tradeway

TOTAL BRAND ACTIVATIONS

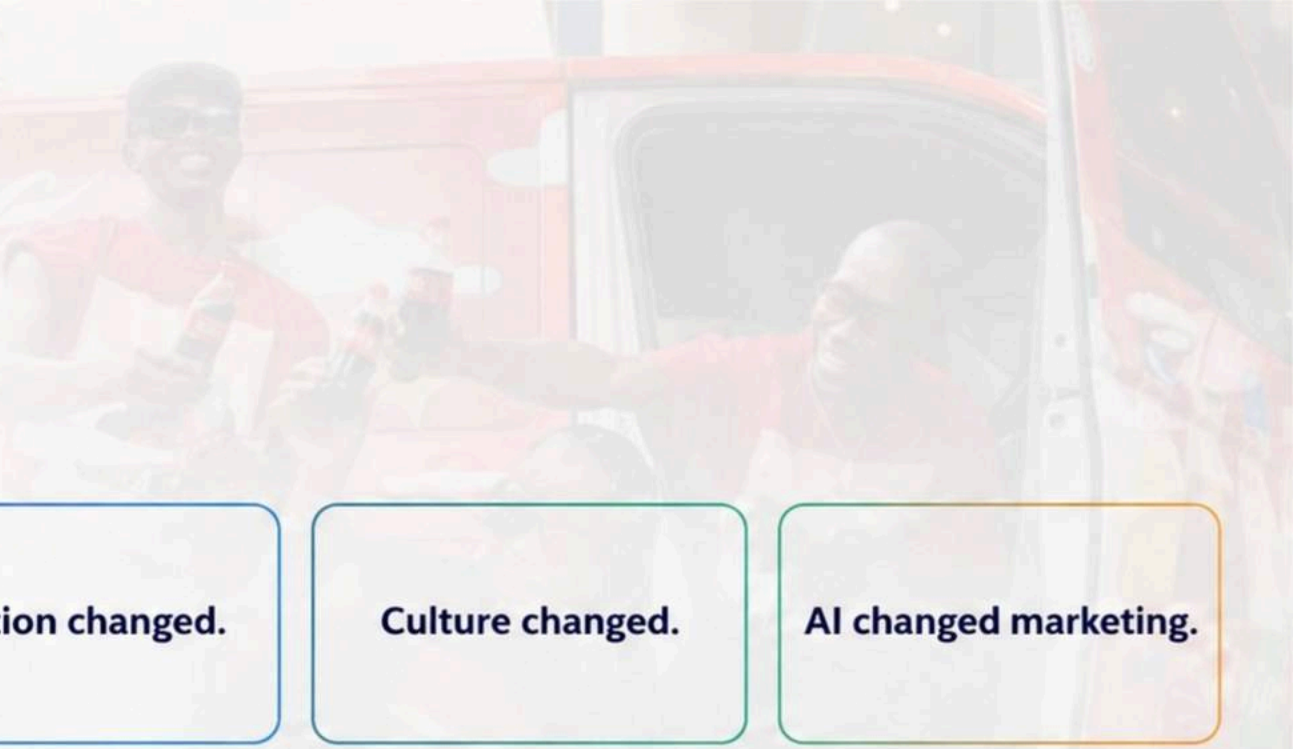
CREDENTIALS

We Make It Real.

Africa's activation authority. Turning brand strategy into real results, in trade, in field, at scale.

THE SHIFT IN THE WORLD

The world changed.



Consumers changed.

Retail changed.

Attention changed.

Culture changed.

AI changed marketing.

Brands no longer compete for awareness. **They compete for real experiences.**

Reach became easy. Connection became hard. Consumers now meet brands in thousands of fragmented moments, most of them forgettable.

TODAY'S CHALLENGE

Execution is the last real advantage.

Every brand can buy media. Every brand can create content. Few brands consistently win in the moment where the purchase decision is actually made.

70% of buyer decisions are made at the point of purchase.



of South African purchases still happen in physical channels.



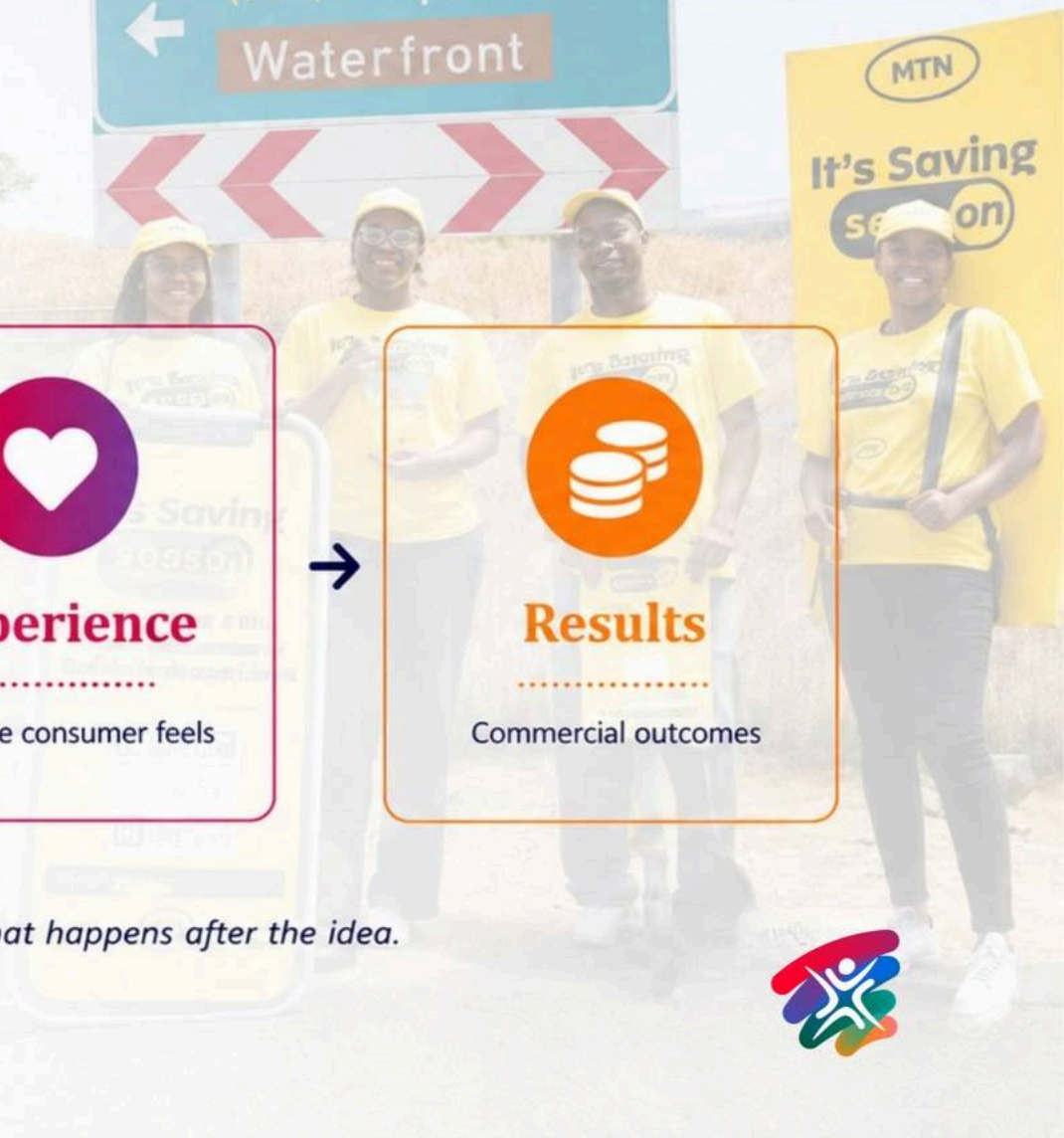
of South Africans shop the informal sector where most agencies won't go.

WHERE BRANDS ARE WON

Execution is strategy.

Consumers judge brands through lived experience and not intention.
The brands that win are the ones that consistently make their promise real.





Strategy
The promise on the deck

→

Execution
Where it becomes real

→

Experience
What the consumer feels

→

Results
Commercial outcomes

Most of the industry's talent and budget goes into the campaign. We put ours into what happens after the idea.



Why We Exist

Ideas don’t build brands. What happens after the idea does.

Tradeway exists to take brand strategy from the deck to the shelf.

Our purpose, in one line: **To make brands real. In trade. In life. In Africa.**

WHAT CLIENTS ACTUALLY NEED

Not another agency.
One partner that goes all the way.



Think

Strategy grounded in how this market really behaves

→

Build

Creative, design, fabrication, procurement

→

Deploy

People and infrastructure in the right place, on time

→

Measure

Live performance data from every activation

→

Optimise

Insight that makes the next campaign sharper

Five disciplines. One accountable system. No hand–offs, no finger-pointing, no gaps.

ABOUT US

This is Tradeway.





