



WAYFILLIAN

creativity takes courage

1. Credentials

With roots in both traditional and digital marketing back to the early 90's, we started as a pocket-sized team of enthusiasts who had a vision to show their talent worldwide. Over the next two decades, we grew, led, and managed many of the top advertising and marketing agencies in South Africa.

Taking this knowledge forward, WayFillian was born. **A fresh, newly motivated agency, with an indomitable spirit to build strong connections with clients** which re-invent the way in which it engages, partners and delivers, that turns the traditional agency model on its head. WayFillian **originates experiences that transform brands, grow businesses, and creates connections with powerful, crafted, creative ideas.**

Our Experience

With **years of experience** in developing **traditional and digital brands**, our team have accumulated **expert level** experience in many industries ranging from FMCG, Financial, Corporate, Technology, Automotive, Beauty, Fashion, Food and Beverage to name a few.

We have helped brands launch, expand, and re-imagine themselves.



■ Our Philosophy

To deliver **excellence that influences, persuades and motivates change** to its intended audience while positively impacting **the value of a brand**. Our strongest belief is **collaboration** with our clients is essential to bringing unique engaging experiences to life with a **vision of increasing brand equity**.

We live our values of **integrity, passion, innovation and collaboration**.

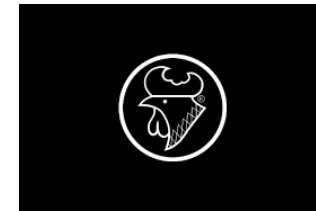
■ Cultural Belief

We support an **inclusive** culture, **entrepreneurial** outlook and **independent** thinking. Being yourself at work is an integral part of who we are and what we stand for. It is removing barriers and **encouraging authenticity and creativity** in the workplace. As a team we love being a part of something bigger than ourselves.



A Full-Service Brand, Communications & Digital Marketing Agency. 100% Female Owned, Independent & Proudly South African.

Client Experience



■ Strategic Intervention

Our approach is **purpose driven** and fundamentally inquisitive. We deliver brand communication or digital strategies designed to set your brand apart. To build that kind of brand, you need a story. And to shape that story, you need a strategy.

Audiences today are empowered by connected technologies – and bombarded with marketing messages. It's harder than ever to be heard above the noise. Even conversion-focused brands need to think about building and retaining a loyal audience to protect themselves against commoditization or disruption.

We offer a range of **strategic solutions** for your brand - tailored specifically to the requirement. We work together to best define which direction or offering best suits your **objective and roadmap**.

- **Brand Strategy**
- **Communications Strategy**
- **Marketing Strategy**
- **Channel Strategy**
- **Campaign Strategy**
- **Media Strategy**

■ Creative Conceptual Design

Creativity is at our core and we work hard to deliver our craft with a sense of pride. We consistently challenge ourselves to always deliver something **fresh**, something **new** and something that gets results.

Within our **360° creative team**, our designs are not limited. We deliver **fully integrated campaigns** that leverage **multi channel** approaches. Whether it is a simple brochure, banner, new brand identity or large scale creative production we service all requirements of the creative craft.

We work with our clients to articulate their visual identity, logo design, brand imagery and custom iconography. Our goal is to deliver impactful, visually stunning experiences that elevate the presence of every brand we work with.

- **Traditional & Graphic Design**
- **Conceptual Campaigns**
- **Animation**
- **Website & App Design**
- **Experience Design**
- **Brand Visual & Corporate Identity**

■ Content

"Copy that"?

Storytelling is an integral part of establishing a brand and its message to market. **Brand-first impressions** are everything. Brand awareness, long standing relationships with your audience and cultivation of brand advocacy is vital, and it all starts with great content.

Creative copywriting brings **the voice of the brand** to life. It sets the tone, defines the brands aspirations and cultivates a relationship with its audience. Digital **storytelling is an integral part for establishing a brand visual**. It is still the most engaging content a brand can leverage to connect with its audience. Whether it's for social or an economical way to tell a brand story, animation content remains an impactful medium to leverage for any brand.

A well-crafted video conveys the brand message whilst gripping their attention in the digital narration. Photography remains the main driver in telling unique, human and impactful brand stories. It is also the adaptable medium for multi-channel campaigns.

- **Copywriting - Long & Short Form**
- **Conceptual**
- **Social Media**
- **Website**
- **Animation**
- **Video Storytelling**
- **Photography**

Media Planning & Buying

Define a **goal** and **audience** and **plan** effectively.

We optimize, collaborate and execute across multiple media channels.

There's no one-size-fits-all media mix. We approach media planning collaboratively. We view every plan as an opportunity to **create remarkable results**. To develop the right mix for you, we'll sit down together and examine everything: Who's being targeted? Where do these audiences spend time? What's the competition doing? How can we do things better, smarter, faster, and more cost effectively?

We don't just partner with our clients — we partner internally, too. We don't work in silos; here, our media team works in tandem with our exceptional creative, digital, and branding teams.

With **established relationships** with respected brands across numerous industries, we've built a strong network of **media partnerships** over the years.

- **Digital Advertising: Display, Retargeting/Remarketing, Mobile, Video, Native/Content, Geofencing, Email, ORM Media, Pay-per-Click SEM**
- **Social Media Advertising**
- **Broadcast: TV, Radio, Streaming, Digital Audio, Podcasts**
- **Out-of-Home (OOH): Cinema, Billboards, Mall, Transit, Digital, Specialty, In-Store**
- **Print: Magazines, Newspapers, Inserts**
- **Programmatic**

■ African Media Footprint



We are **not only playing in the South African media playground** but on **the larger African continent too**. We have supported brands in more than 36 beautiful countries, including Kenya, Ghana, Congo, DRC, Ethiopia, Tanzania and Angola to name a few.

It has been a personal mission for all of our media task force members to **accrue data in these regions** so that we can better **optimize and execute powerful digital media campaigns** that are smashing our KPI's and growing our war chest of Africa learnings.

■ Web Development Made to Measure

A unique online presence tailored to your brand.
Creative, copy and code, deliver a strong web identity.

Our **design first, device and platform agnostic development** approach ensures all of our web solutions are optimized to meet dynamic user needs for the future. We deliver a platform that meets every business need.

We evaluate the scale, security requirements, backend integrations, APIs needed and give you recommendations, for each platform, so you understand each platform's strengths and weaknesses before developing your new web identity.

