



DEEPgraphics

Thinking in new spaces

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A G E N C Y P R O F I L E



THINKING IN NEW SPACES

This is more than just a catchy phrase. It's a philosophy that drives everything we do. In today's fast-paced, ever-evolving business landscape, traditional thinking just doesn't cut it anymore. To truly stand out and make an impact, you need to think differently, to explore new ideas and perspectives, to venture into uncharted territories. That's where we come in.

We don't just think outside the box; we think in new spaces entirely, creating innovative solutions that are tailor-made for your unique needs. This approach allows us to deliver results that not only meet but exceed expectations, setting us apart from any of our competitors. With us, you're not just getting a creative agency; you're getting a partner that's committed to pushing boundaries and driving your success. Welcome to the 'Deep'

STATEMENT OF CONFIDENTIALITY.

This portfolio and supporting materials contain confidential and proprietary business information of Deep Graphics Pty. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties



Deep Graphics is a tenacious team of creative thinkers and problem solvers, dedicated to providing comprehensive and data-driven Through The Line (TTL) solutions for our clients' diverse marketing needs.

We are a Johannesburg-based agency with nationwide activation reach. With over fifteen years of hands-on experience in the industry, we have a proven track record of successfully creating and building brands that resonate and inspire.



OUR VISION

To be a leading creative agency that ignites creativity and drives success for businesses in South Africa and beyond.

OUR MISSION

To provide innovative and effective marketing solutions that help our clients grow their businesses and achieve their goals.



OUR VALUES

INNOVATION

We believe in pushing boundaries and thinking outside the box.

COLLABORATION

We value teamwork and believe that great ideas can come from anywhere.

EXCELLENCE

We strive for excellence in everything we do and are committed to delivering high-quality work.



OUR PROMISE

We promise to deliver creative solutions that not only meet but exceed your expectations. We are committed to your success and will go the extra mile to ensure your satisfaction.

HERE'S WHAT WE CAN DO FOR YOU

We create

ADVERTISING & CAMPAIGN STRATEGY

We create engaging and compelling advertising campaigns that capture attention and deliver the result. Our team of creatives craft messages, style visuals and film that resonate with your target audience, ensuring that your brand not only stands out in a crowded marketplace, but is experienced in fresh ways.

BRAND DEVELOPMENT

From logo design, brand tool kits and guidelines to brand strategy, we help businesses establish a strong and

consistent brand identity. We understand the necessity for, the power and rewards of a compelling brand and work to ensure that your brand not only communicates the right message, but conveys the desired psychological and emotional states needed to inspire loyalists, advocates and ambassadors.

DESIGN & CONCEPT

Our design team creates visually stunning and effective designs for print, packaging, promotional production and digital applications ensuring your core identity carries consistently through all your visual representations everywhere your brand is present.

DIGITAL MARKETING & INTEGRATED DIGITAL SYSTEMS

We leverage the power of digital platforms to help businesses reach their target audience and achieve their marketing goals. From social media growth strategies and SEO to sales funnels, customer acquisition and lead generation we make the worldwide web work for you. We build intelligent integrated multi-purpose digital systems that harmonize all of your digital touch points across the web to create a singular highly effective and efficient data mining asset.

ACTIVATIONS

Below the line activations are a key component of our marketing strategy. These activations are targeted, direct marketing efforts that aim to engage consumers on a personal level and convert them into customers. They are designed to be measurable, allowing us to track their effectiveness and adjust our strategies accordingly. Our BTL activations include activities such as direct mail campaigns, trade shows, promotional events, hyping activations, roadshows, market research, volume drive activations and other forms of experiential marketing. These activations allow us to create a more personal connection with our consumers, fostering brand loyalty and driving sales.

We formulate strategy





challenge accepted

we solve problems



CONTENT DEVELOPMENT

We are firm believers in the transformative power of compelling narratives and the consistent production of high-quality, pertinent, and engaging content as a potent distinguishing factor for brands and institutions. In this era of significant transformation, captivating stories and shareable content serve as a unifying force, bringing people together. We possess the capability to assemble a 'creative hub' comprising content developers, media professionals, writers, and editors.

CRISIS MANAGEMENT

The faith of consumers and the general public is shaped by how businesses handle reputation risk and crisis management. Our team members have established a proven track record, confirmed by client satisfaction metrics, in safeguarding the most crucial yet vulnerable organizational resource: reputation. We are equipped to provide advice to a wide range of organizations, including NGOs, government bodies, and high-profile individuals.