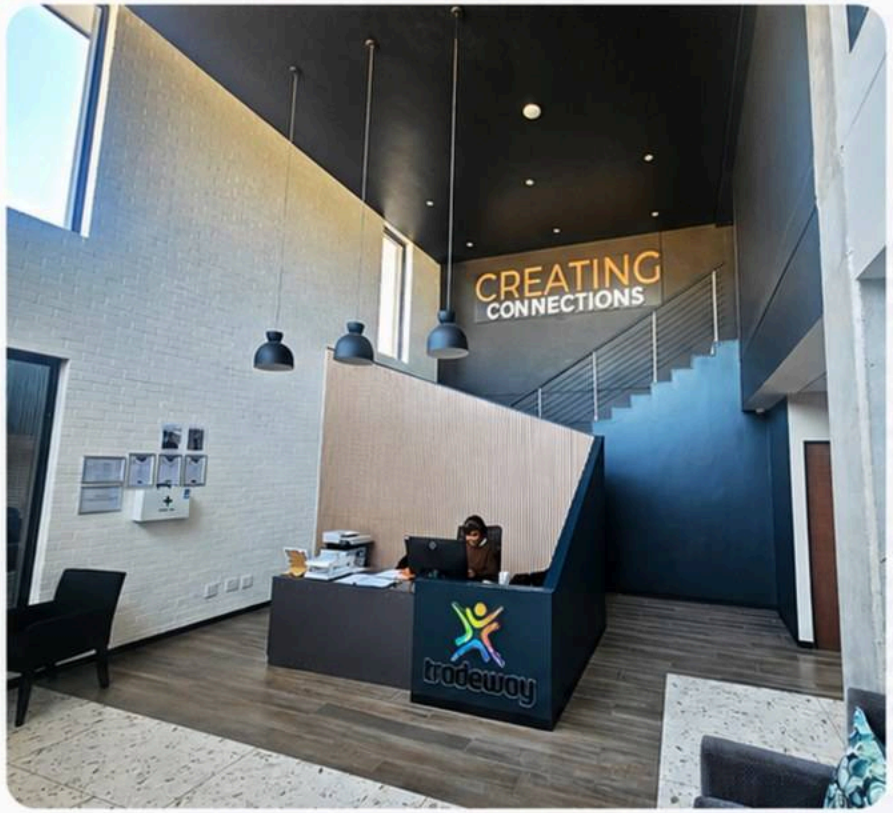


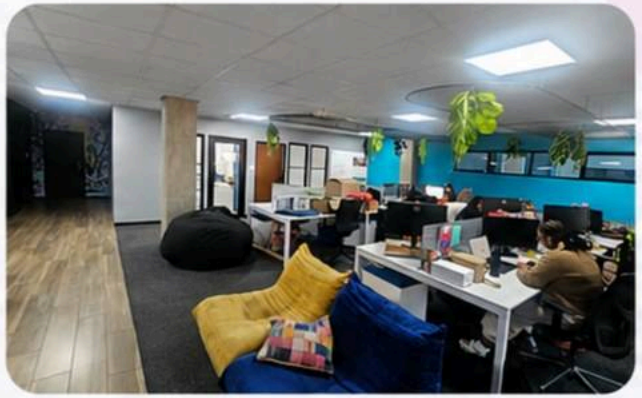


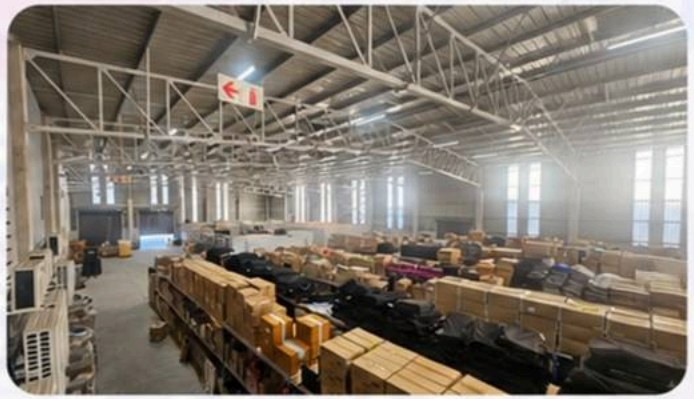


ABOUT US

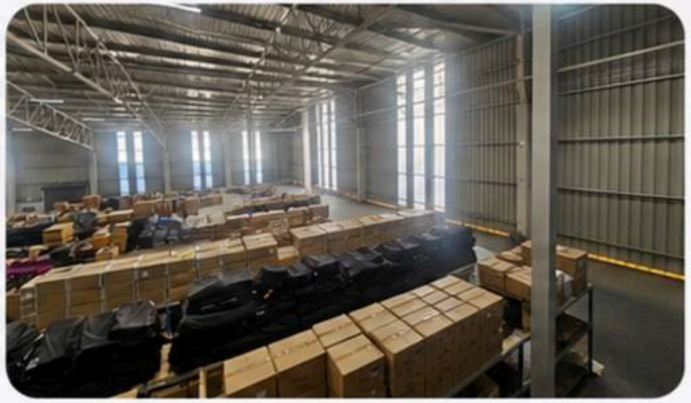
This is Tradeway











WHY TRADEWAY

Four reasons your strategy becomes reality.

01

Scale

Africa's largest independent activation footprint, true reach without losing control.

02

Execution

We don't romanticise strategy. We respect it by making it real, every time.

03

Technology

PromoForce gives you live visibility of what's happening in field, as it happens.

04

Accountability

Every person, every shift, every rand, trained, measured, and owned in-house.

NATIONAL CAPABILITY

Built to deliver, in every province.

21
years in the field

250
permanent employees

15 000
brand ambassadors nationally

180k+
activations every year

100% national coverage
4 regional head offices, staffing in all 9 provinces

7 500m² warehousing
Westridge HQ plus regional facilities

Owned fabrication
4 500m² POSM and engineering factory, Alberton

Level 1 BBBEE
75% women transformation that's core, not compliance

INTEGRATED DELIVERY

One partner. The whole chain.

Clients no longer need to stitch together five specialists. Tradeway owns every link in-house: strategy, creative, procurement, logistics, talent, and technology.



Strategy



Creative Studio



Procurement



Warehousing and Logistics



Talent and Training



Execution



PromoForce Reporting

Solution design → Sourcing and build → Nationwide execution → Outcome achieved

Five specialist disciplines, one integrated system, one belief: the execution is the strategy.

WHAT YOU GAIN

Ten ways to win where it counts.

Each capability answers one question: what business outcome does it create for you?



Experiential Activations

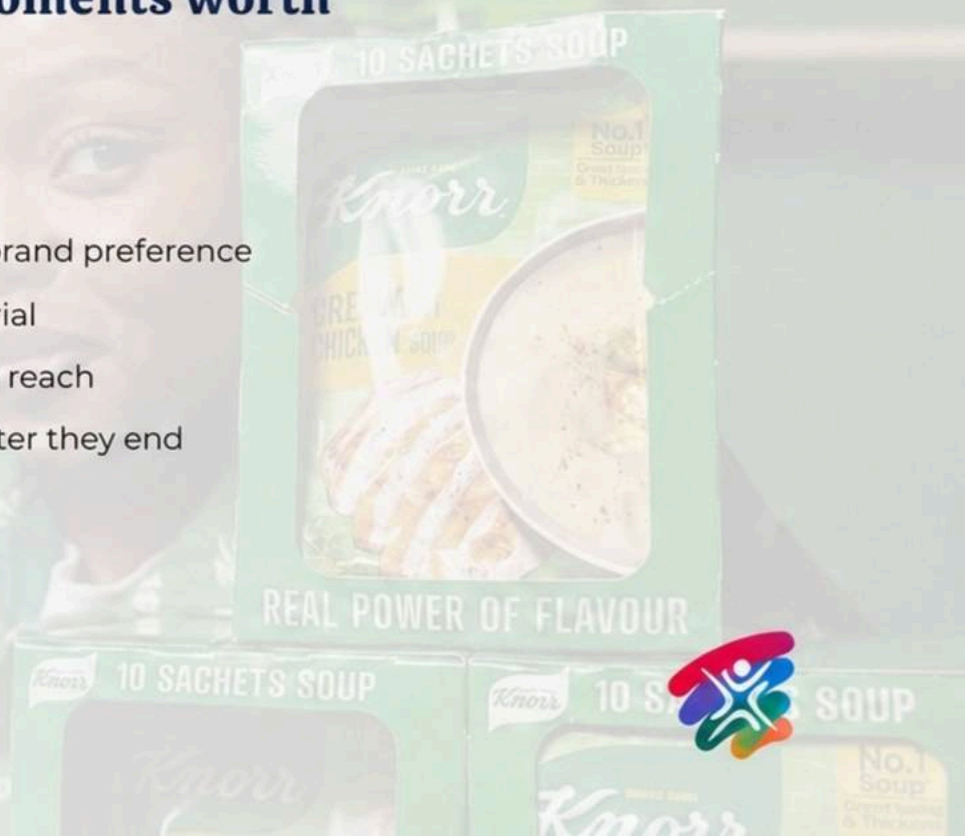
Built to create moments people remember long after the campaign ends.

WHY IT MATTERS

People rarely remember advertising. They remember how a brand made them feel. The strongest brands don't interrupt consumers, they create moments worth participating in.

WHAT YOU GAIN

- Stronger emotional connection and brand preference
- Higher consideration and increased trial
- Greater advocacy and word-of-mouth reach
- Experiences people talk about long after they end



SKIP THE QUEUE OR SKIP THE BANK: A STANDARD BANK ACTIVATION

Proving a smarter banking experience can create VIP moments that turn festival spend into real card behaviour

CONNECT

We connected with 675 festival-goers and engaged with 450 of them directly, turning the tap of a card into a real conversation about what banking with Standard Bank can unlock. The tiered 'Unlock to Spend' mechanic worked for both audiences.

CREATE

We created a full lifestyle bar experience built around one idea: make spending on your card feel like the smartest move at a festival. A dedicated Skip the Queue lane gave cardholders a genuine VIP moment.

