

▮▮▮ BARCODE CREATIVE ▮▮▮

EST. 1988

ADVERTISING | BRAND COMMUNICATIONS | CREATIVITY

COMPANY PROFILE

BARCODE CREATIVE

About Us



BARCODE CREATIVE
Est. 1989

ADVERTISING • BRAND COMMUNICATIONS • CREATIVE

“...Our mission is...Our vision is...Our goals are....” ...typical...but not very CREATIVE!

At Barcode Creative we simply seek to build healthy brands...internally and externally. Brands that contribute positively to the growth and development of the creative industries and socio-economic environments within which we operate in and engage with.

We strive to achieve this through the strategic operations of our advertising and brand communications agency, commercial and lifestyle enterprises and CSI endeavours.

Inherent of this strategic motion is a professional workforce characterised by a creative mindset, that seeks to foster a culture of learning, growth, interaction, respect, integrity and fun...or simply put, we strive to see...

Creativity @ Work!

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Operating Since
2012

Directors

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BARCODE CREATIVE

Who We Are



"...Barcode Creative provides business services focused on In-Mall Digital Advertising, Digital Signage & Interactive Media Solutions, Graphic & Multimedia Design and Brand Communications Solutions, ..."

Barcode Creative is a 100% Swazi owned company that has been operational since 2012 and offers services specializing in Advertising, Brand communications and Creative Business Enterprise.

Barcode Creative provides business services focused on In-Mall Digital Advertising, Digital Signage & Interactive Media Solutions, Graphic & Multimedia Design and Brand Communications Solutions.

Barcode Creative operates the largest In-Mall Digital Advertising network in the Kingdom of Swaziland spanning across the largest and busiest shopping centres in the country. Across our growing network Barcode Creative provides affordable and effective advertising solutions to various clients, with an audience reach in excess of 10 000 monthly viewers.

“...Barcode Creative’s leadership has over 10 years combined industry experience in the fields of Brand Management, Marketing Communications, Operational Management, Information Technology and Corporate & Commercial Law Practice...”

OUR PEOPLE

Passion, expertise and an endeavour to contribute to the growth of the local creative industry is at the core of our professional and dedicated human capital.

Barcode Creative’s leadership has over 10 years combined industry experience in the fields of Brand Management, Marketing Communications, Operational Management, Information Technology and Corporate & Commercial Law Practice.

In contributing to the growth and development of the local creative industry, Barcode Creative continuously seeks to provide valuable opportunities for various individuals, businesses and communities through mentorship programmes, sponsorships and strategic partnerships.

Over the years Barcode Creative has managed to establish itself as a reputable advertising and brand communications company and through its Agency Network collaborates with various industry specialists to provide efficient, effective and innovative media and brand communications solutions to clients. This has resulted in Barcode Creative gaining a respectable client list and engaging in the development of new and successful business enterprises across various industries.

> AGENCY NETWORK

At Barcode Creative we strongly utilise the concept of an “Agency Network”. Through our valuable affiliations to independently operating specialist we are able to exchange ideas and expertise to provide our clients with leading service delivery and rewarding creative value propositions.



BURNT MUSHROOM CREATIVE

Burnt Mushroom Creative is a Swaziland based Design and Events Agency with a passion to inspire and innovate!

SERVICES OFFERED:

Graphic Design | Events Design & Management | Print Solutions
Display Graphics & More



SYNKRO ART PRODUCTIONS

Synkro Art Productions is a leading Branding, Design and Communications company providing fresh, technologically advanced services in Traditional and New Media.

SERVICES OFFERED:

Graphic Design | Video & Audio Production | Photography
Product Packaging & More



RASPERS MEDIA

Raspers Media offers specialized business to business communications, with a key focus on niche publishing and corporate communications.

SERVICES OFFERED:

Niche Publications | Business to Business Publications | Publication Printing & Publishing | PR & Corporate Communications

DIGITAL SIGNAGE

Digital Signage & Interactive Media



WHY CHOOSE DIGITAL SIGNAGE?

Are you spending lots of money on printed marketing and communications materials such as posters, notice board content or menus that need to be changed regularly? Are you missing out of the opportunity to engage passive audiences and inform them on what you have to offer? Do you sometimes feel as if your target audience ignores your existing methods of communications? Are you looking for a communications channel that can supplement your current communications engagements while at the same time offer you flexibility, time and cost savings?

