



## 2016 Credentials Document

### ***Meet the team...***

Dimensions' talents are diverse and range from Creative concepts to final execution and fulfilment without the heavy price-tag associated with traditional Ad Agencies. Services include the traditional above-the-line advertising campaigns as well as below-the-line activities ranging from staging conferences and events, through production and print management to Promotions and Corporate Brand development.

Digital design, E-Marketing, Social Media, Website development and Online database management are integral components of our service offering to cater for electronic and Interactive communications media.

### ***DIMENSIONS' VISION & MISION:***

***To provide the best possible professional, personalised service by individual communications specialists to select clients based on mutual respect, for just reward, at a market-related rate.***

### ***Returning control to the Client***

At Dimensions we believe in mutual respect. Clients play a crucial role in supporting and trusting team efforts to achieve goals. We avoid business that is being irresponsibly managed or dealing with questionable suppliers as we ultimately become the fall guys.

### ***Personal Attention & Expertise***

SME's have limited time and resources to find and combine the correct group of specialised talents and services, prepare a Marketing strategy, and finally oversee and implement all the facets required to launch and manage a marketing campaign successfully.

- Dimensions will deliver at a justifiable price - on agreement and approval by client - within the constraints of a set budget where possible, or on approval of an accurate Estimate.
- We operate as principals in law on behalf of our clients and expect full support and disclosure – it's a two-way street!.

### **Why Dimensions Marketing is an ideal strategic marketing partner**

- We provide a 360 degree portfolio of through-the-line services
- One brief is all that is required.
- Associates are hand-picked for talent and expertise.
- Lean and mean - geared to grow with business partners
- Well respected for our integrity and creativity.

### ***Personal Client Service Team:***

Clients deal on a personal level through a single *senior contact or team member* regarding all advertising, strategic marketing, web maintenance, e-marketing, events, promotions and public relations requirements.

Where specialised talent and/or services are required these are sourced from associate professionals, companies and preferred suppliers, some of which include:

- |                         |                       |
|-------------------------|-----------------------|
| • Suades Communications | • Photographics       |
| • Centwise Events       | • Aegis/ Carat/ Media |
| • Firefly Animation     | • Balixton            |

### ***Operations Services and Expertise***

#### ***1. Dimensions:***



Trading as ***Dimensions Marketing***, we are a full service agency with more than 4 decades of industry experience. The company has its own in-house creative department that has expertise in traditional Advertising as well as all aspects of creative conceptualisation and design through to final reproduction & print. Where specialist services and talents are required, (such as

animation, musical compositions, acting talent, staging of exhibitions and events) these are out-sourced to freelancers and specialist service providers. We have established long term relationships with various printers, production houses, bureaus, illustrators and artiste management companies that we call upon as and when a project or campaign requires them.

***Roland Deale*** - Managing Director and founder of Dimensions Marketing with over 40 years' experience drives the strategic and creative concepts. His vast experience and understanding is evident in his writing and communication skills that cater to a wide range of clients and industries.

Roland is a master of strategic brand communication solutions with emphasis on experiential and database driven e-marketing strategies. Strategic Marketing is behind every successful campaign to which end we draw on our own talent and that of our associates. We get a kick out of doing the impossible and have built many long-term relationships based on trust and respect with our clients.

Dimensions don't profess to be the panacea of the industry, and rely on preferred suppliers that measure up to our exacting standards.

Check out [www.dimensions.co.za](http://www.dimensions.co.za) for more info.

***Typical basket of services provided by Dimensions Marketing:***

- Creative Conceptualisation
- TTL Advertising campaigns
- Brand Development (Corp ID)
- Brand Custodianship
- Photography & Videography
- Event staging & Management
- Promotions & Launches
- Public Relations
- Sponsorship management
- Strategic planning
- Market Research
- Media Planning & scheduling
- Copywriting, & Script writing
- Radio & TV Commercials
- Multimedia Productions
- Digital design
- E-Marketing & Online
- Web development & support.



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***2. Dimensions Digital:***

Our in-house studio conceptualises, designs, constructs and maintains Websites and domains to meet the demands of the digital marketing era.

- Social media – Facebook, Twitter, Blogs etc.

- Viral marketing surveys and incentive campaigns.
- Online e-marketing and broadcast media.
- Direct response mailings and digital marketing campaigns.
- Mobile applications/ network promotions.
- Interactive Animated Multimedia productions.
- Sales and Incentive presentations (Prezi & Powerpoint).
- Animation and Augmented Reality



### ***3. Photographic Dimensions:***

Our studio is capable of handling most commercial, industrial and retail assignments as a valuable in-house service available to clients.

Catalogues and adverts requiring product / pack shots, annual reports, brochures, advertisements etc. are all directed and captured in studio or on location. Where specialist techniques such as styling, makeup, props or food styling are required, these are outsourced through competent associates.

Storyboards for Video productions and TV commercials are all conceptualised, planned, scripted, produced, directed and edited by the agency. Local vernacular and languages, traditions, rural and urban lifestyles are taken into account for TV commercials, Corporate induction videos as well as POP demo AVI clips, stings and Digital Computer animation.

### ***4. Media Planning, Placement and Research.***

Dimensions works in close co-operation with various internationally respected media agencies such as CARAT, RMS MEDIA, VISEUM and others when required to reserve and place advertising for major campaigns where targeted research and evaluation is conducted prior to media placement.

This covers all media – print and electronic. We also deal directly with media in negotiating and placing snap campaigns and sponsorship agreements – specifically in various trade media.

### **5. Production and Fulfilment**

The agency's wealth of expertise and technical knowledge is available to brief suppliers and source quotations for services and marketing collateral. Accurate Cost Estimates are prepared for goods and services from reputable preferred suppliers, ensuring that they remain competitive at all times.

Production of Advertising materials and print ready files as well as all material conversions to meet supplier's specification is handled in house.

### **6. Local Events, Promotions and New Product launches.**

Dimensions provides a turnkey operation to handle all events in their entirety or source additional manpower in support of in-house operations by calling on our associates or finding suitable short term staff.

Corporate functions, product launches, Incentives and sales conferences all require special expertise and brand appreciation to ensure success. Venue hire and liaison, draping and décor, technical support, lighting, staging and production management are areas in which we are extremely proficient.

### **7. Local Marketing Services – Internal & CRM**

Marketing encompasses a combination of memorable services and events that build a sustainable support base for the client.

Dimensions coordinates and stages the following from A~Z:

- Golf days and sporting events
- Corporate functions/ special celebrations
- Executive Security
- Team building & Incentive programmes
- New Product and Service launches
- B 2 B broadcast interviews
- Special publications and supplements
- Corporate Profile presentation/ docs
- Trade media liaison/ advertorials
- Expo stand design and fulfilment
- Gifting and promotional items

## ***8. Fusion Media***

Dimensions Digital is on line internationally via our network of developers, designers and DTP operators. The full utilisation and exploitation of the internet is currently the most cost effective medium available. Our services and expertise embraces technology to take full advantage of a growing list of e-marketing opportunities including the full social media spectrum which can be linked to interconnect through our own Mobile Apps and Augmented Reality.

At Dimensions, we are committed to provide a valuable service to you and contribute towards your business' success.

***Thank you.***



***We'll take the ball and run.***