CAPTURE

The activation captured R65 820 in bar spend, at an average of R774,35 per customer, real proof that a smarter banking experience drives commercial behaviour. It also captured the insight to make the next one sharper: to add more touchpoints and seating for peak times.



CONNECT

two icons #BornReady to mix and a crowd #BornReady to celebrate with an unforgettable event to launch Jack Daniel's & Coca-Cola Alcoholic canned cocktail to Mzansi.

CREATE

an unforgettable experience worthy of legends featuring over a dozen immersive brand touchpoints capturing Jack's heritage and Coke's effervescent spirit.

CAPTURE

the energy, boldness, and connection of Jack & Coke and the attention and loyalty of consumers.



JACK DANIEL'S TENNESSEE WHISKEY MIXED WITH Coca-Cola

FULL IMMERSION: THE LEGENDARY LAUNCH OF JACK & COKE. IN A CAN.

Two legends, 13 immersive moments, one unforgettable event — an experience #BornReady to redefine bold celebrations.

tradeway

inverroche
BY NATURE

Inverroche House of Amber

Partnering with Tradeway to conceptualise, build and activate a six-week immersive Pop-Up Theatre that repositioned Inverroche Amber as the pioneering spirit at the heart of conscious luxury culture.

CREATE

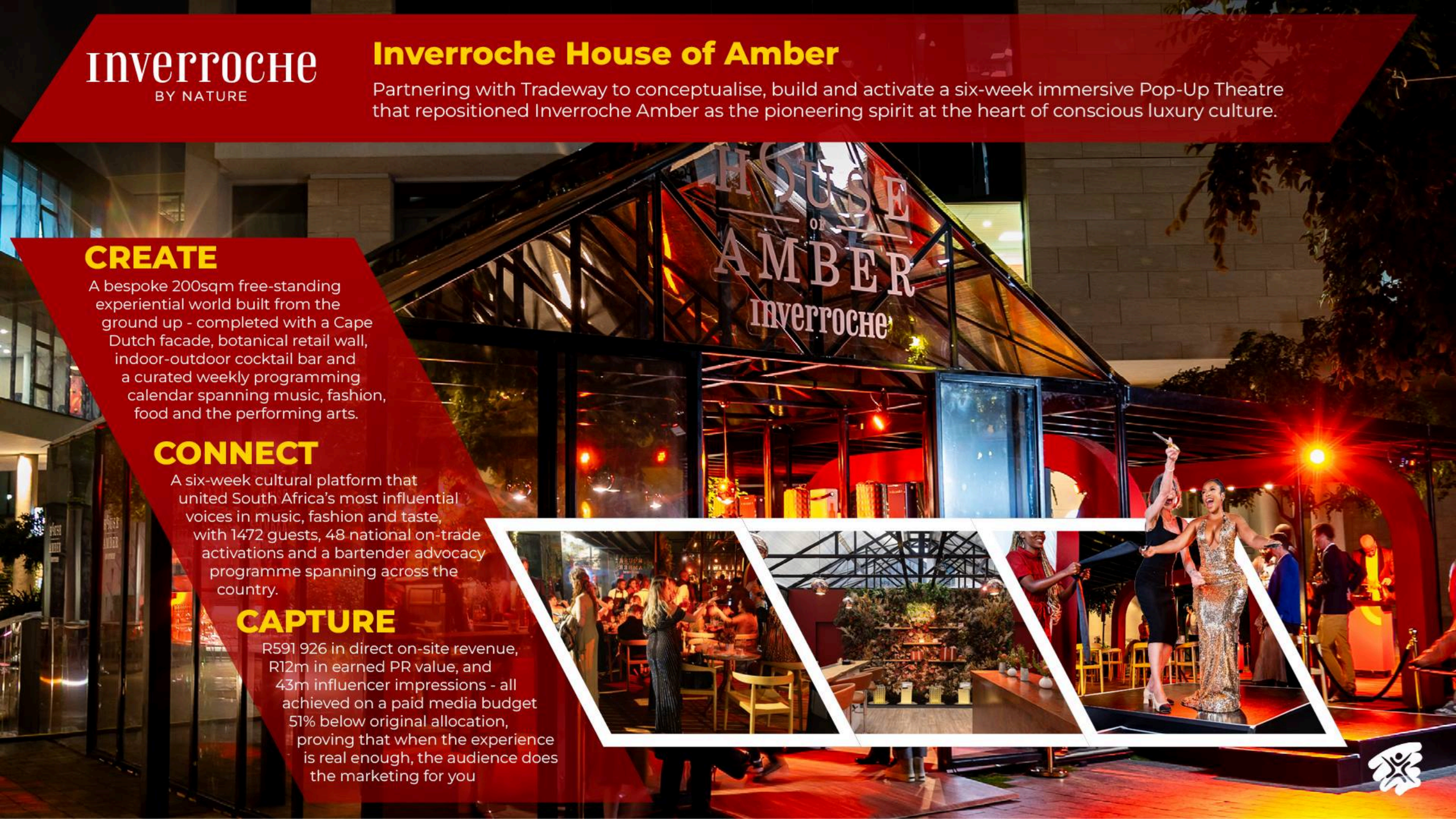
A bespoke 200sqm free-standing experiential world built from the ground up - completed with a Cape Dutch facade, botanical retail wall, indoor-outdoor cocktail bar and a curated weekly programming calendar spanning music, fashion, food and the performing arts.

CONNECT

A six-week cultural platform that united South Africa's most influential voices in music, fashion and taste, with 1472 guests, 48 national on-trade activations and a bartender advocacy programme spanning across the country.

CAPTURE

R591 926 in direct on-site revenue, R12m in earned PR value, and 43m influencer impressions - all achieved on a paid media budget 51% below original allocation, proving that when the experience is real enough, the audience does the marketing for you



Standard Bank Youth: F26 School Activations

Partnering with Tradeway to promote the Standard Bank Youth Banking Suite to learners and parents through interactive, educational and digitally-amplified experiences.

CREATE

We brought Standard Bank's youth products to life across campuses, schools and sports festivals; building gamified, peer-driven experiences that made banking feel relevant to South Africa's next generation.

CONNECT

We met with students and parents where they were, positioning Standard Bank as the Cheerleader of Youth Ambition, not just a bank - but a genuine partner.

CAPTURE

Activating across all 9 provinces, the refreshed campaign drove account sign-ups and brand consideration among youth and parents, building lasting relationships with South Africa's future banking generation



JOHNNIE WALKER

NOT AN EVENT. AN INSTITUTION: BLUE SOCIETY BY JOHNNIE WALKER BLUE LABEL AT GEMELLI



CONNECT

Blue Society connects Johnnie Waker Blue Label with South Africa's most influential consumers. Its value is understoof in retail, but the desire for the brand is built in social spaces, where the product becomes part of the lived ritual. Placing the platform at Gemelli gave Blue Society legitimacy from day one and signalled permanance, not opportunism.

CREATE

We built a complete Blue Society world inside Gemelli's architecture, designed as a syetem that can be repeated. The brand was projected onto the facade, and guests arrived on a blue carpet through a haze-lit corridor of brass stanchions, welcomed by white-gloved hosts. Inside, an illuminated Blue Society column anchored the bar, and branded menus, napkins and cushions dressed every table.

CAPTURE

The founding event captured 70 direct consumer engagements, with foot traffic of 70 - 100 consumers in the surrounding area. It was a hosted night with complimentary cocktails, so no bottle or cocktail sales were recorded. The facade, blue carpet and media wall generated guest content, and restaurant patrons with proviate bookings experienced the platform alongside invited guests.