If some of these questions speak to you, then Barcode Creative's Digital Advertising and Digital Signage Solutions may just be what you and your business need.

Digital Signage is a cost and time effective communications platform that can be utilized by business and institutions for varied internal and external communications.

DIGITAL SIGNAGE SOLUTIONS

Our strong business network and industry expertise positions Barcode Creative as a valuable partner in the planning, installation and operation of independent Digital Signage Solutions.

Barcode Creative provides professional consultancy services to clients seeking to install or upgrade Digital Signage platforms within their organization. We provide long-term and short-term solutions specifically tailored to the needs of the client. Popular locations for installed digital signage solutions include reception areas, waiting rooms, staff rooms, banking halls, restaurants, showroom floors, public arenas and foyers.

Barcode Creative also provides Digital Signage Rental services for clients who require Digital Screens for select events such as Conventions, Trade Fairs, Exhibitions, Festival Stalls, Weddings & Celebration ceremonies, etc.



Service Centres | Restaurants | Receptions | Showrooms | Retail Outlets | Exhibitions | Outdoor Billboards | And More

INTERACTIVE MEDIA SOLUTIONS

Customer experience over the years has rapidly evolved, significantly as a result of technological advancements. These advancements have not only change the physical environment of customer experience setting but further expanding the landscape of these environments and in turn changed the socio-economic interactions experienced.

Present day customers are tuned into the latest technologies, demand real-time digital experiences in premium settings.

The provision of an effective and engaging customer experience management tool is key for any organization. As an evolved solution of Barcode Creative's Digital Signage offering, we provide resolute Interactive Media Solutions to meet the requirements of a premium experience in customer service centre settings.

At Barcode Creative we provide independently operating solutions that have the ability to co-exist in an integrated system. Our Interactive Media Solutions consist of the following four components:

Digital Signage | Interactive Kiosks | Queue Management Systems | Real-Time Data Reporting

Our Interactive Media Solutions utilise high performance hardware with innovative and cost-effective software to provide customers with a premium user experience and service providers with valuable, actionable analytical data gained from dedicated reporting systems.

For more information on our Interactive Media Solutions, please contact us via phone or email.



IN-MALL DIGITAL ADVERTISING

Barcode Creative operates the largest In-Mall Digital Advertising network in the Kingdom of Swaziland. Our network covers the Swazi Plaza Corporate Place in Mbabane, the latest retail and business wing of Swaziland's largest shopping centre, the Swazi Plaza and Bhunu Mall in Manzini, Swaziland's most highly populated (per square meter) shopping centre located in the heart of Swaziland's most densely populated city.

Within these shopping centres, Barcode Creative operates a total of 10 Digital Advertising Screens, providing advertisers with access to over 50 000 weekly shoppers, business people and individuals of a diverse demographic.

In being a relatively new advertising platform within Swaziland, Barcode Creative has managed to significantly grow its client base to include a number large corporate companies, SMMEs, NGOs and other social organizations. Key to this growing client base are cost and time efficiencies associated with the Digital Advertising's affordable and flexible price plan (see next page) and our dedicated event marketing platforms (facebook.com/Kulture.SD and facebook.com/Dvumisa.SD).



IN-MALL DIGITAL ADVERTISING

Advertise your brand across Swaziland's largest and most visited shopping malls and with our affordable and flexible price packages you can reach thousands of consumers today!



SWAZI PLAZA CORPORATE PLACE RATE CARD (3 Screens)

| Duration | Week Rate (7 Days) | Monthly Rate (4 Weeks) | 3 Month Rate | 6 Month Rate | 12 Month Rate |
|-----------------------|--------------------|------------------------|---------------------------|-----------------------------|-----------------------------|
| Premium Rate | - | E2550.00 | E7250.00 (E2416.67 pm) | E13 775.00 (E2295.83 pm) | E26 000.00 (E2166.67 pm) |
| Premium Rate (Tenant) | - | E2025.00 | E5775.00 (E1925.00 pm) | E10 950.00 (E1825.00 pm) | E20 650.00 (E1720.83 pm) |
| Basic Rate | E500.00 | E1125.00 | E3200.00 (E1066.67 pm) | E6075.00 (E1012.50 pm) | E11 475.00 (E956.25 pm) |
| Basic Rate (Tenant) | E375.00 | E900.00 | E2550.00 (E850.00 pm) | E4850.00 (E808.33 pm) | E9175.00 (E764.58 pm) |