Our e-commerce platforms are **fully responsive** and **optimized** to deliver the results your business needs on all devices. Your **e-commerce** store is your gateway to profitability. Partner with us for a stunning, responsive, and easy-to-use e-commerce store. We run our own servers which means we stay in control of our client websites.

- **Website Design & Content**
- **Website Development**
- **UX & UI**
- **SEO & SEM**
- **E-commerce**
- **Hosting & Website Maintenance / Updates**

■ Social Media Friend or Foe

Communication is easy. Just talk to the right people, in the right way, at the right time.

We build a **strong competitive advantage** for your social media marketing efforts by **embracing paid media, owned media, and earned media**. Exceptional social media identities that build lasting results while addressing your **immediate ROI** are our trademark.

We **build engagement and brand loyalty**, while developing your audience into brand ambassadors. We select the right platform, help you identify the right goals, and deliver a strong ROI.

Our campaigns will matter to your audience because they will be inspired by what your audience want. We will amplify your message, creating better brand awareness and generating quality leads. Measurement and reporting with an optimization objective

- **Community Management & Engagement**
- **Content Production**
- **Conceptual Design**
- **Inspiration & Campaigns**
- **Social Listening**
- **Lead Generation**
- **Measurement, Reporting & Analysis**

■ Data Driven Insight

Think, Interpret, Understand.

Today's data can answer **tomorrow's questions** for growth.

Find your ideal audience, wherever they are!

Data, analytics and insights are opening the door to new possibilities for how organizations evolve, grown and differentiate themselves against competition at an accelerated pace.

We **interpret the clutter** to look for ways in which to improve utilization and efficiency, **unlock new revenue streams** and have the ability (and agility) **to create new business models**, all paths to value share a common denominator... data.

Via our business analysis teams we research and identify business needs while determining solutions to business problems.



■ Video & Photography

Picture This

Bring your brand into focus with professional photography and engaging video content.

Effective brand storytelling is at the forefront of everything we do.

Video & Photography content is still the most impactful way to reach any audience. They remain the main driver in telling unique, human and impactful brand stories. It is also the adaptable medium for multi-channel campaigns.

Whether it's for social or an economical way to tell a brand story, animation content remains an impactful medium to leverage for any brand.

Our goal is to deliver impactful, visually stunning experiences that elevate the presence of every brand we work with.

- **TV Commercials**
- **Company Promotional Videos**
- **Pre-roll Ads**
- **Social Videos**
- **Motion Graphics and Animation**
- **Product Photography**
- **Action Photography**
- **Lifestyle/People Photography**
- **Architecture/Landscape Photography**



Showcase **CREATIVE**



You've got seconds to sell someone on a product

What do you say?

How do you say it?

How do you show it?

Creative concepts are based on **the communication strategy and creative ideation** and are informed by a strong understanding of the situation, the audience, the channels that will be used, the objectives the campaign seeks to reach and the benefits the audience will respond to.

FREE TO MOVE

On Saturday, 26 February 2022 come join us and experience the Gautrain for FREE*!

*Ts&Cs apply.



gautrain.co.za | 0800 GAUTRAIN

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Ride the Gautrain for FREE*

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TASTES LIKE HOME

We make it easy to set a table you love with our range of homestyle favourites for every occasion.

[SHOP NOW >](#)

WEBSITE CREATIVE CONCEPT

WEB DEVELOPMENT



Home > Menu > Pastas > Spicy Mushroom Chicken Roll-ups

CREAMY CHICKEN PASTA



DESCRIPTION

Creamy chicken filling wrapped in pasta topped with a spicy mushroom and white wine sauce.

Hot/Spicy

INGREDIENTS

Chicken Strips, Penne, Buffalo Cheese, Cheddar, Parmesan, Paprika, Lemon Juice

ALLERGENS

Dairy, Cow's milk, Gluten

SELECT SIZE

4000 8000 2,6KG

Serves 2

SELECT QUANTITY

- 1 +

TOTAL

R1694.20

[ADD TO BASKET](#)

[CHECKOUT](#) [CONTINUE SHOPPING](#)

Share on Social Media

FAN FAVOURITES



SPICY MUSHROOM CHICKEN ROLL-UPS 4000 | R44
8000 | R81

[ADD TO BASKET](#)



BEEF LASAGNE 4000 | R44
8000 | R81
2,6KG | R173

[ADD TO BASKET](#)



CHICKEN & CHEESE MEATBALLS 3500 | R44

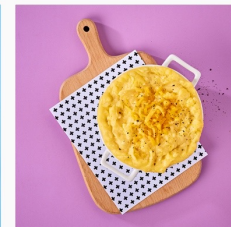
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PICK A SIDE



SPICY MUSHROOM CHICKEN ROLL-UPS 4000 | R44
8000 | R81

[ADD TO BASKET](#)



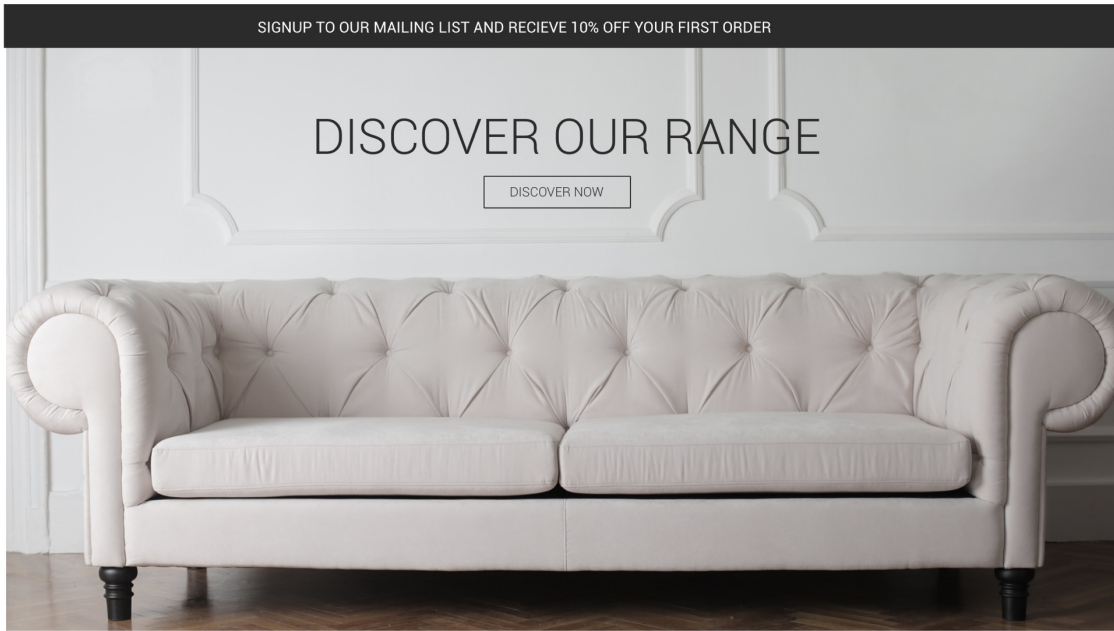
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2,6KG | R173

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CHICKEN & CHEESE MEATBALLS 3500 | R44

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SIGNUP TO OUR MAILING LIST AND RECIEVE 10% OFF YOUR FIRST ORDER

DISCOVER OUR RANGE

DISCOVER NOW

A BRAND CAREFULLY CREATED TO LAST AND DESIGNED FOR YOU TO STAND OUT. PROUDLY MADE IN SOUTH AFRICA.