JOHNNIE WALKER

THE FIRST CHAPTER: BLUE SOCIETY BY JOHNNIE WALKER BLUE LABEL LAUNCHES AT ZIOUX

CONNECT

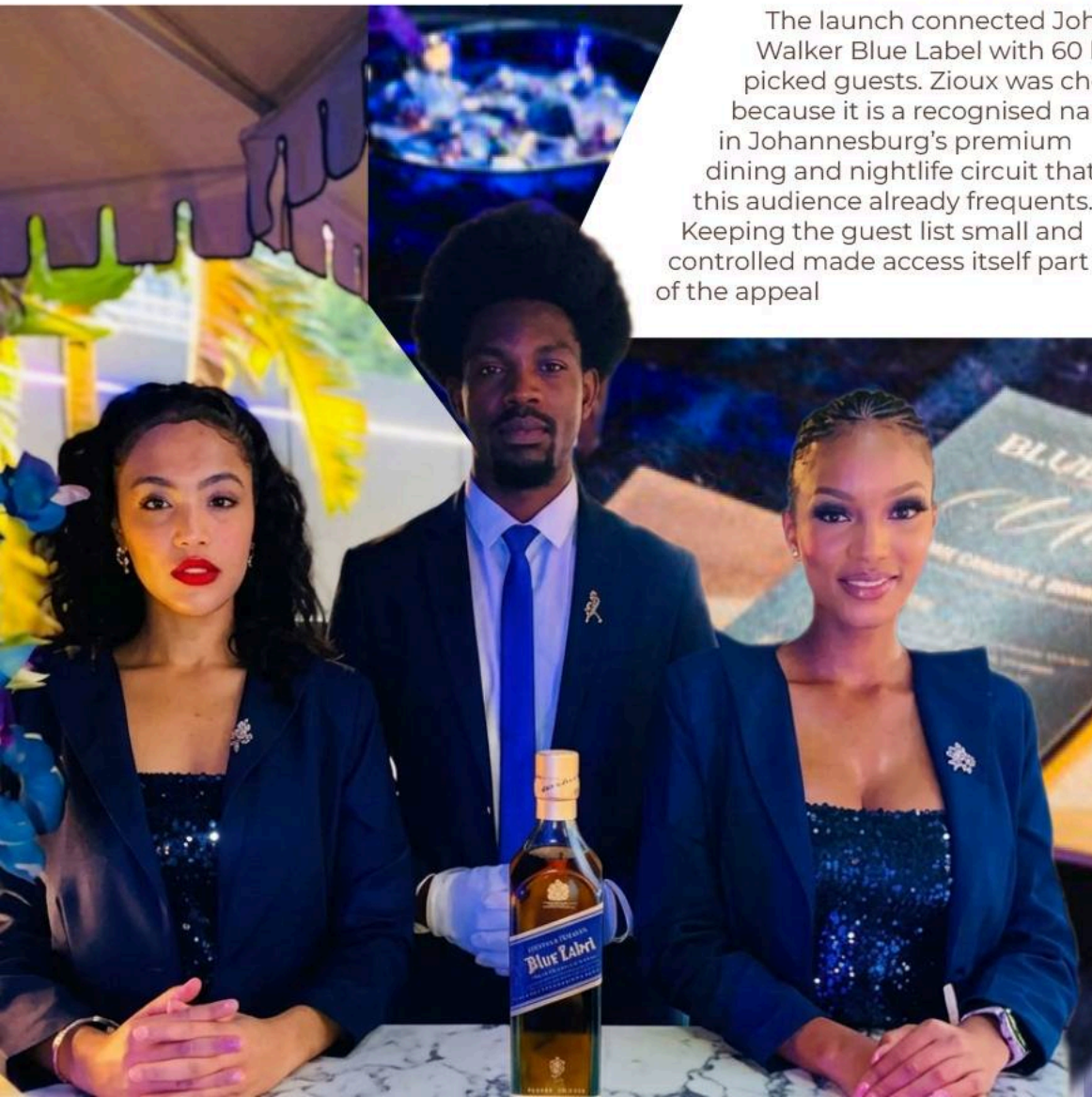
The launch connected Johnnie Walker Blue Label with 60 hand-picked guests. Zioux was chosen because it is a recognised name in Johannesburg's premium dining and nightlife circuit that this audience already frequents. Keeping the guest list small and controlled made access itself part of the appeal

CREATE

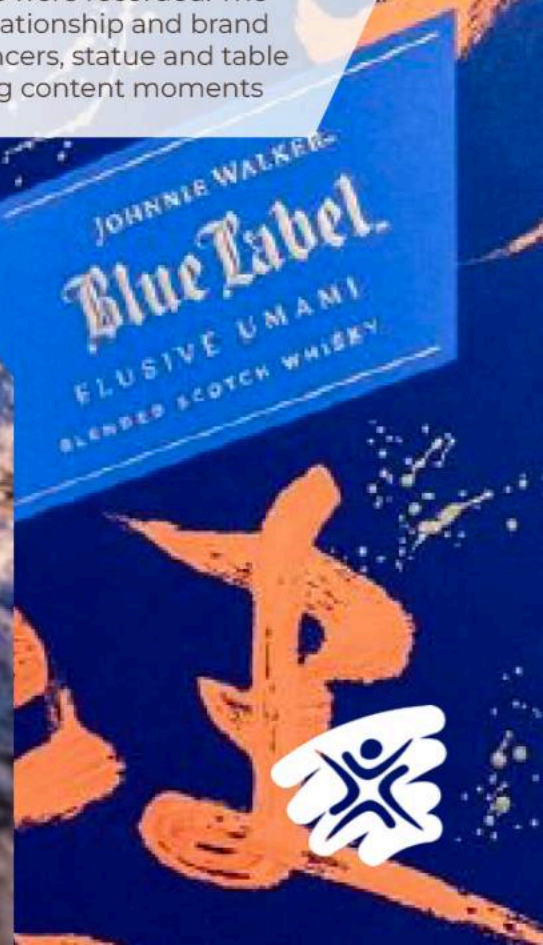
We created a multi-sensory Blue Society world at Zioux, built to be repeated weekly. Guests arrived through laser and gobo lighting and a signature scent, past a gold-wrapped model statue and three fabric dancers in brand colours. Inside the chef and mixologist narrated a three-course whisky pairing dinner

CAPTURE

The launch captured about 65 engagements with an audience of celebrities, influencers and key industry figures. It was a hosted VIP night with complimentary cocktails and goodie bags, so no bottle or cocktail sales were recorded. The return was relationship and brand value, with dancers, statue and table settings creating content moments







Events

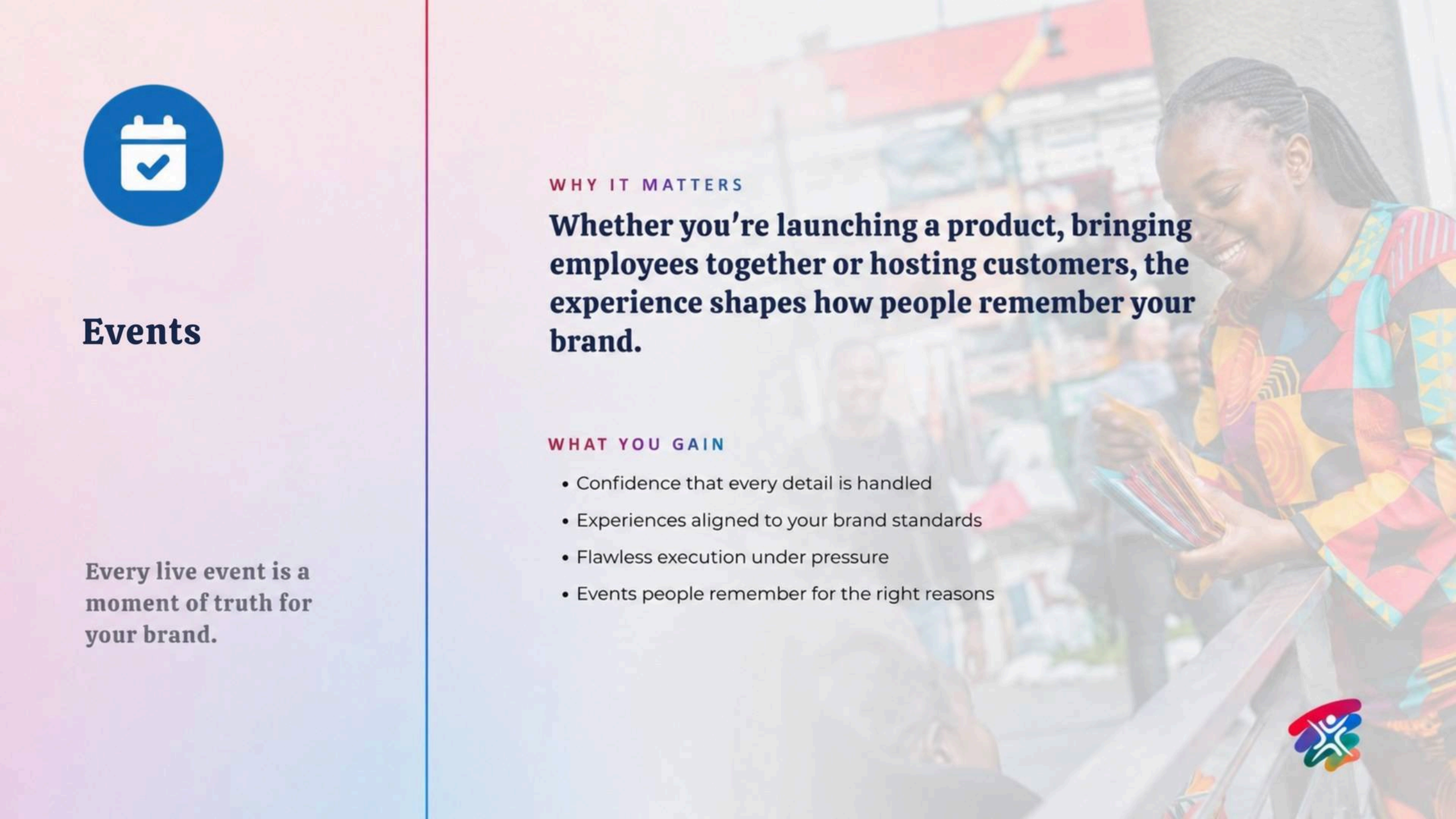
Every live event is a moment of truth for your brand.

WHY IT MATTERS

Whether you're launching a product, bringing employees together or hosting customers, the experience shapes how people remember your brand.

WHAT YOU GAIN

- Confidence that every detail is handled
- Experiences aligned to your brand standards
- Flawless execution under pressure
- Events people remember for the right reasons



MTN Global Leadership Gathering 2023

Partnering with Tradeway to launch, connect and translate the MTN values into actions at the annual Global Leadership Gathering.

CREATE

A bold leadership experience that brought Ambition 2025 to life through immersive moments, powerful storytelling and proudly South African cultural touchpoints that made the gathering feel distinctive, memorable and future focused.

CONNECT

Connecting leaders across markets, teams and cultures through shared experiences that encouraged networking, collaboration and meaningful exchange while reinforcing MTN's values in a way that felt human, practical and energising

CAPTURE

Impact driven by turning inspiration into action. Every touchpoint helped leaders reflect on progress, engage with strategic priorities and leave equipped to translate MTN's values into visible behaviours that will move business forward.