BHUNU MALL RATE CARD (7 Screens)

| Duration | Week Rate (7 Days) | Monthly Rate (4 Weeks) | 3 Month Rate | 6 Month Rate | 12 Month Rate |
|-----------------------|--------------------|------------------------|---------------------------|-----------------------------|-----------------------------|
| Premium Rate | - | E3200.00 | E9125.00 (E3041.67 pm) | E17 275.00 (E2733.75 pm) | E32 650.00 (E2720.83 pm) |
| Premium Rate (Tenant) | - | E2550.00 | E7250.00 (E2416.67 pm) | E13 775.00 (E2295.83 pm) | E26 000.00 (E2166.67 pm) |
| Basic Rate | E600.00 | E1400.00 | E4000.00 (E1333.33 pm) | E7550.00 (E1215.00 pm) | E16 800.00 (E1208.33 pm) |
| Basic Rate (Tenant) | E450.00 | E1125.00 | E3200.00 (E1066.67 pm) | E6075.00 (E1012.50 pm) | E11 475.00 (E956.25pm) |

SWAZI PLAZA CORPORATE PLACE + BHUNU MALL RATE CARD (10 Screens)

| Duration | Week Rate (7 Days) | Monthly Rate (4 Weeks) | 3 Month Rate | 6 Month Rate | 12 Month Rate |
|-----------------------|--------------------|------------------------|-----------------------------|-----------------------------|-----------------------------|
| Premium Rate | - | E5175.00 | E14 737.50 (E4912.50 pm) | E27 945.00 (E4657.50 pm) | E52 785.00 (E4398.75 pm) |
| Premium Rate (Tenant) | - | E4117.50 | E11 722.50 (E3907.50 pm) | E22 252.50 (E3708.75 pm) | E41 985.00 (E3498.78 pm) |
| Basic Rate | E990.00 | E2272.50 | E6480.00 (E2160.00 pm) | E12 262.50 (E2043.75 pm) | E25 447.50 (E2120.63 pm) |
| Basic Rate (Tenant) | E742.00 | E1822.50 | E5175.00 (E1725.00 pm) | E9832.50 (E1638.75 pm) | E18 585.00 (E1548.75 pm) |

Clients that advertise at Swazi Plaza Corporate Place & Bhunu Mall will be reward a 10% Discount on the total cost as per above rate card | Above rates cover all screens at specified location
Contact us to find out about our flexible payment options

BARCODE CREATIVE "EXPRESS" PACKAGE - E4750.00pm

3 Months In-Mall Digital Advertising (2 Slots - 1 Location) + 3 Months Social Media Management + Graphic Design Services @ E4750.00 pm

TERMS & CONDITIONS APPLY | SUBJECT TO 3 MONTH CONTRACT | PACKAGE NOT APPLICABLE TO LARGE CORPORATES

d facebook.com/Kulture.SD | WE OFFER AFFORDABLE EVENT MARKETING FOR E250/WEEK or E800/MONTH (4weeks) | d facebook.com/Dvumisa.SD

ARTWORK DIMENSION: 680mm(w) x 1210mm (h) | Still Image Format: JPEG, PNG, PDF | Motion Picture Format: Mp4, AVI, WMV (30 Seconds Time Limit; No Audio)

SWAZI PLAZA CORPORATE PLACE

The Swazi Plaza Corporate Place is located at Swaziland's largest shopping centre, the Swazi Plaza and consists of business offices retail, food and banking court.

The Corporate Place is home to various local and international retails stores, fast food outlets and restaurants, financial institutions, services centres and business offices.

Barcode Creative operates 3 Digital Advertising Screens at the Corporate Place strategically located in areas of high visibility to shoppers, tenants and visitors of the shopping centre.