SOFAS



OTTOMANS



CHAIRS



DINING TABLES

MAILING LIST SIGNUP

FIRST NAME * EMAIL ADDRESS * MOBILE NUMBER

SIGNUP NOW

PRODUCTS

- SOFAS
- CHAIRS
- OTTOMANS
- SERVERS
- COFFEE TABLES
- DINING ROOM TABLES
- LIGHTING
- RUGS
- THROWS
- PRINTS

CONTACT US

MONDAY UNTIL SATURDAY 9:00 - 15:00
 ☎ 071 302 9228
 ☎ 083 267 6940
 info@interwoven.co.za

FLAGSHIP STORE KRAMERVILLE

14A KRAMER ROAD,
 KRAMERVILLE

WEBSITE CREATIVE CONCEPT

WEB DEVELOPMENT

SIGNUP TO OUR MAILING LIST AND RECIEVE 10% OFF YOUR FIRST ORDER

COFFEE TABLES



Swazi Coffey Table
R9,500.00



Swazi Coffey Table
R9,500.00



Swazi Coffey Table
R9,500.00



Swazi Coffey Table
R9,500.00



Swazi Coffey Table
R9,500.00



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FLAGSHIP STORE KRAMERVILLE

14A KRAMER ROAD,
 KRAMERVILLE

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Justine
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ALL 3 FOR R399

ALL 3 FOR R329

BUY 1 FOR R119
BUY 2 FOR R199

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SHOP THE GIFT IT ALL FRIDAY COLLECTION

Don't miss out on the opportunity to save big on the best offers of the year. From skincare, all the way to fragrances, we've got exciting deals to get you through the week. This is your chance to get ahead of that festive season rush and to save on that perfect gift. Consider it a gift from us to you, because we're generous!

60% OFF SAVE UP TO 60% SHOP NOW

Start shopping today and save up to 40% on selected Gift It All Friday Deals from 25 November 2021

65% OFF SAVE UP TO 65% SHOP NOW

Get more savings on selected Gift It All Friday Deals. Save up to 40% from Midday 25 November 2021

75% OFF SAVE UP TO 75% SHOP NOW

Higher savings for Gift It All Friday. Save up to 75% on all Gift It All Friday Deals from 24 November 2021.

Offers valid between 25 - 30 November 2021, or while stocks last.

NEW LUXE SKINCARE TRIO
WE'RE PRO-YOU FINDING A SKINCARE SOLUTION

CHOOSE CRUELTY-FREE BEAUTY
We respect the beauty of nature. That's why we use no animal tested ingredients in our products or animals. To ensure our products are safe for you to use, we use alternative ingredients and thorough testing methods.