CONNECT

Aligned with AfricaCom, we brought e&'s newest chapter to life with an intimate, high-level dinner inaugurating its South African office in front of the continent's telecom and tech leaders.

CREATE

We created a full sensory journey built around e&'s 'Engage and Advance' platform. An evening built to feel less like a launch event and more like the start of a real partnership.

CAPTURE

Every moment was designed to capture connection, not just attendance. The measure of success here won't just be who showed up, it will be what gets built next.



ENGAGE OR ADVANCE: AN e& INAUGURATION BUILT FOR AFRICA'S DIGITAL FUTURE

Designed to turn one evening in Cape Town into e&'s next chapter across the continent

A BRUTALLY BEAUTIFUL FIRST SIP: BRUIT FRUIT SPRITZER L'ORANGE ROSSA SAMPLING CAMPAIGN

CONNECT

Brutal Fruit Spritzer set out to drive trial and desirability of its new L'Orange Rossa. We met consumers at venues across SA where they were already socializing. Promotors approached tables which increased participation.

CREATE

We created a luxury-coded sampling experience built around a distinctive serving ritual. A bright arched stand, promotors in orange dresses and full serves in proper glassware.

CAPTURE

Week 1 delivered 2 579 engagements, 2 272 samples and 1 365 unit sales. That is an 88% engagement-to-sample rate and a 60% sample-to-sale rate. Most consumers described the drink as refreshing, light and enjoyable.



POWERED BY PEOPLE: A HYUNDAI ANNIVERSARY GALA WITH REAL IMPACT

Proving that with Tradeway, a milestone celebration can run flawlessly, on brand and under budget

CREATE

We brought together 140 of Hyundai's people at Gallagher Estate to celebrate a real milestone, 25 years in South Africa, achieveing 96% attendance against 145 invitations. The evening was built around them.

CONNECT

We created an immersive 'Driven by Heart. Powered by People.' experience. Every detail from the floral styling to the LED table numbers, was designed to make an internal celebration feel like a true gala.

CAPTURE

We delivered the evening for R752 025 against a R799 617 budget, a real surplus of R47 592 without compromising on scale or elegance. That kind of precision, delivering a milestone event on brand and under budget, is what turns a celebration into proof of execution.







#1 ALONE OR #1 TOGETHER: MTN'S CHANNEL PARTNER CONFERENCE







CREATE

For MTN's first Channel Partner Conference in almost a decade, we brought together 300 partners, from branded retail to wholesale and telesales, under one "#1 Together" theme at Sun City, achieving 95% attendance.

CONNECT

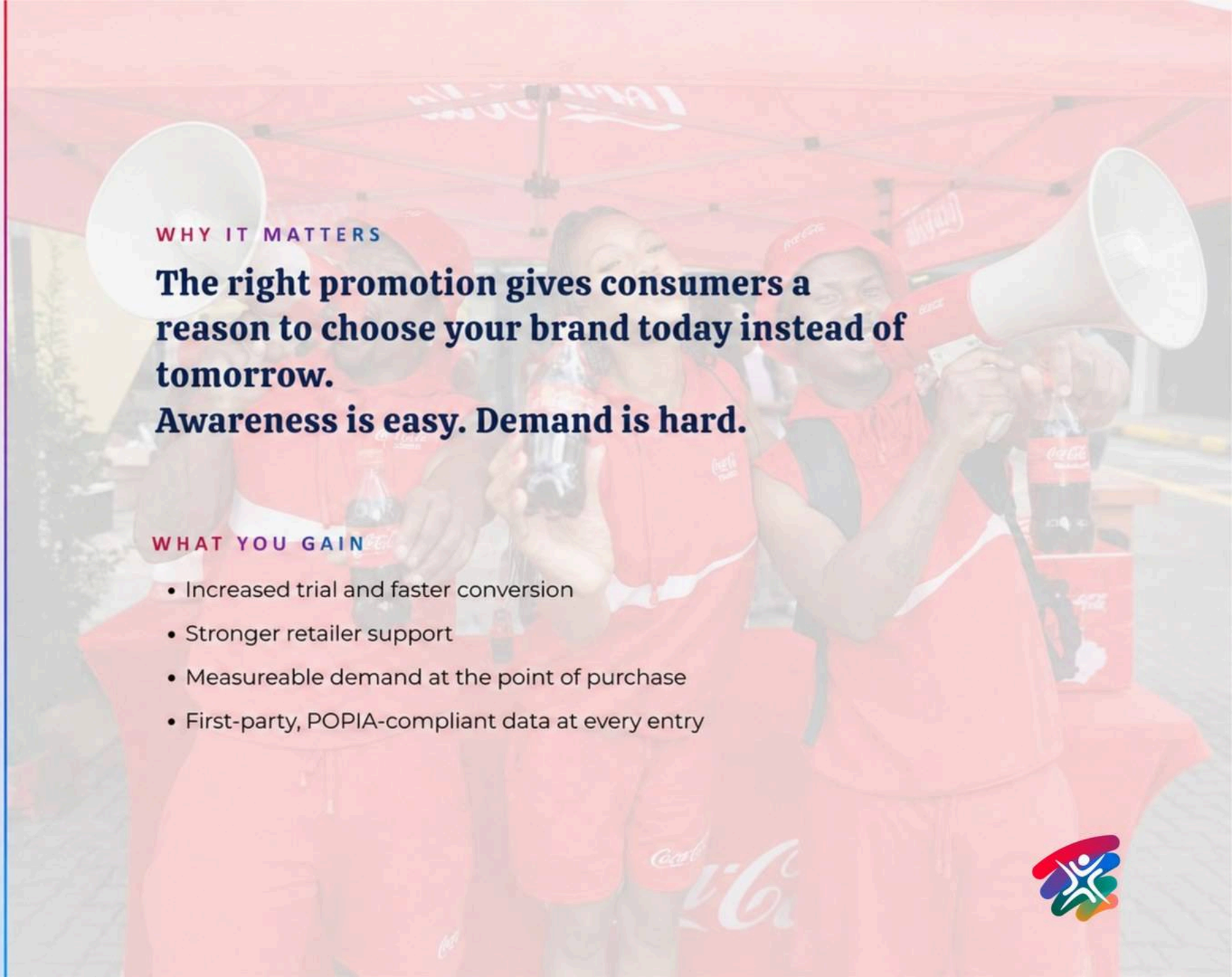
We built two days of networking, breakaway sessions, and celebration marking MTN's 30 years in South Africa, designed to make every channel partner feel like part of the brand's next chapter.

CAPTURE

The event captured real partner sentiment, 94% welcomed the multi-channel format, and comments like "proud to be an MTN partner" and "looking forward to growing the business with MTN" turned goodwill into pipeline.

Promotions

Attention doesn't create sales. Action does.



WHY IT MATTERS

The right promotion gives consumers a reason to choose your brand today instead of tomorrow.
Awareness is easy. Demand is hard.

WHAT YOU GAIN

- Increased trial and faster conversion
- Stronger retailer support
- Measureable demand at the point of purchase
- First-party, POPIA-compliant data at every entry

admyt

PARKING MADE TICKETLESS AT CAPE QUARTER

How Tradeway met shoppers at the parking pay station to introduce Admyt's ticket-less parking engaging 83% of the motorists approached.

CONNECT

Admyt needed shoppers to discover ticketless parking at the moment they felt the pain of paper tickets and queues. Tradeway placed four Admyt Brand Ambassadors at the ticket machines at Cape Quarter's parking entrance, meeting motorists right where the problem happens.

CREATE

Brand Ambassadors showed motorists how Admyt opens the boom automatically by reading their number plate and handles payment through the app. Shoppers who signed up on the spot received a free Bootlegger coffee, and those who wanted to sign up later received a R50 voucher.

CAPTURE

Our team approached 86 motorists and engaged 71 of them, an 83% engagement rate. Seventeen new users signed up for Admyt, and 33 existing users were re-engaged with the app.





CONNECT

Bring Philip Morris's bold vision of a smoke-free future to life for almost **50,000 legal-aged nicotine users.** The campaign ignited meaningful conversations and inspired change through educational interactions in targeted, high-impact locations, nationwide.

CREATE

A **scalable, omnichannel, multi-category** campaign resulting in **direct sales, 22,000+ samples** with personalised education that drove **trial**, built **trust**, and **converted** curiosity into action.

CAPTURE

Market share through **tens of thousands of consumer connections and a 38% sales conversion rate**. This bold campaign demonstrated how innovation and education can transform the market and drive meaningful progress.

ZYN

ACTIVATION AT SCALE: A BOLD CAMPAIGN FOR BIG AMBITION

Proving bold ideas and scalable impact can drive meaningful change.

INFLUENCE & INCREASE ROS WITH IN-STORE ACTIVATIONS

Build a Brand that Shines at the Point of Purchase.

INSIGHT: If you are looking to break category codes and appeal to new target markets, retail is a powerful channel to win consideration at the point in the buyer journey where shoppers are most open to influence.









IDEA: As part of Sol's relaunch, we designed and executed an instore campaign including Rate of Sale incentives, branded giveaways and highly visible and engaging brand ambassadors. Every element of the campaign was geared to appeal to Gen Z shoppers and reposition Sol for consideration in the premium beer category.

IMPACT:

27 STORES | 7 RETAILERS | 3 PROVINCES

1 MONTH | 180+ ACTIVATIONS

26% CONVERSION RATE

DRINK O POP: WELCOME TO THE SCHOOL OF FUN!