- 2 x 55" Digital Signage Screens are located at Retail Court by main escalators adjacent to the entrance of large fashion retailer Mr Price and one at the end of Corporate Place foyer facing the entrance to the rest of the Swazi Plaza shopping centre: Highly visible to retail court shoppers, shoppers entering/existing the Corporate Place from 3 Retail Court entry/exit points.
- 1 Screen located at Food Court by main escalators adjacent to MTN Swaziland Service Centre/Corporate Place Parking Lot Entry/Exit Point: Highly visible to food court patrons, shoppers entering/existing the Corporate Place from 3 Food Court entry/exit points

Swazi Plaza Corporate Place Audience:

- Approximately 5000 daily visitors to Swazi Plaza Corporate Place primarily consisting of retail shoppers, food outlet patrons, banking clients, business people and employees of the tenant stores.
- Socio-Economic characteristics of dominant audience: Low-Middle Income to High Income earners and their dependents (See Next Page For More Info)

For more visit and like www.swaziplazaprop.sz



BHUNU MALL

Bhunu Mall is centrally located in Swaziland's most densely populated city, Manzini. Bhunu Mall has arguably the highest foot traffic per square meter in comparison to its counterpart shopping centres and houses a wide variety of retail stores, SMME and large corporate offices, varied service centre and banking facilities.

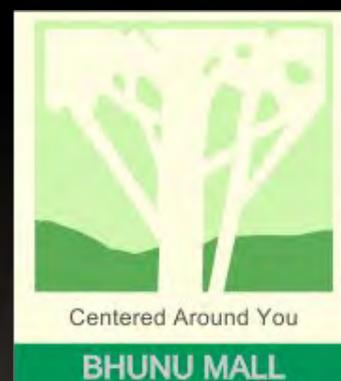
Barcode Creative operates 7 Digital Advertising Screens within Bhunu Mall, strategically located to cover the most frequented entry/exit points within the mall and along the mall's shopping corridors. The placement of the advertising screens are highly visible all shoppers and patrons of the shopping centre.

- 3 Screens are strategically located in easy view of shoppers entering and exiting the shopping centre from the 3 main street entry/exit points.
- 2 Screens are strategically located in easy view of shoppers entering and exiting from one of the shopping centre's busiest anchor tenant stores (Shopríte).
- 1 Screen strategically located in easy view of shoppers entering and exiting the shopping centre from underground parking main entry/exit stairway.
- 4 Screens are strategically located in easy view of shoppers walking along the main shopping corridor.

Bhunu Mall Audience:

- Approximately 7000 daily visitors to Bhunu Mall primarily consisting of retail shoppers, business people and employees of the tenant stores.
- Socio-Economic characteristics of dominant audience: Low Income to High-Middle Income earners and their dependents (See Next Page For More Info)

For more visit and like www.facebook.com/BhunuMall.Swaziland



AUDIENCE PROFILE

Barcode Creative's In-Mall Digital Advertising provides brand marketers with the opportunity to engage with a wide target market and utilise innovative content to grab consumers attention and enhance the communication of their products and services.

The following Audience Profile is presented to assist advertisers in developing effective communications messages for their In-Mall Digital Advertising content. With detailed knowledge of the personal, social, professional and financial characteristics of audiences, advertisers are able to efficiently engage consumers and improve the sales capabilities of their products and services.

Low Income

PERSONAL

Personality:

- Highly value the traditional virtues of ubuntu and community living.
- Concerned with ensuring a safe and healthy present lifestyle with aspirations of a secure and developing future well-being .
- Single independent individuals or single parents.
- Ages 25 – 40.

Habitual:

- Live in rural areas, townships, peri-urban or inner city dwellings.
- Reside in rented flats, apartments, townhouses or at parental homestead.
- Access to electricity, ablutions and running water.

Ownership of Assets / Valuable:

- Isolated ownership of basic household appliances & furniture (TV, Fridge, Couch, Bed).
- Own entry level to mid-range cell phone with mobile internet access.
- Own modest quantity of livestock animals (chickens, goats, cows) and basic household crops
- Use public transport or own 2nd hand vehicle.



SOCIAL

Social:

- Strong, dependent relationship with family and local community.
- Average circle of friends.
- Enjoy weekend outings with friends, spending time with family at homestead and attending church/community meetings.

Education:

- Secondary Education
- Tertiary education: Certificate, Diploma.

Information & Media:

- Low to medium consumption of local and free international (SABC Channels) TV.
- Enjoy watching local soopies, news and dramas on TV
- High consumption of local newspapers
- High consumption of local radio media.
- Word of mouth highly valued source of information, yet still driven to conduct own fact finding.
- Isolated activity on Online/Social Media – predominantly facebook.
- Engagement with outdoor/out-of-home media.

Health & Well-being:

- Generally fit bill of health.
- Occasional to regular physical activity – jogging with friends or playing soccer.