FRAME
Skins

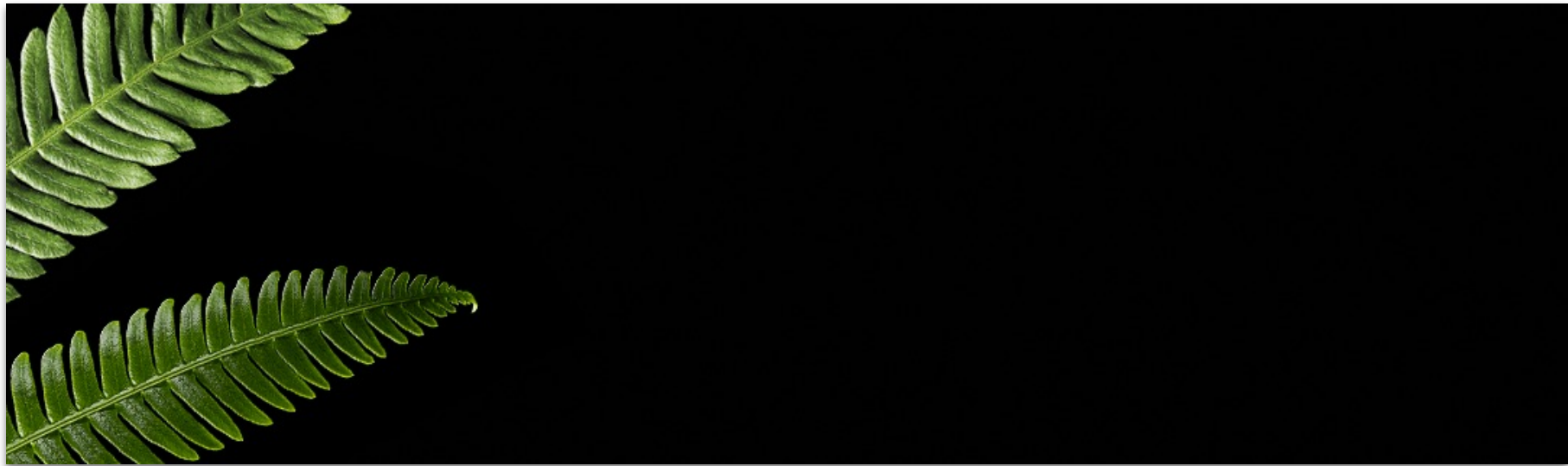
REGARDS
Justine

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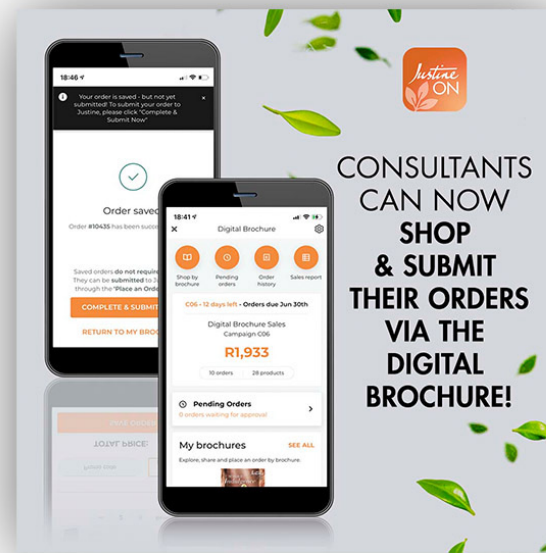
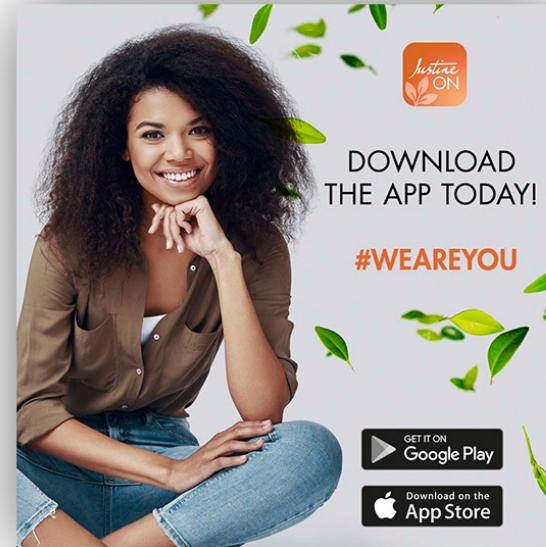
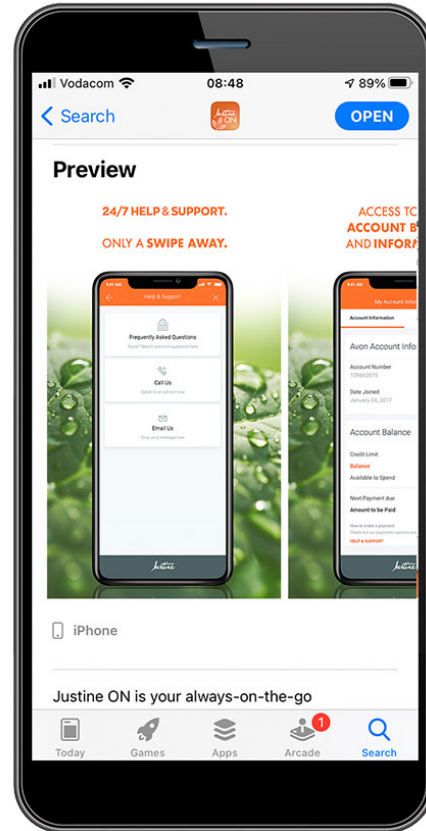
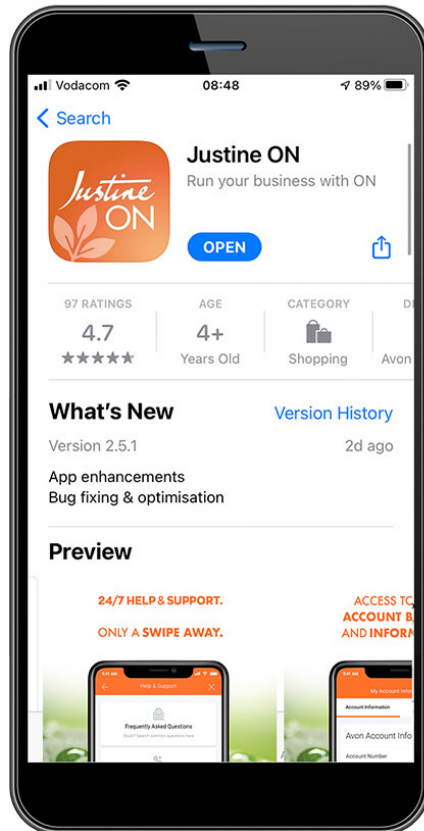
BEAUTY SKINCARE

ONLINE MEDIA BANNER APPLICATIONS - STATIC

Justine



ONLINE MEDIA BANNER APPLICATIONS - STATIC & ANIMATED



Justine
 Sell Make-up | Sell Fragrance | Sell Accessories

THE ALL NEW JUSTINE ON IS HERE

A MOBILE APP JUST FOR YOU, BECAUSE WE ARE YOU. WITH EXCITING NEW FEATURES
 #WEAREYOU

You have it now! Just download the **Justine ON** mobile app now, login to your account & start enjoying the world of Justine from wherever you are!

In order to login, please ensure you've registered your account number for a password at www.justine.co.za

With **Justine ON**, you'll be able to shop Justine products as a Consultant, share brochures & content with your friends, keep track of your rewards, make payments, learn more & earn more with access to other tools, all in one app!

Check it out yourself & discover the other amazing features.

Here are some new things you can do in Justine ON:

- **Online Payments** - You will now be able to place their orders and make payments on the App.
- **Rewards** - You will be able to keep track of your Justine rewards on the app and be able to compare the different level rewards benefits.
- **Become a Consultant** - Prospective consultants who want to become Consultants, can join from the login screen on the app.
- **Be the first to know** - Learn about all Justine news & updates with the app's push notifications

Did you Know?

Consultants who share 5 or more brochures from the app per month earn between 73%-85% more than Consultants who don't share brochures from the app!

Download the Justine ON app Now!

CHOOSE CRUELTY FREE BEAUTY

We respect the beauty of nature. That's why we've never tested any of our products on animals. To ensure our products are safe for you to use, we use corrective ingredients and innovative testing methods.