Partnering with Tradeway to create an in-school activation campaign to to engage kids in a fun, interactive manner

CREATE

The School of Fun - an edutainment campaign that used storytelling, skits, song and dance to teach children about kindness, friendship and anti-bullying. Led by Harry the Hippo, an ordinary school day was transformed into a moment of pure joy and meaningful learning

CONNECT

Through age-appropiate activities, take-home storybooks and caregiver guides, Drink O Pop didn't just reach children, it connected with entire families. Harry the Hippo became a trusted face, embedding the brand into the everyday lives of South Africans

CAPTURE

The campaign reached up to 330 schools across rural and township communities in a single year, delivering edutainment experiences to thousands of children who needed it most. Beyond the day, educational posters remainded, storybooks went home and social media kept caregivers engaged.



THE PROOF IS IN THE PAIRING: MAKING LUXURY ACCESSIBLE

A masterclass in premium partnerships for measurable impact

CREATE

A **seamless collaboration** that showcased the best of both brands. Through targeted **in-store activations** we transformed everyday shopping into moments of multisensory delight.

CONNECT

Consumers across Gauteng and the Western Cape enjoyed curated moments of indulgence, including exclusive pairings that highlighted combo deals to **incentivise purchases.**

CAPTURE

Over **6,500 consumer engagements — 219% of the target.** Tracked on PromoForce, the campaign yielded **actionable insights**, enabling **data-driven** optimisation for future initiatives.



Seeing Is Believing: Proving Your Point at Point of Purchase

Converting curiosity into 263,000 sales across six provinces

CONNECT

Compelling experiences that convert into **wholesale bulk purchases** including live wet demonstrations, interactive spin-and-win, buy-to-win, and trolley dashes.

CREATE

Targeted activations delivered hands-on education, building trust with consumers and traders in a price-sensitive market in **high-traffic wholesale outlets, nationwide.**

CAPTURE

Impressive results proved the power of connection and demonstration: over **92,000 direct engagements, 35% trader participation,** and **263,000 product sales** — averaging 4 units per customer.





tradeway

POSM

The final few
seconds before purchase
are often the only seconds
that matter.

WHY IT MATTERS

**Winning at shelf means winning where buying decisions actually happen.
Most campaigns are decided in the last three seconds before the hand reaches out.**

WHAT YOU GAIN

- Greater visibility and stronger shelf presence
- Better conversion at the moment of choice
- Consistent national execution, owned in-house
- Retail theatre that breaks category codes

project room® | A division of tradeway

RETAIL DISPLAY

Brutal Fruit Spritzer

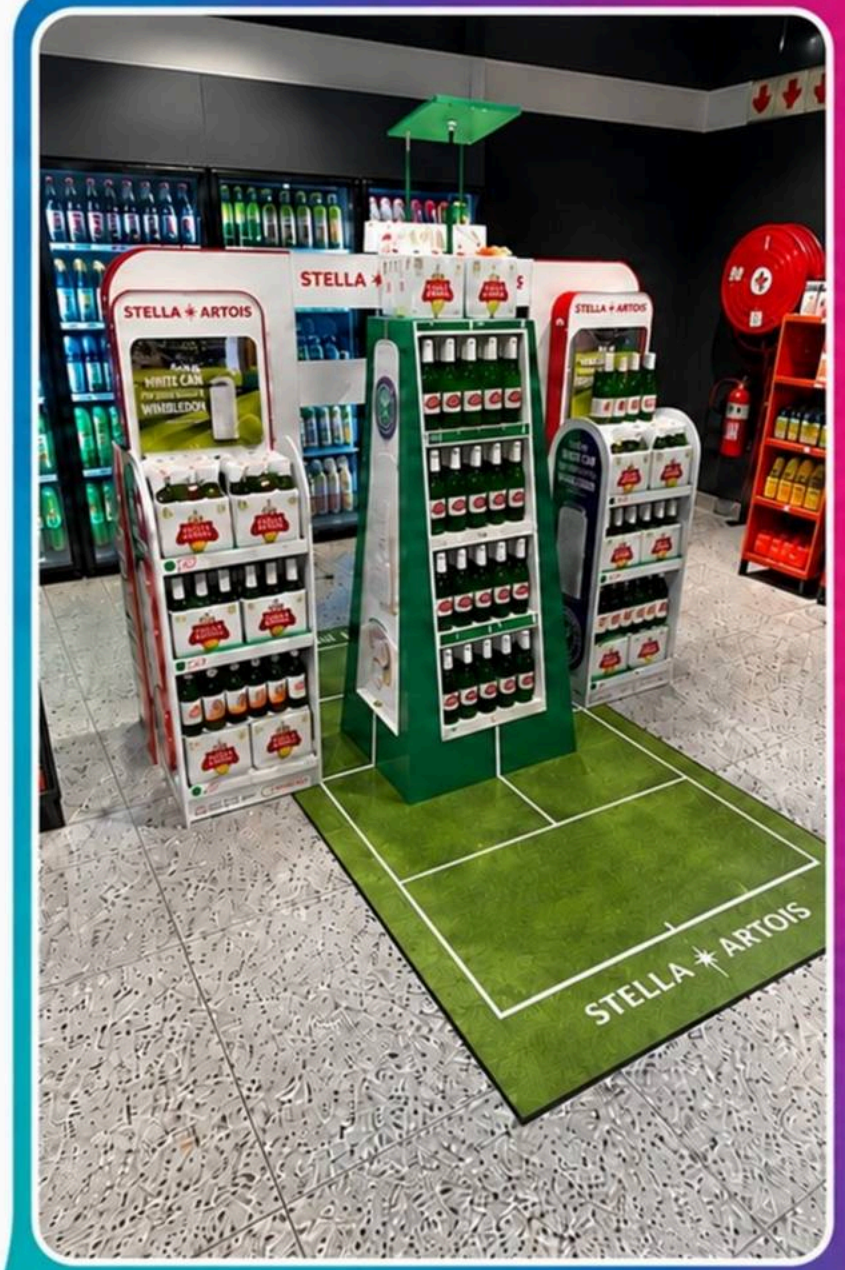




project room® | A division of tradeway

RETAIL DISPLAY

Stella Artois









project room® | A division of tradeway

RETAIL DISPLAY

LEGO







project room® | A division of tradeway

RETAIL DISPLAY

Jameson, Chivas, Martell







project room | A division of tradeway

RETAIL DISPLAY

The Glenlivet





project room | A division of tradeway

RETAIL DISPLAY

Jacobs







project room | A division of tradeway

RETAIL DISPLAY

ZYN







OPERATIONAL EXCELLENCE

Production Capability



IN-HOUSE

- R&D and Prototyping
- Temp and permanent production
- Furniture
- Shop fitting
- Signage
- Metal fabrication and powder coating
- Wood joinery
- Print
- Plastics fabrication
- Temp POS manufacturing

All cladding and breadbin items ship as multi-part kits, not single units, and kitting at that granularity is a built, tooled capability not an ad hoc process. Flat print production runs through the same in-house facility.

MATERIAL CAPABILITY

Timber, metal, acrylic, corrugated, fabric.

INSTALLATION & AUDIT

How units are installed, by whom, and how compliance is audited post-installation.

PROACTIVE PROOF

The Network That Turns Production Into Presence.

Production is only half the job. The other half is making sure the right unit, in the right kit, reaches the right store, on schedule, every quarter.



NATIONAL FOOTPRINT

14 storage locations across South Africa, anchored by three main centre depots in Johannesburg, Cape Town, and Durban.

FULL VISIBILITY

A web-based WMS gives accurate, real-time stock management and an online stock order platform.

KITTING AT SCALE

A dedicated kitting capability manages project timelines, supplier delivery, kit composition, and delivery instructions in one system, built for multi-component SKUs like header, side panels, and shelf strips packed and shipped as a set.