PROFESSIONAL

Occupation:

- Mix of skilled and unskilled workers
- Skilled workers: Department Officer, Civil Servant, Technician, Nurse.
- Unskilled workers: Security Guard, Cleaner, Driver, General Labourer.
- Ownership of small community and/or informal business: Spaza, General Dealer, "Bush-Mechanic", etc

FINANCIAL

Income:

- Average household income of E1000 – E3499.

Financial Activity:

- Engage in basic formal banking activities: Savings Account, Debit Accounts, Cell Phone Banking, ATMs
- Informal financial activities include subscriptions to stokvels, Mobile Money "Banking"
- Subscribe entry level medical aid schemes, endowment policies, life insurances and funeral policies.



Low Middle Income

PERSONAL

Personality:

- Aspirant individuals focused on self improvement.
- Concerned with providing secure future for themselves.
- Single independent individuals or single parents.
- Ages 25 – 30.

Habitual:

- Live in townships, peri-urban, inner city or suburban dwellings - rented.
- Reside in flats, apartments, townhouses or parental homes.
- Access to electricity, ablutions and running water.

Ownership of Assets / Valuable:

- Broad ownership of basic household appliances & furniture (TV, Fridge, Lounge Suite, Microwave, Bed).
- Own entry level personal PC and mid-range cell phone.
- Use public transport or own 1st vehicle (2nd hand or entry level).



SOCIAL

Social:

- Strong, dependent relationship with family.
- Large circle of friends.
- Enjoy weekend outings with friends.

Education:

- Tertiary education: Certificate, Diploma or Degree.
- Pursuing further studies for improved employment status.

Information & Media:

- High consumption of Online, TV (South African TV) and Print media (local & international newspapers, international magazines).
- Low to medium consumption of local radio media.
- Word of mouth valued source of information, yet still driven to conduct own fact finding.
- High activity on Online/Social Media.
- Engagement with outdoor/out-of-home media.

Health & Well-being:

- Generally fit bill of health.
- Occasional to regular physical activity – jogging with friends or gym membership.

PROFESSIONAL

Occupation:

- Skilled workers: Department Officer, Civil Servant, Bank Teller, Supervisor, Technician.
- Start-up Business owner or intrigued by prospects of entrepreneurship.
- Seeking opportunities for professional growth.

FINANCIAL

Income:

- Average household income of E3500 – E9500.

Financial Activity:

- Predominantly formal banking activities: Savings Account, Debit Accounts, Online banking, Cell Phone Banking, ATMs
- Alternative Financial Activities: Retail Credit Accounts
- Subscribe entry level medical aid schemes, endowment policies, life insurances.
- Subscribe to short-term insurance policies on valuables such as laptops, cell phones or motor vehicles.





“Doing business without advertising is like winking at a girl in the dark... You know what you are doing but nobody else does...”

- Stuart H. Britt

Mid - High Middle Income

PERSONAL

Personality:

- Determined, ambitious and materialistic.
- Concerned with providing secure future for themselves and their family.
- Single independent individuals, single parents or young couples.
- 1-2 dependants: infant children
- Ages 27 - 35.

Habitual:

- Live in townships, peri-urban, inner city or suburban dwellings - rented.
- Access to electricity, ablutions and running water.

Ownership of Assets / Valuable:

- Broad ownership of household appliances & furniture (Washing Machine, Lounge Suite, Dinning Suite Microwave, Bed).
- Own mid level personal PC and high-end cell phone.
- Have own private vehicle.



SOCIAL

Social:

- Strong family relationship.
- Small circle of close friends.
- Spare time spent with friends or on outing with children.

Education:

- Tertiary education: Diploma or Degree.
- Pursuing further studies for improved employment status.

Information & Media:

- Seek immediate information
- High consumption of Online, TV (Satellite TV) and Print media (local & international newspapers, international magazines).
- Low to medium consumption of local radio media.
- Word of mouth valued source of information, yet still driven to conduct own fact finding.
- Engagement with outdoor/out-of-home media.

Health & Well-being:

- Generally fit bill of health.
- Regular physical activity - jogging with friends, gym membership or team sports activity.

PROFESSIONAL

Occupation:

- Skilled workers: Senior Department Officer, Civil Servant, Supervisor, Technician.
- Business owner.
- Seeking opportunities for professional growth and security.



FINANCIAL

Income:

- Average household income of E10 000 - E19 500.