FREE DELIVERY TO YOUR CUSTOMER'S DOOR

When they place an order of 400 or more units

REGARDS
Justine

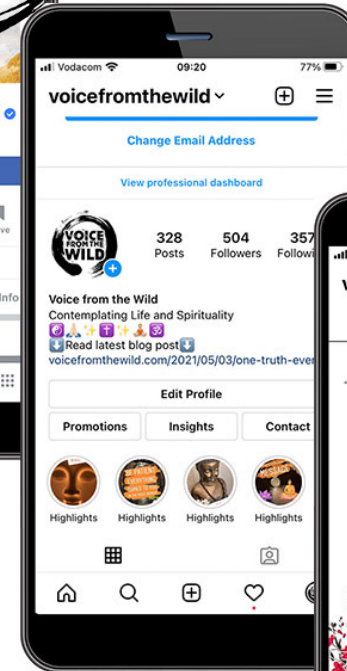
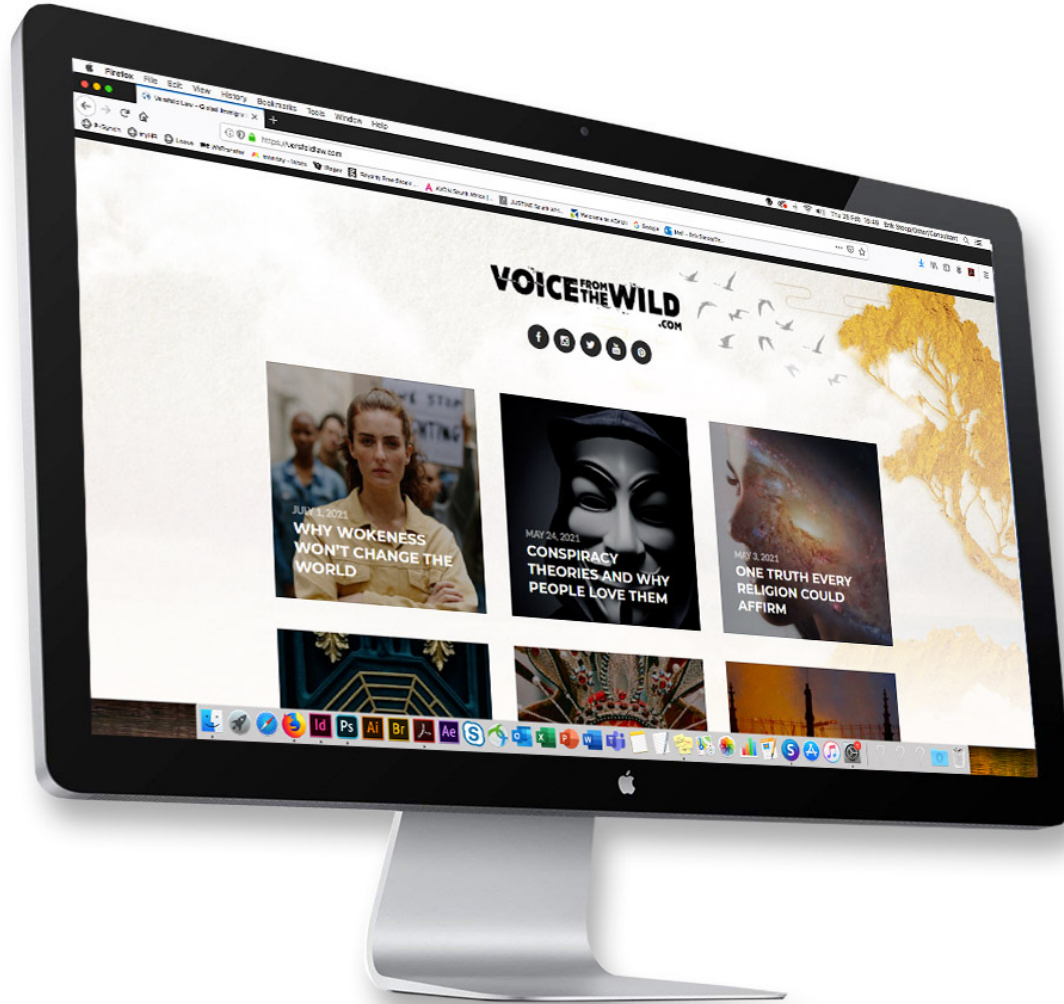
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VOICE FROM THE WILD .COM



SOCIAL MEDIA APPLICATION & LOGO OPTIMISATION
INSTAGRAM THEME APPLICATION

UNCRAMP



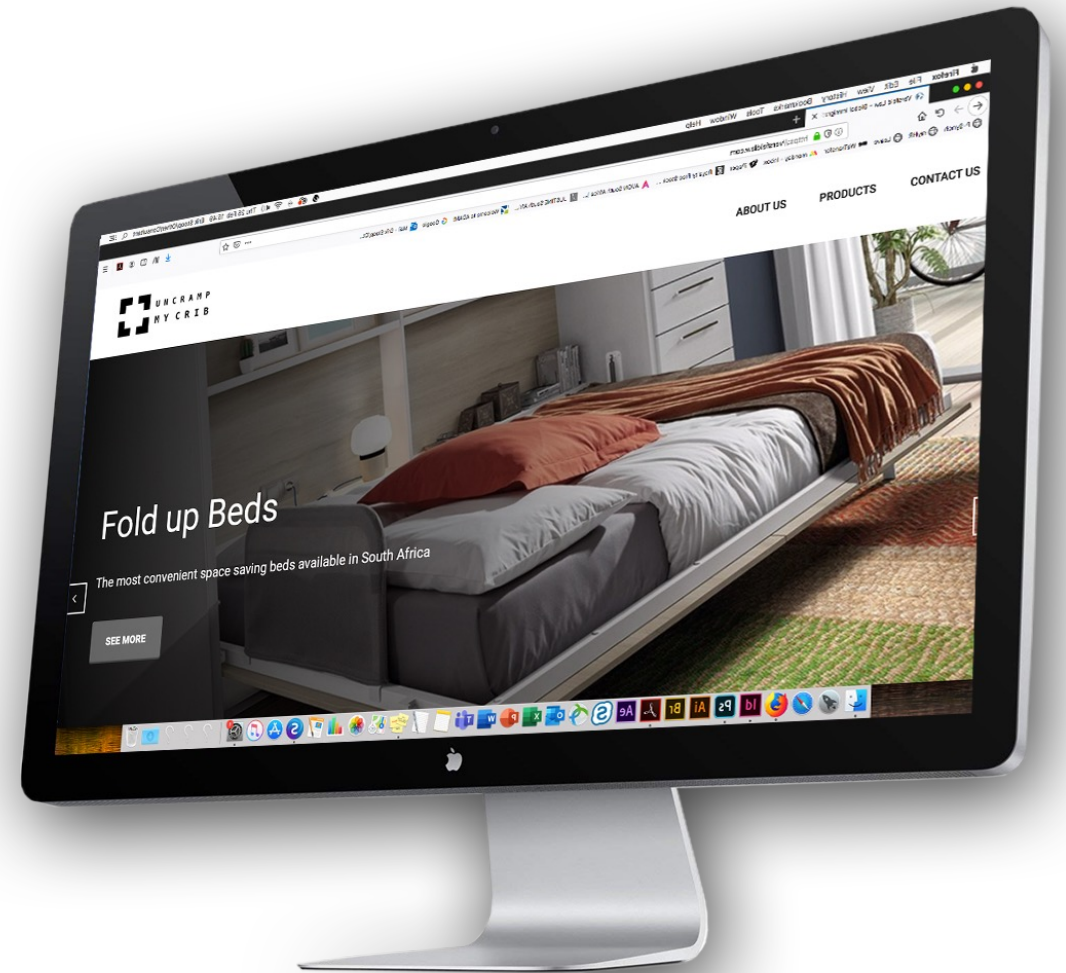
MYCRIB



LOGO AND CI DEVELOPMENT



ANIMATED SOCIAL MEDIA LOGO



DIGITAL / SOCIAL MEDIA DESIGN AND APPLICATION



This is a Dashboard Slide

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CONTINENTAL
SECURING YOUR TOMORROW