STAKEHOLDER ENGAGEMENT

The process of identifying key stakeholders can be intricate, and that's where we devote our efforts. We are well-connected and seasoned. We assist you in comprehending, prioritizing, and effectively interacting with stakeholders who are most significant to your issues, causes, and organizations. Our expertise spans from local to international levels, and we have aided various clients in fostering partnerships and driving change through education, dialogue, raising awareness, and even influencing leaders.

MEDIA RELATIONS

We understand the power of media relations in shaping and influencing public perceptions. We specialize in building and nurturing relationships with various media outlets, including traditional and digital platforms. Through strategic media outreach, press releases, and targeted campaigns, we help our clients manage their image perceptions, enhance brand visibility, and navigate potential crises proactively. We ensure that our clients' stories are told authentically and positively, creating lasting connections with their audiences and stakeholders.

DATA MINING & INTELLIGENCE GATHERING FOR STRATEGY

All of our interventions and solutions are most effective when they are data-driven because data provides us with concrete, actionable insights that can guide our strategies and decision-making processes. Understanding our clients' target audiences, their behaviors, preferences, and needs more accurately is critical to achieving our objectives. Understanding the stats allows us to tailor our marketing efforts to meet specific campaign requirements and achieve razor-sharp focus of budget and and resources. Data-driven solutions also enable us to measure the effectiveness of our own strategies, providing us with the opportunity to continuously improve and adapt. In essence, data is the backbone of our operations, ensuring that our solutions are not based on assumptions or guesswork, but on solid, reliable information. This is why we depend on data to achieve our clients' marketing objectives precisely.

PRODUCTION & QUALITY CONTROL

We are the defenders o our clients brand image and to this end, we commit to high quality control standards in the production of business, branding, advertising and promotional materials. We take incredible care to pay attention to detail, to the process and to the finishing so that we consistently deliver the great quality our clients have come to rely on us for.

PROUD LONG TERM CLIENTS

Below are a few of our proud long term clients and what we do for them

	6 Years of Activations, Promotional Merchandise, BTL Creative/Graphic Design
	12 Years Of Activations, Digital Creative and Production, Media Relations
	8 Years Of ATL Creative, HTML Development/Coding, App development, Pro motional Merchandise, Activations
	11 Years Of BTL Creative/Graphic Design, HTML Development, Coding, App Development
	5 Years Of Promotional Merchandise, Activations, Graphic designing
	3 Years Of Activations, Graphic designing, Promotional Merchandise
	5 Years of HTML Development, Graphic Design, Activations
	12 Years Of Activations, Digital Creative and Production, Media Relations
	6 Years Of Promotional Merchandise, Graphic Designing, Activations
	8 Years Of Activations, ATL Creative, HTML Development

OUR SIMPLE APPROACH TO GETTING YOU RESULTS



welisten

We Listen: At Deep Graphics, we believe that every successful project begins with attentive listening. We take the time to fully understand your business, your goals, and your unique challenges. We listen to your ideas, your concerns, and your aspirations.

This allows us to gain a comprehensive understanding of your brand and your target audience, which is crucial in creating effective marketing strategies.



weunderstand

We Understand: Our team of experienced professionals understands the complexities of the modern business landscape. We understand that each business is unique and requires a tailored approach. We take the insights gained from our listening phase and use them to fully comprehend your business needs. This understanding forms the foundation of our creative process.



wethink

We Think: Thinking in new spaces is our mantra. We don't just think outside the box; we explore new territories entirely. Our team of creative thinkers and problem solvers use their expertise to brainstorm innovative solutions that are tailor-made for your business. We leverage our knowledge of the latest trends and technologies to develop strategies that will set your brand apart.



wecreate

We Create: Our creation process is where our innovative thinking comes to life. Whether it's designing a compelling advertising campaign, developing a strong brand identity, or crafting engaging digital content, our team of creatives work tirelessly to bring your vision to life. We ensure that every element we create resonates with your target audience and aligns with your brand identity.



weproof

We Test: At Deep Graphics, we believe in the power of data. We test every solution we create to ensure its effectiveness. We use data-driven insights to measure the success of our strategies and make necessary adjustments. This allows us to deliver solutions that not only meet but exceed your expectations.



wedeliver

We Deliver: Our commitment to your success doesn't end with creation. We ensure that every solution we create is delivered on time and within budget. We also provide ongoing support to ensure that our solutions continue to drive results long after they are implemented. We are not just a creative agency; we are a partner committed to driving your success.

IN CONCLUSION

At Deep Graphics, we believe that creativity is the key to success in today's competitive business landscape. We invite you to experience the difference that our creative solutions can make for your business. Don't just take our word for it, challenge us with your marketing needs and let us show you how we can transform your business through the power of creativity. Let's create something extraordinary together.

we deliver