Financial Activity:

- Predominantly formal banking activities: Savings Account, Debit Accounts, Online banking, Cell Phone Banking, ATMs
- Access long term bank loans
- Alternative Financial Activities: Retail Credit Accounts.
- Subscribes to comprehensive healthcare plans
- Subscribes to entry level endowment policies, life insurances.
- Subscribes to short-term insurance policies on household items, personal valuables and car insurance.

High Income

PERSONAL

Personality:

- Ambitious, materialistic, self made.
- Concerned with securing an established futures for the children and leaving behind a respected legacy.
- Married individuals with 2+ youth children.
- Ages 36 - 60.

Habitual:

- Live in peri-urban or suburban dwellings - predominantly owned.
- Access to electricity, ablutions, running water and key access roads.

Ownership of Assets / Valuable:

- Ownership of extensive household appliances & furniture (Multiple TVs, Lounge Suite, Home Office Equipment).
- Owns more than one Desktop PC, Laptop, High-end Cell Phone, Tablet or other gadgets.
- Owns 3+ Vehicles.
- Owns 3+ properties (urban and rural)



SOCIAL

Social:

- Strong relationships with immediate and extended family.
- Small circle of close friends.
- Enjoys vast social activities: Eating out, shopping for pleasure, hosting or attending braai's, attending religious gatherings.

Education:

- Tertiary education: Degree, Postgraduate qualifications.

Information & Media:

- High consumption of TV (South African TV) and **Print media** (local & international newspapers, international magazines).
- Low to medium consumption of local radio media.
- Conservative acceptance of word of mouth information; values own fact finding and **expert opinions**.
- Low activity on Online/Social Media.
- Little attention paid to outdoor/out-of-home media.

Health & Well-being:

- Generally fit bill of health, however occurrence of minor ailments commonplace.
- Occasional to regular physical activity - jogging with friends, gym activity or participating in outdoor group activities (golf, cycling, etc).

PROFESSIONAL

Occupation:

- Highly Skilled workers: CEOs, Executive or Department Managers, Company Directors, Specialised Professionals.
- Successful entrepreneurs.
- Business engagement and network spread across various industries
- Business networking of great value.



FINANCIAL

Income:

- Average household income of E20 000 - E40 000+.

Financial Activity:

- Predominantly formal banking activities: Savings Account, Debit Accounts, Online banking, Cell Phone Banking, ATMs
- Access or servicing long term loans
- Alternative Financial Activities: Retail Credit Accounts.
- Subscribes to comprehensive healthcare plans, endowment policies, life insurances and short-term insurance policies on household items, personal valuables and car insurance.
- Involved in passive income business ventures (formal and informal)



EVENT MARKETING



#Kulture Event Guide

Barcode Creative has established a strategic partnership with a young emerging urban lifestyle brand, #Kulture. Through this partnership is the offering of an affordable Events Marketing Platform know as the #Kulture Event Guide.

From as little as E250/week or E800/month individuals or organizations involved in planning and marketing of various entertainment or social events such as Live Performances or Club Events, Arts & Culture Events, Exhibitions or Showcases can promote their events in Swaziland's biggest and busiest shopping centres via Barcode Creative's Digital Advertising Screens, reaching a weekly audience of over 50 000 people.

As an added value benefit and means to further support local entertainment and arts & culture, #Kulture further promotes events happening in around the country free of charge via its social media platforms.

For more visit and like [facebook.com/Kulture.SD](https://www.facebook.com/Kulture.SD)



EVENT ADVERTISING
ON DIGITAL SCREENS
E250/WEEK | E800/MONTH
SWAZI PLAZA | BHUNU MALL
REACH +50 000 PEOPLE A WEEK
[facebook.com/Kulture.SD](https://www.facebook.com/Kulture.SD)

Dvumisa - The Kingdom's Guide To Your Spiritual Events

As a by-product of the #Kulture Event Guide, Barcode Creative offers an Event Marketing Platform known as Dvumisa, which is specially targeted at promoting Spiritually based events occurring in and around the Kingdom of Swaziland.

For the affordable rate of E250/week or E800/month, Dvumisa provides an ideal communications channel to engage mass audiences and promote Concerts, Conferences, Revivals, Church Services, Prayer Meetings, Family Fun Days, Fund Raisers, Bible Studies, All Night Prayers, Retreats and other spiritually fulfilling events.

To spread the word even further and at no extra charge, Dvumisa also promotes these events via its facebook page.