This is a Funnel Slide

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CONTINENTAL
SECURING YOUR TOMORROW

This is a Marketing Slide with icons

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CONTINENTAL
SECURING YOUR TOMORROW

This is a Financial Slide

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CONTINENTAL
SECURING YOUR TOMORROW

This is a Roadmap Slide with numbers

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CONTINENTAL
SECURING YOUR TOMORROW

This is a Social Media Slide

Facebook

LinkedIn

Twitter

Instagram

CONTINENTAL
SECURING YOUR TOMORROW

We couldn't
have done it
without you
SO, **THANK YOU.**



Dear Valued Client,

As we come to the end of 2021 and reflect on the challenges it presented, we're reminded that adversity can be seen as a stumbling block. Or, it can be seen as a stepping stone to something greater.

We are grateful for all the inspiration we've received, and have gone from strength to strength, which we could not have achieved without your continued support. Allow us to present our shared success with you.

Celebrated **0** years of helping clients
secure their tomorrows.

Expanded our client footprint with
0 clients onboarded in 2021.

Onboarded **0** entrepreneurial
team members for our growing business.

Fulfilled our commitment to our clients, paying
out **USD 0** + in life insurance claims.

Launched "**Dollars, Dirhams & Our Two
Financial Cents**", an insightful and riveting
podcast, for everyone looking to manage
their finances rewardingly.

Awarded the "**Most Innovative Insurance
Brokerage Firm - UAE 2021**" from Global Business
Outlook and the "**Excellence in Marketing**"
award from International Adviser
Best Practice Adviser 2021.

wishing you a
prosperous 2022

If you have any ideas, questions or suggestions, please do get in touch with us at:
clientservice@cfsgroup.com or connect with us on one of our social media platforms.



Now you can drive with peace of mind,
'Cause We've **Got You Covered!**

Thank you for insuring your vehicle with us.

Please find attached the following documents concerning your **Motor Insurance Policy**:

- Your Policy document
- Your Policy certificate
- The Policy Terms & Conditions (T&C's)
- Your Tax invoice

We wish to remind you to make sure that you register your vehicle at the RTA/traffic department with your current insurance details and within the period stipulated in order to avoid any complications in the unfortunate event that you may need to make a claim.

Did you know that Vehicle Window Tinting considerably reduces heat and glare from the sun, as well as the glare from headlights at night?

As a gesture of our appreciation for trusting us with your vehicle insurance, we'd like to extend an exclusive Vehicle Window Tinting discount* to you in order to make your driving experience even more comfortable.

Lifetime warranty for solar films

To redeem this offer, simply text or email **CFSMOTOR** together with your name and contact details, to:
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Percy on: +971 55 311 5003 / percy@raqtglobal.com

* T&C apply. The motor insurance policyholder should be a Continental Insurance Group Client who has taken the policy during the offer period.
* Offer valid 90 days from start of the issuance of policy.
** Continental Insurance Group is not liable for the products offered by the third party.

If you have any ideas, questions or suggestions, please do get in touch with us at:
clientservice@cfsgroup.com or connect with us on one of our social media platforms.





Dear fellow associates,

By now, you have all experienced the dull, often tedious, yet critical task of:

- Resetting your Self-Password,
- Unlocking your Self-Account
- Changing your Log-on Password,
- Managing your passwords and,
- The pain of having your Passwords Expire when you're desperately trying to get your work done.