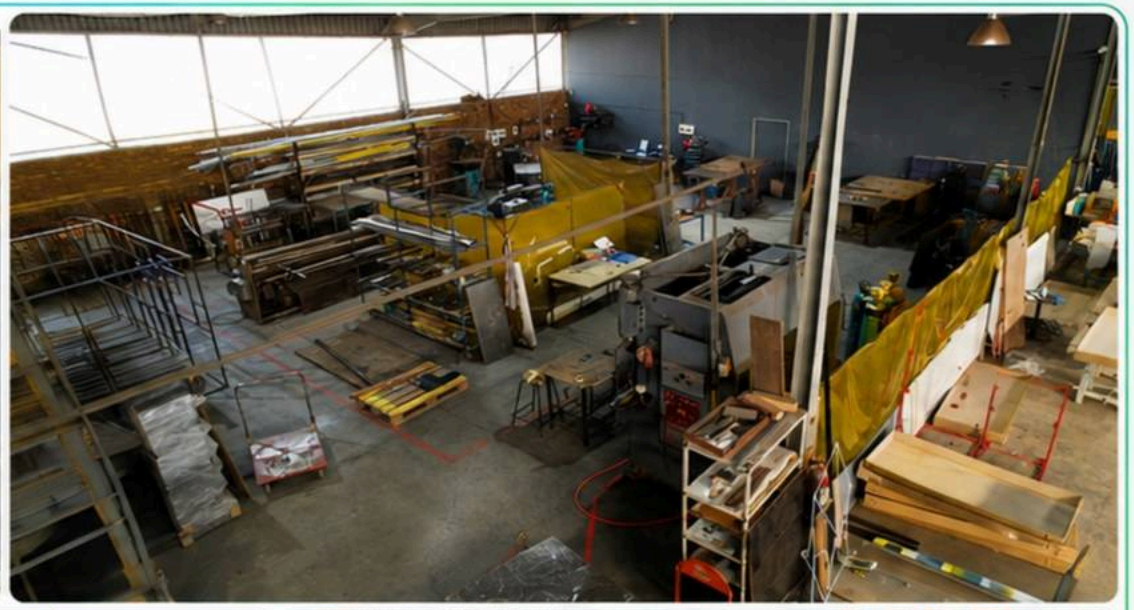
DISPATCH ON INSTRUCTION

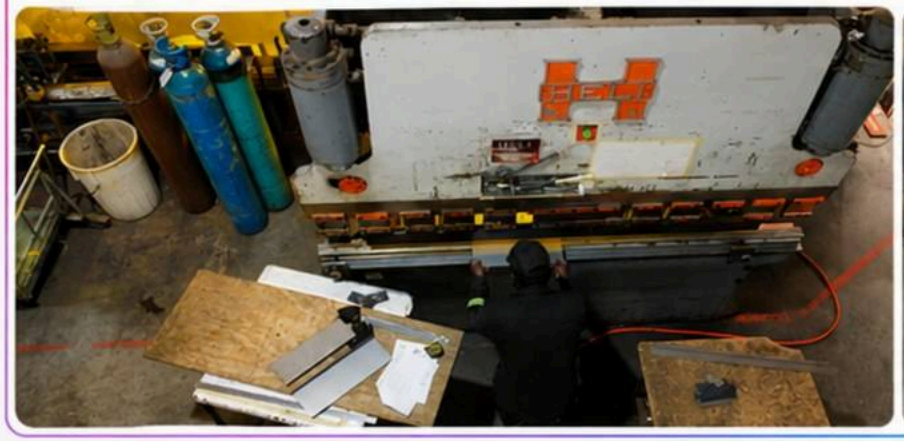
Units are held, staged, and dispatched on instruction, with logistics coordinated from our own depots.

PROACTIVE PROOF

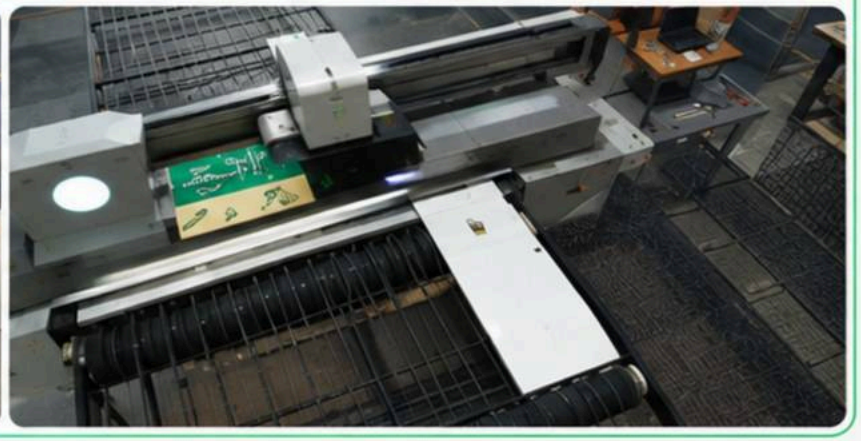
Inside the Project Room Factory.





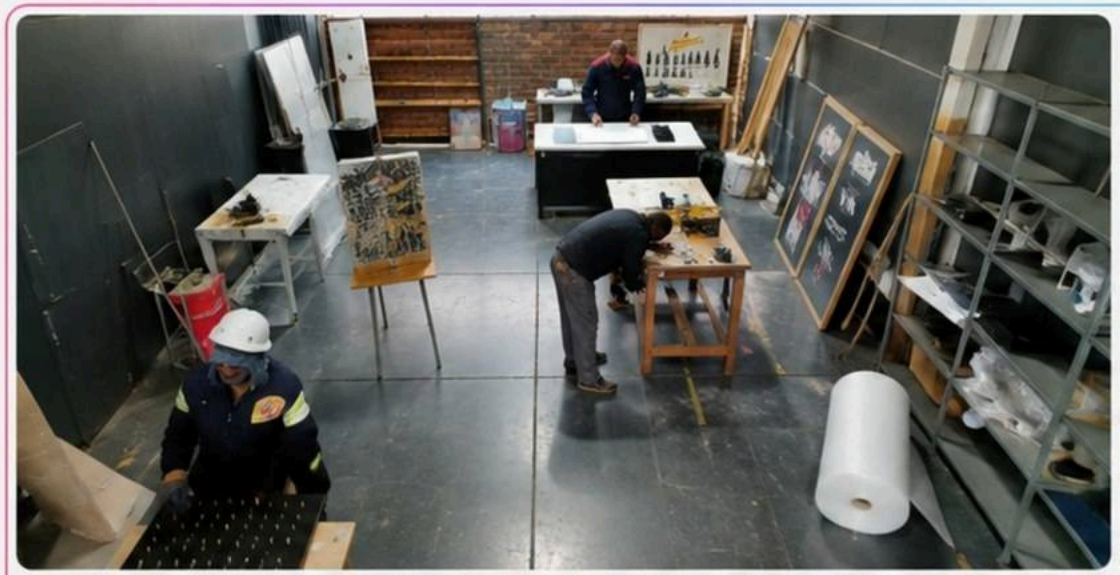






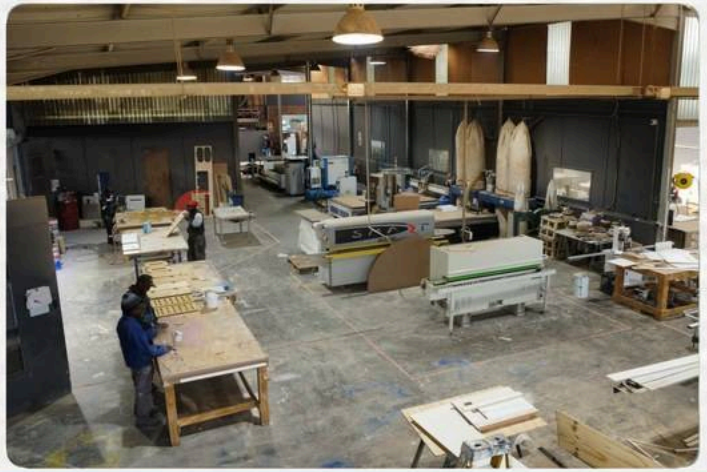
PROACTIVE PROOF

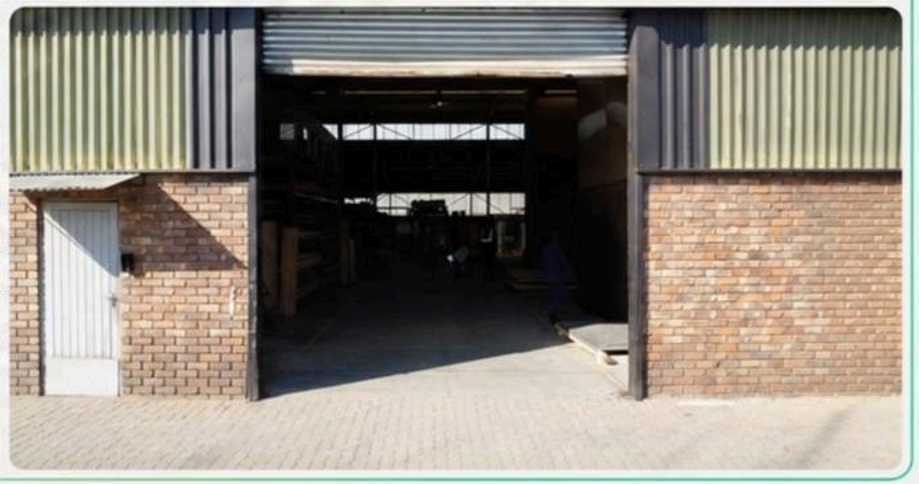
Inside the Project Room Factory.











PROACTIVE PROOF

Freight, Distribution & National Scale



PRODUCTION

Gauteng and KZN. National logistics.

WAREHOUSING

14 storage locations nationally, anchored by three main centre depots in Johannesburg, Cape Town, and Durban. Hold, stage, and dispatch on instruction, managed through a web-based WMS with real-time inventory and an online stock order platform.

RAPID DEPLOYMENT

Brief Monday, units in store by the following Friday for standard formats. Pre-produce and warehouse strategy removes lead-time risk.

SUSTAINABILITY: Flat-pack means more units per pallet, fewer truck movements per campaign. Pre-staging eliminates rush production waste.