For more info visit and like [facebook.com/Dvumisa.SD](https://www.facebook.com/Dvumisa.SD)

CONCERTS CONFERENCES REVIVALS
CAMPS ALL NIGHT PRAYERS RETREATS
BIBLE STUDY SERVICES PRAYER MEETINGS
FAMILY FUN DAYS CONVENTIONS FUNDRAISERS

SPREAD THE WORD OF YOUR SPIRITUAL EVENT TODAY FOR ONLY

E250/WEEK | E800/MONTH

ADVERTISING SCREENS LOCATED AT SWAZI PLAZA CORPORATE PLACE, MBABANE & BHUNU MALL, MANZINI



DIGITAL MARKETING

Online Reputation Management

Online Reputation Management & Your Business



Online and Social Media Marketing is the process of engaging and driving interactions with current and potential consumers, internal and external business stakeholders and a larger target audience via online platforms such as websites, blogs, social media sites/pages.

Facebook is arguably the world's leading social media platform with approximately 936 Million daily active users, 83% of them outside of the USA and 87% of the active users mobile devices. In Swaziland there are approximately 400 000 fixed line internet users and approximately over 600 000 mobile internet users. In 2012 it was reported that Swaziland had 63 700 facebook users (www.times.co.sz/News/75420) and by 2016 the number of facebook users in Swaziland has more than doubled to being over 150 000 users, with an approximate population of 12.3% (www.toponsocial.com/facebook-pages/sz) making facebook the country's most used online media platform.

In Swaziland social media marketing is a tool most often used by smaller business and brands. Many business simply fear using social media as a marketing tool for their businesses due to the presumed lack of control in how their business will be received by consumers. Traditionally business are accustomed to carefully crafting marketing messages used on traditional advertising platforms such as billboards, radio and TV. The revolution of the Digital Age and emergence of Online Reputation Management has since shifted power away from

business and into the consumers hands. This has resulted in reputation management becoming more challenging for many business, with actions towards diffusing negative comments, complaints or feedback become more difficult.

Companies that have taken a proactive step towards embracing social media marketing via the implementation of purposeful, strategic social media marketing actions and plans, are seeing a greater return on investment and increasing their overall brand equity.

"Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. A business message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media."

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organisations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns." (source: mashable via The Templar Group)

78%

of small businesses now get at least 1/4 of new business via social media



61%

of young people refer to social media to decide where to go when they go out



27%

All together social media takes up 27% of time spent online

Assisting you to manage your online reputation

At Barcode Creative we place your business on relevant social media platforms to provide simple and effective online reputation management solutions for your business. Whether it be setting up and managing your website or blog, generating interactions for your facebook page or creating a professional linkedin company profile, we have the solution for you.

Our Online Reputation Management services are subject to a minimum 3month contract engagement as means to provide our clients with the best possible services in providing progressive and sustainable online marketing solutions. Standard features include the **Assignment of an Account Executive** tasked with managing the online marketing plans as set up by the agency and client, as well as liaising and training with the client/company representative. We also provide **Content Generation & Management** (Designing Posts, Posting Status, Tweets, etc) services and **Manage Follower Interactions** (Generating likes, replying to messages, posts & comments, posting company or promotional information in relevant discussion forums)

OTHER SERVICES

Brand Communications | Graphic & Multimedia Design

Brand Communications

Brand Communications services provide by Barcode Creative are driven to ensure an effective and creative brand presence through product and service delivery that strives to leave a lasting and positive impression on our clients target audience. Barcode Creative offers the following Brand Communications Services:

- **Brand Communications Strategy**
- **Brand Building**
- **Media Planning**
- **Social Media Marketing**
- **Online Marketing Strategy**
- **CSI Project Development**
- **Public Relations**
- **Publication Development**
- **Event Planning**

Graphic Design & Multimedia

At Barcode Creative we are passionate about creating graphic content that will engage the client's audience through visually appealing graphics, multimedia content and corporate branding material that effectively communicates the brand's essence, business' motive or campaign message.

Barcode Creative Graphic Design & Multimedia executions include the following:

- **Billboards & Signage**
- **Corporate Identities**
- **Logos, Business Cards, Flyers, etc**
- **Print & Motion Graphic Adverts**
- **Event Posters**
- **Social Media Content Design**
- **Publication Design & Layout**
- **Corporate & Collateral Material Branding**

Our Rates

Found below are Barcode Creative's rates for Brand Communications services and Graphic Design & Multimedia services. Clients engaged on a retainer or special project basis are subject to negotiated terms and conditions.

