy, tactical planning and implementation of the following:

- Company strategy (mission/vision/values)
- Corporate Identity and Brand strategy (incl. brand values)
- Marketing strategy
- Communications strategy
- Media and PR strategy
- CSI strategy
- Sponsorship strategy

2 - Project Management

At LeBlaQ we manage all aspects of your project: From initiation, through project planning and project execution, monitoring and controlling progress and eventually close of project – whilst always keeping your business strategy in mind.

We understand that all projects need to be achieved within the constraints / variables of scope, cost, time and quality. We also take elements such as risk, stakeholder and customer satisfaction, meeting business case objectives, end-user adoption, benefits realisation and governance criteria into account while working on your project.

Steps in our project management cycle:

Our project management services include the following:

Initiation

- Determine scope
- Conduct needs / requirements analysis
- Compile project charter

Planning

- Plan time, cost and resources
- Scope statement
- Team selection
- Roles & responsibilities
- Identify deliverables & activities
- Estimate time & cost
- Develop project schedule
- Develop project budget
- Risk planning
- Communication plan
- Kick-off meeting

Project execution

- Coordinate resources
- Do quality assurance
- Do information distribution
- Manage stakeholder expectations
- Coordinate procurement
- Test deliverables against design

Monitor and control

- Measure ongoing project activities
- Monitor project variables against project plan
- Identify corrective actions to address issues and risks
- Change control

Close

- Formal acceptance
- Archiving
- Lessons learned



3 - Research

A sound marketing and communications strategy often depends on relevant, accurate, reliable, valid, and current information about the client's organisation and its diverse stakeholders. In order to identify and satisfy stakeholder needs, we invariably recommend some marketing research.

LeBlaQ offers the following market research services:

- Quantitative: Aim to answer statistical questions like 'how many' or 'how much' and can involve a large number of respondents. Examples include field surveys and questionnaires.
- Qualitative: Generally used for exploratory purposes like the 'what', 'how' or 'why' and include a small number of respondents — not generalisable to the whole population. Examples include focus groups and in-depth interviews.

4 - Marketing

It's the 21st century yet many business still market like it's the 20th century! While we believe that there's still a very significant place for traditional marketing like print, email, outdoor, radio and TV, especially for large national audiences, LeBlaQ is ever conscious of the changing global marketing environment. By combining the art of storytelling with the increasing consumer demand for 'content value', we ensure that each of our clients gets the right marketing strategy that talks to their unique audience.

Print Marketing (Below-the-Line Advertising)

- Newsletters
- Advertising
- Brochures
- Infographics

Multimedia Marketing

- Corporate Videos (including script writing)
- Online Videos
- Mobile
- Podcasts
- Webcasts
- Games
- Apps
- 3D Animation
- Radio and Television Advertisements

Online Marketing

- Social Media Campaigns
- Micro-Content Creation
- Online Content Management
- Blogs
- Online Videos
- Podcasts
- Webcasts

Experiential Marketing

Experiential marketing tries to immerse the consumers within the product by engaging as many other human senses as possible. We create and implement large-scale national interactive campaigns, to help customers experience a brand as a WOW-moment, never to be forgotten.

Examples of experiential marketing include:

- Taxi-rank and campus activations
- Building wrapping
- Adventure racing
- Whispering windows
- Guerrilla marketing



5 - Branding

Branding your product is especially important in the increasingly cluttered market space of today. If you do not stand out from the crowd in some way, then you will never attract the customers that you deserve, no matter how good your service or your product is. LeBlaQ creates consistent and accurate marketing material to either establish, or improve your company's brand identity. This includes:

- Corporate Identity (logo, business cards, email signature and more)
- Website Design
- Signage
- Presentations
- Brochures
- Posters
- Billboards
- Point of Sale
- Packaging

6 - Communications

Communicating the Right Message to the Right Audience in the Right Style is a specialist discipline and one that many organisations fall short of due to a lack of professional in-house resources. LeBlaQ understands the need for consistent and accurate information and as such we have a variety of specialist writers to assist our clients with all their communication needs.

Corporate Communications

- Company Profile
- Speeches
- Presentations
- Policies and Processes
- Annual Reports
- Proposals
- Templates
- Editorial
- Advertorial
- Social Media Content Creation
- Blogs
- Script Writing

Consumer Communications

- Newsletters

Internal Communications

- Strategic Team Building
- Company Morale Boosters
- Cultural Diversity Education
- Staff Events
- Staff Newsletter
- Company Intranet/social media
- Staff Presentations
- Staff Correspondence
- Wellness Days & Wellness Education

Editing and Proofreading

LeBlaQ provides high-quality copy-editing, proofreading, translation, rewriting and copywriting services to marketing, training and PR companies and corporates on a project- or once-off basis. These include initial consultation, interviews and research, as well as translation, proofreading and writing at market-related rates.



