

WWW.CONCORDE-EVENTS.CO.ZA

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# SERVICE BROCHURE

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## CONTACT INFO

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# WHO WE ARE

✕ **MARKETING**

✕ **ADVERTISING**

✕ **BRAND ACTIVATION**

✕ **SOCIAL MEDIA**



Concorde Events & Marketing South Africa is black owned marketing company formed in 2017 by Monametsi Olebile. The company has a strong network with other marketing agencies in South Africa, Botswana and Malawi. WE believe that the key to success lies within our Twin Peaks philosophy of creating integrated agency work that is both creative and effective. To see how we achieve this, view our advertising Work and Network pages.

■ **Brand Activations and awareness**

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■ **Radio and Television**

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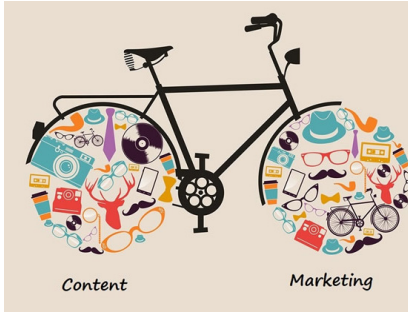
■ **Print and billboards**

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■ **Social Media and blogs**



WE ARE  
DRIVEN BY  
CREATIVITY



## MARKETING

At Concorde Events and Marketing, Products and services are designed and built by our creative technology, UX & design and development Partners to give your brand competitive advantage.



## ADVERTISING

Concorde Events and Marketing strategy, creative and production connected across channels, focused on creating enduring value for brands.



## SOCIAL MEDIA

Data driven social strategy and content, delivered by Concorde. With our combined experience applied to the ever growing social sphere.



## BRAND ACTIVATION

Through the use of consumer engagement and marketing channels, Brands must find a way to reach potential customers, which can shift perceptions and create a real, emotional and interactive engagement.



# WE ARE NOT TYPICAL

**WE OFFER CREATIVE SOLUTIONS TO YOUR  
MARKETING NEEDS.**

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Concorde Events & Marketing South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

Performance optimisation is an ongoing process, and our test and learn culture is reflected in our marketing approach. For new customers this cycle of activity is preceded by a detailed discovery project.

During discovery we audit the integrity and effectiveness of your analytics framework, build a detailed understanding of the review, purchase and other consumption behaviour of your target customer groups, review how behaviour from different channels converts into your market and complete a deep-dive audit of your Marketing channel performance.

**STRATEGIC PARTNERSHIP IS BASED  
ON A SHARED SET OF VALUES.**

Benigno Aquino III

# PARTNERS

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# THANK YOU

## HOPE WE DO BUSINESS SOON

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