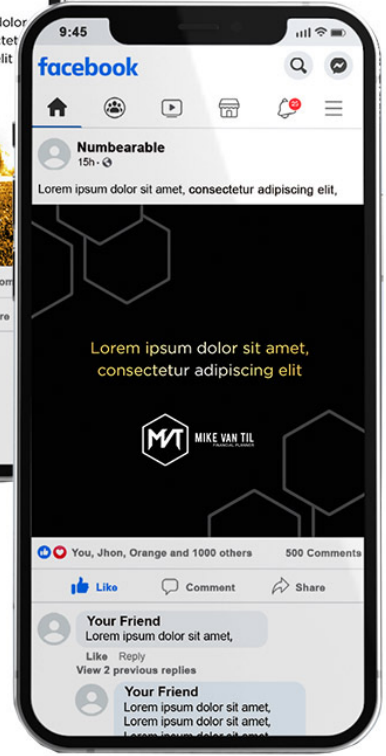
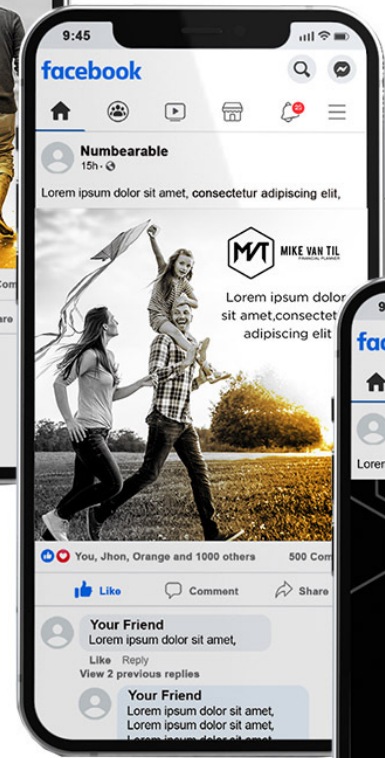
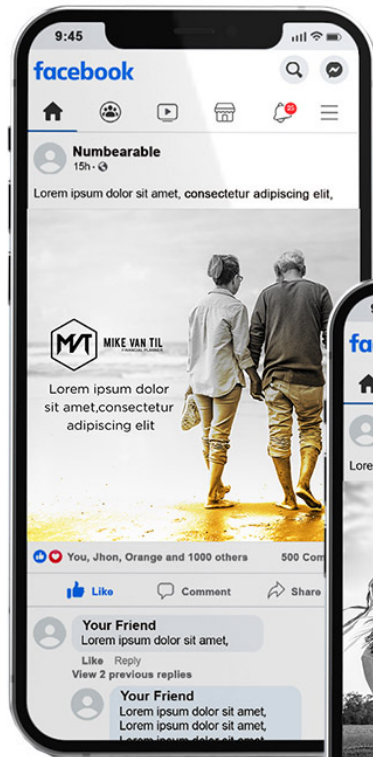
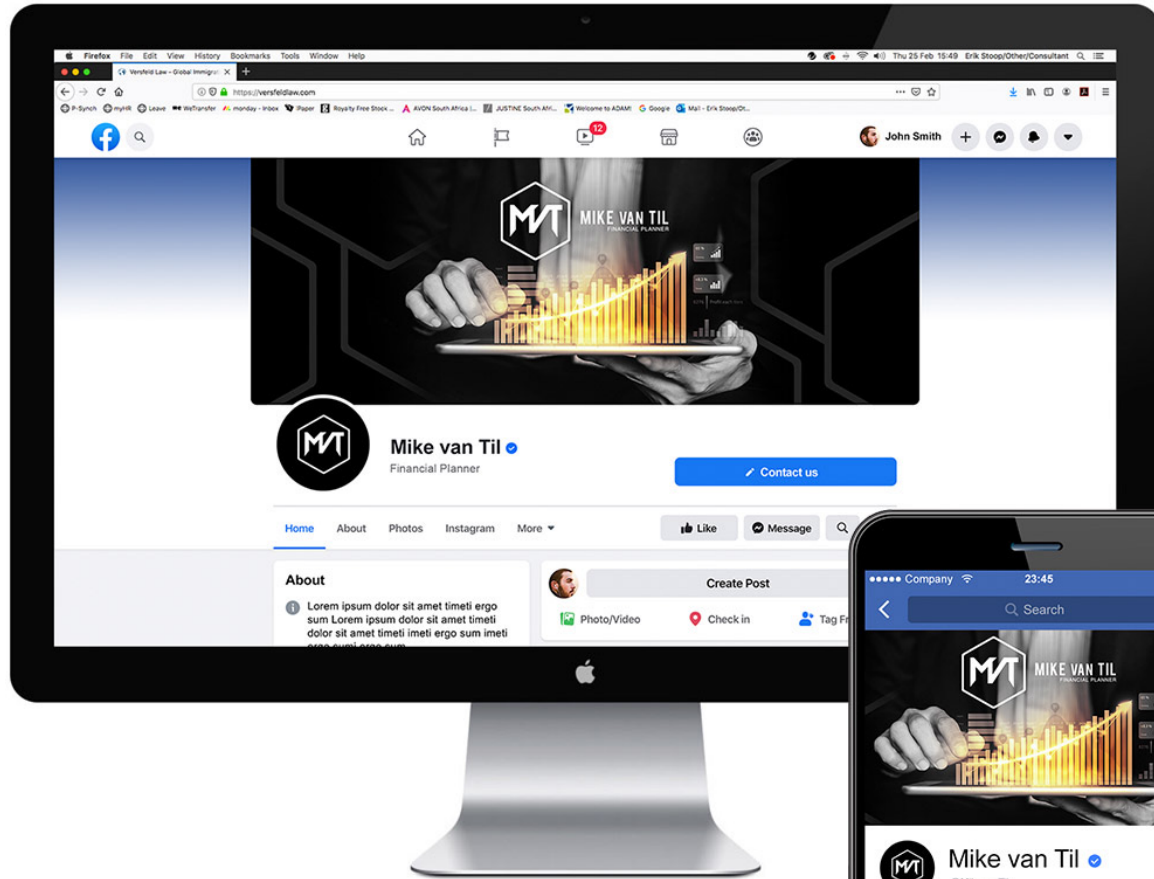
We appreciate how frustrating and time-consuming this all can be and hence, developed a user-friendly platform that allows you to manage these tasks, at your fingertips, wherever, whenever! And the best part...You never have to call on IT again!

Why use the **ADSelfService** Plus platform?

- Save time as you drive your own mothership.
- Be reminded ahead of time about your password expiration dates and benefit from uninterrupted workflow.
- Empower yourself and take charge of your accounts without having to rely on IT.

How to get setup via the iOS and Android **Mobile apps?**

- 1 Search for "ADSelfService" in your app store. You will find:
- 2 "Get"/Download/Open the App
- 3 Take a walk through the highlights or "Skip" to get to this window:
- 4 Tap on "Server Settings"
- 4 Once on the "Server Settings" page:
- 5 Enter the Server Name or IP Address: **passwordreset.cfsgroup.com**
- 6 Enter the port number: **443**
- 7 Slide the "Protocol" toggle to **HTTPS**
- 8 Tap/Click **Save** to finish





The health of your business' cashflow could be the make or break of your organisation.
#AutomateTheNag

Get Paid. On Time. Every Time.
Sign up Today! naggingpanda.com

Join the Panda fam and Get Paid. On Time. Every Time.
#AutomateTheNag

Get Paid. On Time. Every Time.
Sign up Today! naggingpanda.com

Family off having fun again while you're collecting unpaid invoices?
#AutomateTheNag