7 - Public Relations

Public Relations is one of the most important aspects of any organisation's strategic function and has a dual purpose: To protect the company's reputation and to create awareness and education of the company's products and services.

LeBlaQ offers the following public relations services:

Media Relations

- Media strategy and Planning (across all national and regional print, broadcast and online media)
- Key Messaging
- Press Releases
- Interviews
- Press Conferences
- Media Planning
- Media Monitoring
- Media Training
- Building relationships with key media

Crisis Communications

Crisis Communication Strategy, including:

- Anticipation of Crises
- Identification of Crisis Communication Team and Spokespersons
- Identify and Know your Stakeholders
- Establish notification and monitoring systems
- Develop Holding Statements
- Adapt Key Messaging



8 - Stakeholder Relations

The first rule of effective Stakeholder Management is understanding your stakeholders. There are often unknown factors underpinning diverse role players' behaviours and decision-making that impact an organisation's performance. The second rule is effective, consistent and timely communication with all stakeholders, ensuring that they continuously feel valued and involved.

At LeBlaQ, we take into consideration the experiences, perspectives, beliefs and attitudes of an organisation's stakeholders, from employees and management, to shareholders, media and customers - ensuring rich, insightful relationships that work to the benefit of both our client and its stakeholders.

9 - Corporate Social Investment

We assist our clients with the professional management of CSI initiatives which logically fit into your business objectives. This includes the planning and execution of programmes like corporate sponsorship (funding an event to benefit a specific cause), bursaries, life skills programmes, donations, employee involvement in community service and cause-marketing investment (e.g. if you see a pink cancer ribbon you know the company invest a % to breast cancer)

The benefits of CSI

- Sustainable development contributing to economic growth
- Improve your company's competitive edge by attracting and retaining investors, clients and employees
- Enhanced company image
- Enhanced brand identity and brand awareness
- Improved business performance
- Improved employee morale and involvement
- Opportunities to build relationships with business partners
- Increased customer loyalty
- Government recognition



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10 - Events

Corporate Events • Promotions • Exhibitions

Corporate Events

LeBlaQ offers a complete event management solution – from the customised event design up to implementation of and reporting on the event. We give preference to high-end, small to medium sized events (maximum of 300 people) to ensure the event is delivered with maximum flare and with a personal touch. Our team of creative designers, production managers and event managers has all the expertise to make your vision a reality, keeping track of all the necessary details during the process. We place emphasis on creativity, commitment, quality and detail, ensuring that we meet and exceed our client's needs.

Type of events:

- Launches
- Gala dinners
- Award ceremonies
- Corporate conferences
- Exhibitions (see “Exhibitions for more details)
- Promotions (see “Promotions” for more details)
- Golf days

• Our event management offering includes:

- Planning, organising, implementation and reporting of the event (from concept to completion)
- Compiling and executing a marketing campaign
- Developing advertising and communication strategies
- Design of event and marketing material
- Brand integration and partnership introductions
- Project concept and creative theme development
- Sourcing the perfect location / venue and venue liaison
- Overseeing and assisting with the guest list
- Design of invitations to the event
- Sourcing and negotiation catering and décor



- Sourcing and negotiating relevant sound, lighting and stage design
- Sourcing and negotiating relevant event entertainment, photography and videography
- PR and press/media relations

Promotions

Promotions is a method to raise awareness about your product , service or brand to your customers, stakeholders and the broader public, thereby generating sales and creating brand loyalty.

At LeBlaQ we pride ourselves in creating results-orientated, fun events where we make use of our local talent.

Our fully outsourced solution includes:

- Marketing and Brand Activation campaigns
- Corporate Company promotions
- Launches
- Roadshows – including mobile set-up, live entertainment, dj’s, mc’s, branded give-aways
- Promotions in shopping centres, malls and plazas - educating customers, generating instant sales, assisting customers in making purchasing decisions
- Signage
- Advert design / layout
- Corporate gifts
- Event production (see “Events” for more details)

Exhibitions

At LeBlaQ we can assist you with the organising or participation in exhibitions, from building your unique stand according to the event specifications, to marketing your presence to attract visitors.

Some key advantages of participating in an exhibition (such as a trade show or expo) include:

- Valuable customer contact which can develop into business leads
- Platform to launch your product or service (e.g. live presentations, demonstrations)
- Platform to market and raise the profile of your company or brand

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