BARCODE CREATIVE BRAND COMMUNICATIONS RATE CARD

| | |
|---|--|
| Brand Communications Consulting | From E550/hr |
| Website/Blog Set Up or Management | P.O.A. |
| Facebook Page Optimization | From E1650 for new accounts / E825 for existing accounts |
| Facebook Page Management Fee (Basic Standard Intermediate Premium) | E2200pm E4490pm E8760pm E13 940pm |
| Other Social Media Platforms (Instagram, Twitter, LinkedIn, etc) | P.O.A |
| RETAINER & SPECIAL PROJECTS (e.g. - Sponsored Services, etc): P.O.A Online Marketing Services Subject to 3 Month Contract Social Media Advertising Rates Available on Request | |

BARCODE CREATIVE GRAPHIC DESIGN RATE CARD

| | |
|---|---|
| Standard Design Hourly Rate | From E550/hr |
| Corporate ID (Logo, Business Cards, Letterheads, etc) | From E550/hr |
| Motion Graphics | From E950/hr |
| Annual Calendar | E1350.00 |
| Publication Design & Layout | From E5500.00 |
| Corporate Branding (Banners, Merchandise, etc) | From E550/hr |
| Advert Design - (For Digital Advertising Screens) | From E1100 (Static Advert) From E2850 (Motion Graphics) |

Prices subject to change without prior notice.



OUR WORK

Advertising | Brand Communications | Creativity

IN-MALL DIGITAL ADVERTISING

AFFORDABLE ADVERTISING THAT EFFECTIVELY

INCREASES BRANDS AWARENESS AND

DRIVES CUSTOMER ENGAGEMENT

Barcode Creative's In-Mall Digital Advertising provides a cost effective marketing channel capable of reaching thousands consumers on a daily basis.

Our In-Mall Digital Advertising network is a leading retail advertising medium that is utilised by various brands, events and company ranging from Blue Chip corporates and NGOs to SMMEs and Start-Up Companies.



BRAND COMMUNICATIONS & GRAPHIC DESIGN

ENGAGE YOUR AUDIENCE AND ELEVATE YOUR BRAND PRESENCE WITH CAPTIVATING MULTIMEDIA AND GRAPHIC DESIGNS AND EFFECTIVE BRAND COMMUNICATIONS STRATEGIES.



PSHACC
Corporate Newsletter | Program Logo Design | Commission Logo Design | Program Flyer | Social Media Content



Swazi Plaza Properties
In-Mall Digital Advertising | Motion Graphic & Print Adverts | Social Media Content | Business Diaries | Seasonal Greetings Card | Posters | Competition Branding & Marketing Materials



MAD Partners

Company Profile | In-Mall Digital Advertising | Social Media Marketing | Corporate Identity Design | Brand Communications Strategy | Brochures



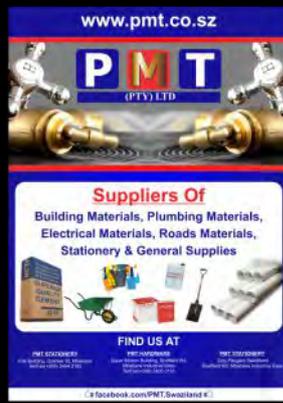
Momentum (Swaziland)

Billboard Design | In-Mall Digital Advertising | Application Form Design & Layout | Print Advertising | Branded Banners | Event Invites | Digital Form Design



MMI Holding / Metropolitan (Swaziland)

Branded Banners | Application Form Design & Layout | Event E-Invites



PMT (PTY) LTD

Annual Calendars | Business Cards | Disc Licence Sticker | Print Advertising | Certificates of Appreciation | In-Mall Digital Advertising | Social Media Marketing | Company Profiles



Glatt Automotive

Logo Design | In-Mall Digital Advertising | Company Profile & Brochure Design | Social Media Marketing | Workshop Signage | Business Cards Design | Branded Stickers



Logo Design

Ncele Development Planning | XVendit Enterprises | EduSAC | Pulse Employee Wellness Solutions | Youth Business Chamber of Commerce & Industry of Swaziland | La Y's

CLIENTS & BUSINESS PARTNERS

Clients & Business Partners We Have Worked With In The Past & Present.



BARCODE CREATIVE CONTACT DETAILS



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■■■■BARCODE CREATIVE■■■■

EST. 1988