Get Paid. On Time. Every Time.
Sign up Today! naggingpanda.com

Put the living back into your life.
#AutomateTheNag

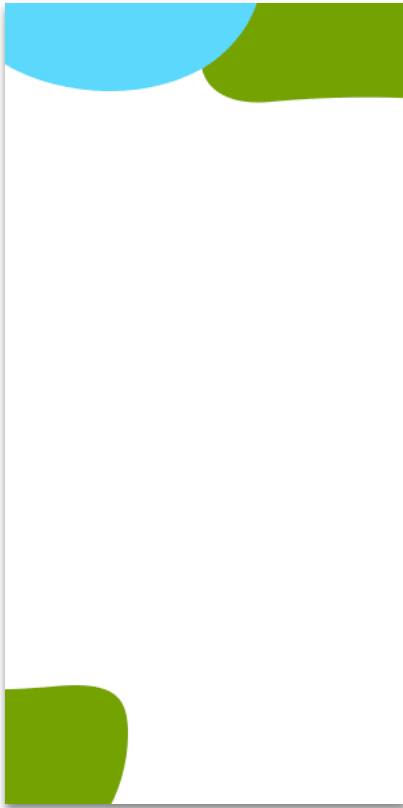
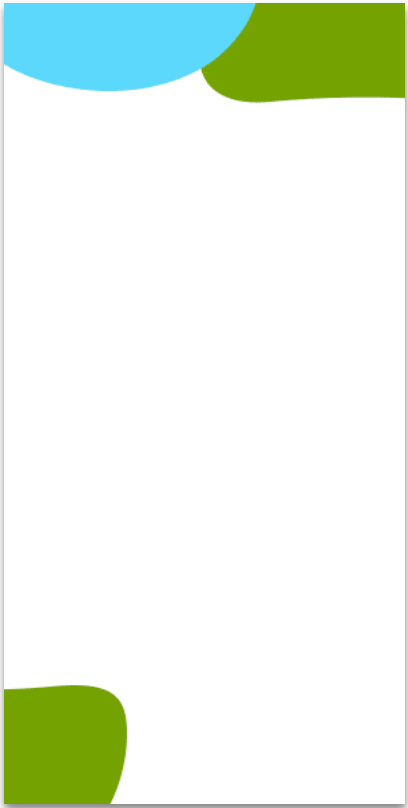
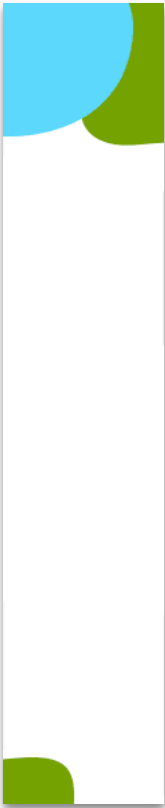
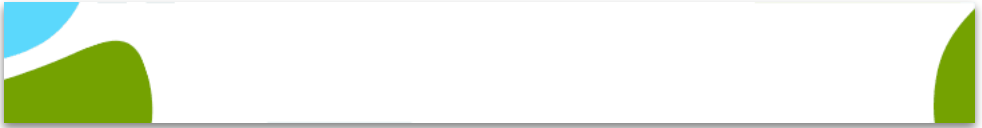
Get Paid. On Time. Every Time.
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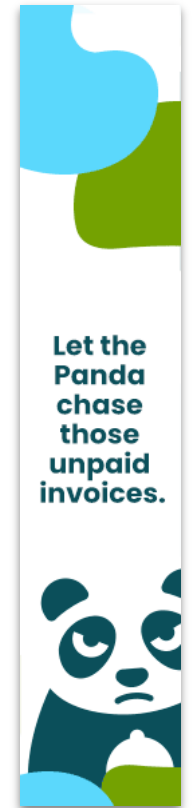
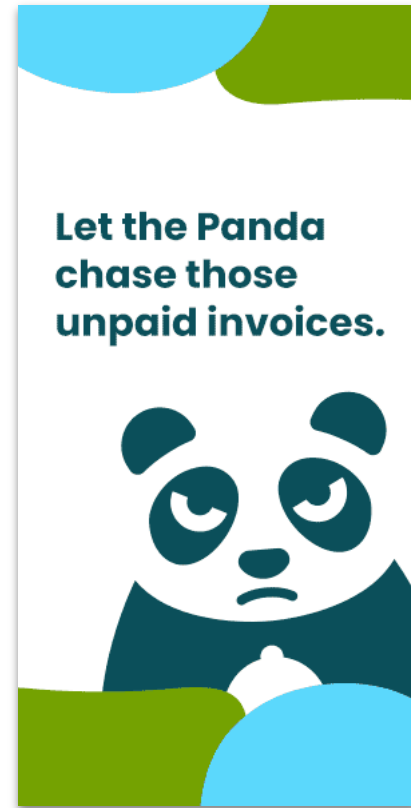
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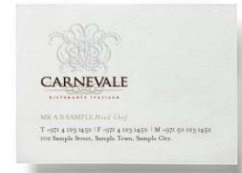
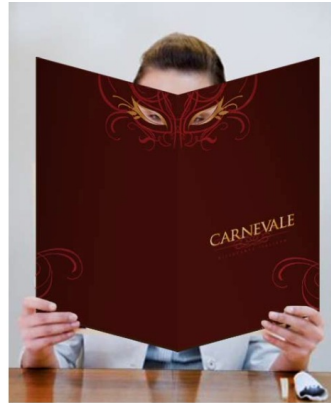


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c: 0% m: 5% y: 22% k: 5%	c: 0% m: 5% y: 20% k: 30%	c: 20% m: 50% y: 70% k: 15%	c: 30% m: 50% y: 75% k: 20%	c: 45% m: 50% y: 80% k: 40%	c: 65% m: 90% y: 100% k: 70%	c: 25% m: 100% y: 100% k: 20%	c: 0% m: 75% y: 100% k: 5%

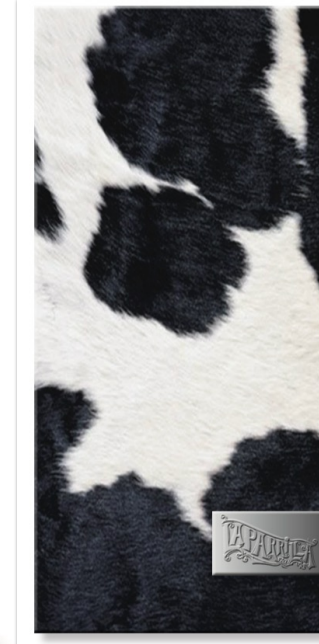


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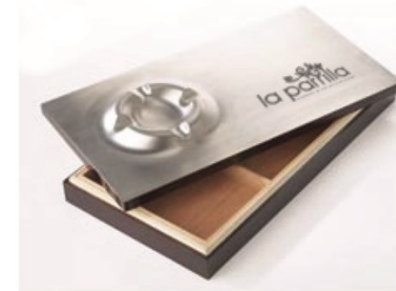
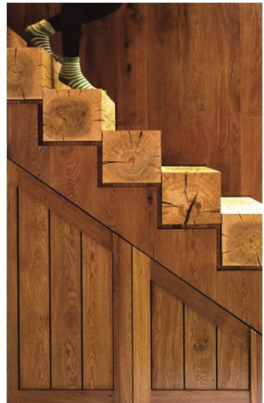
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Thank You

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