Brand Environments

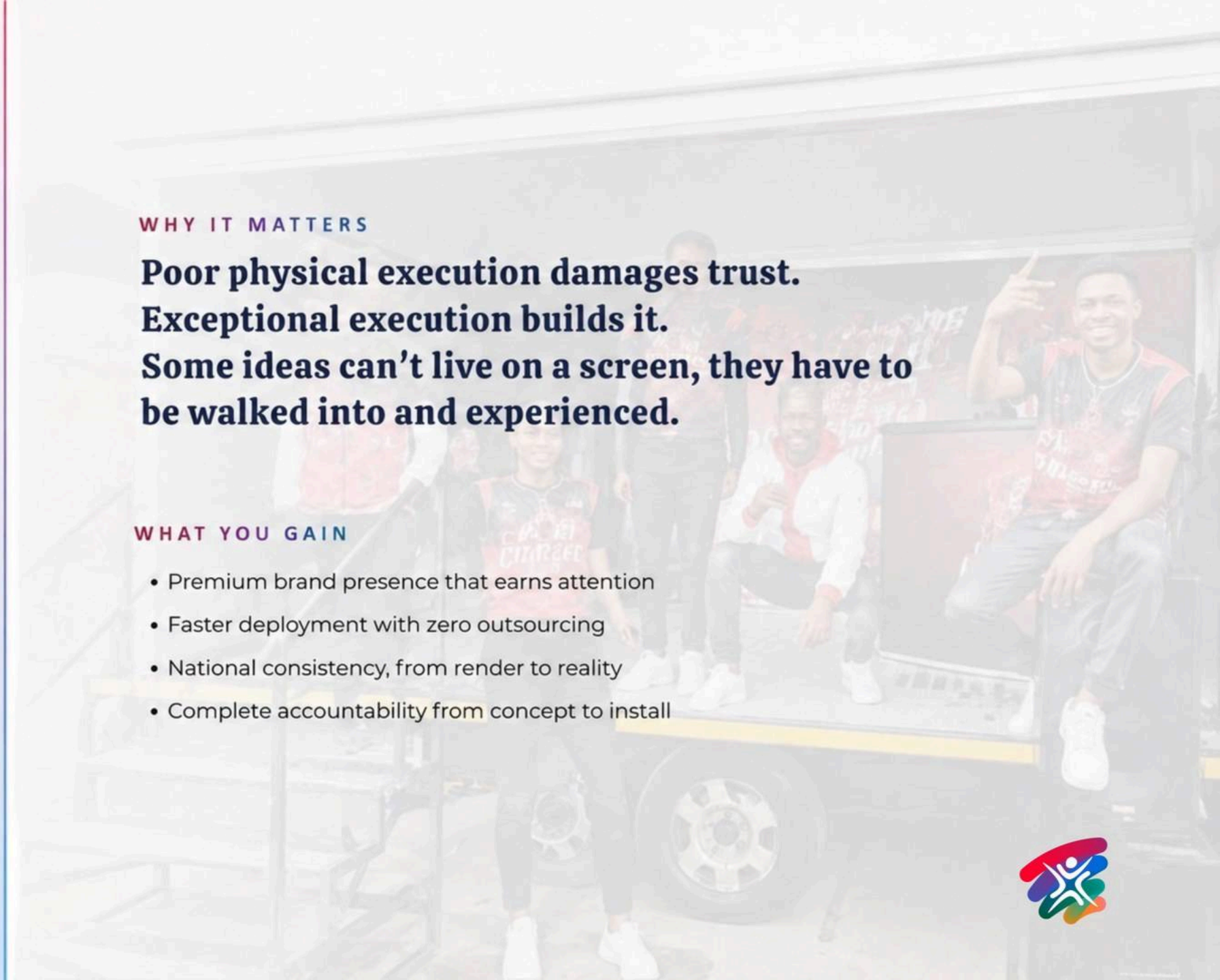
Your physical presence says as much about your brand as your advertising.

WHY IT MATTERS

**Poor physical execution damages trust.
Exceptional execution builds it.
Some ideas can't live on a screen, they have to be walked into and experienced.**

WHAT YOU GAIN

- Premium brand presence that earns attention
- Faster deployment with zero outsourcing
- National consistency, from render to reality
- Complete accountability from concept to install



NO.1 ON PACK AND NO.1 AT SHELF: KNORR SOUP'S NATIONAL BTL CAMPAIGN

CONNECT

Across 456 shifts nationally, we put "S.A's No.1 for All Your Stews" in front of shoppers directly, approaching 87 458 customers and engaging 68 586 of them face to face. The campaign paired every shelf conversations with real culture,amplified by a DJ Zinhle influencer tie in, turning a soup isle into a moment people stopped for

CREATE

We created a full flavour experience built to convert; wet and dry sampling of Knorr's top stews, QR-linked recipe cards, and a simple Buy4/Buy 12 reward ladder from a free facilitator up to the DJ Zinhle Designer Apron, tapping influencer appeal to draw shoppers to the stand

CAPTURE

The campaign captured 45 948 units sold, 95% of target, with a 78% conversion rate from approach to engagement and 67% from engagement to sale. Consumer feedback backed it up: 73% of shoppers engaged had already tried Knorr's meal solutions, with the DJ Zinhle influencer layer helping draw new faces to the mix, real proof that S.A's No.1 claim is earned.

SIP. SHOP. ESCAPE TO THE NORTHERN LIGHTS.

2 months. 1 iconic brand. Thousands engaged – an experience designed to warm hearts and drive cups into hands.



CREATE

A captivating Winter Wonderland stand drew shoppers in with icy backdrops, glowing igloos, and interactive displays — creating a cosy Jacobs moment amid the mall's chill. From sipping samples to scanning QR codes or snapping selfies under aurora lights, every detail showcased Jacobs' rich flavour and magical story.

CONNECT

Jacobs, South Africa's No.1 coffee, brought winter magic to life with a bold national campaign. A chance to win a trip to the Northern Lights turned cold months into a commercial win. Through in-mall activations, digital touchpoints and a strong call-to-action, Jacobs became more than just coffee — it was the season's ultimate companion.

CAPTURE

The campaign boosted visibility, brand affinity, and sales. From footfall to first purchase, the path was simple: attract, engage, convert. The Northern Lights prize sparked interest, while the Winter Wonderland stand drove sales, grew the database, and lifted sentiment. Jacobs proved it could own winter — one comforting cup at a time.

tradeway

RAJAH: SOME WORRY, SOME COOK CURRY CAMPAIGN

Partnering with Tradeway to create a bold, multi-sensory experience



CREATE

A vibrant mall stand wrapped in electric, Afro-geometric prints, to an aromatics station where shoppers personalised curry mix, to Music Pods where mood-lifting playlists were enjoyed. Each touchpoint was designed to stop people, pull them in and make them feel something.

CONNECT

Every interaction was built around real, everyday moments of stress and Rajah was the answer to all of them. BAs brought warmth, humour and genuine conversation to every customer; from taxi ranks, to shopping malls.

CAPTURE

By showing up across malls, informal trade and taxi ranks with mechanics that drove trial, purchase and personalisation; the campaign turned SA's number 1 curry powder into a lifestyle brand that people felt genuinely connected to. Consumers left with a reason to reach for Rajah every single night.

Winning at the Point of Purchase

Great marketing gets people into stores.
Great shopper marketing gets products into the basket.



WHY IT MATTERS

**70% of decisions are made in-store.
That's where category growth is actually won.
Awareness is easy. Demand is hard.**

WHAT YOU GAIN

- Influence the shopper at the point in the journey they're most open
- Category growth grounded in real shopper behaviour
- Stronger retailer relationships
- Premium and mass: Lindt x L'OR, Unilever wholesale, Beacon

NGQOMMM NGQOMMM: KNORR PASTA POTS' NATIONAL CHECKERS LAUNCH

A masterclass in premium partnerships for measurable impact

CREATE

Knorr Pasta Pots is landing in 350 Checkers stores nationally, targeting "Life Maxers": time-poor, experience-hungry South Africans who want a meal that keeps up with them. The launch reaches them everywhere they already are.

CONNECT

We built the campaign around "ngqommm ngqommm", the sound of real satisfaction, backed by live in-aisle prep demos, wet sampling, and tiered POS from Platinum hyper stores down to Bronze.

CAPTURE

The plan is built to capture real volume fast: 190 000 retail units and 100 000 sampling units in batch one alone, against a Year 1 target of R56 million in retail sales value.

101 WAYS WITH HANDY ANDY: LIVE DEMOS IN STORE, AT STRIP MALLS, DOOR TO DOOR

CONNECT

Handy Andry set out to deepen product understanding and drive purchase. Brand Ambassadors met consumers in store, at strip malls and at their front doors across nine provinces. Nine in ten already knew the brand, so conversations could focus on how to use it.

CREATE

We built the campaign around '101 ways to use Handy Andry' with live demonstrations showing the cream working across multiple surfaces. Instant wins and a grand prize giveaway gave shoppers a reason to buy on the spot.

CAPTURE

The campaign engaged 23 000 consumers and 84% understood the product benefits. It drew 15 191 competition entries and sold 14 846 units of the 750ml cream across stores and strip malls. Handy Andy was the most popular cleaning brand, named by 62% of consumers









READY, SET, SIP: CHARGED'S PHASE 2 NATIONAL SAMPLING CAMPAIGN WITH REAL IMPACT

CONNECT

Building on a Phase 1 launch that exceeded 200 000 samples in three months, Phase 2 kept the moment alive across wholesale, spaza, transport hubs, campuses and intersections nationally - reaching consumers exactly where they spend their day.

CREATE

We created a simplified sip-to-spin mechanic, rewarding every purchase with a spin of the wheel or a drop of the Plinko token, and put full cans directly into hands at intersections, soccer matches and campus activations.

CAPTURE

The campaign captured 91% of its national sample target, with consumer feedback confirming a real love for the taste and energy boost as well as a clear demand for more flavours and a zero-sugar option. This is the kind of real-time insight that shapes what happens next.







Windhoek

100% Real or 100% Sold: A Windhoeak Activation with Real Impact

Retailer Activations









CONNECT

Over 30 completed retail shifts across 5 weeks, we connected face-to-face with 1 931 shoppers in-store, reaching 107% of our engagament target. A tiered giveaway mechanic - from bottle openers to branded caps, power banks and gilets - gave promotors a natural reason to start every conversation, turning routine store visits into real brand moments

CREATE

We created purchase-driven excitement at the till, rewarding shoppers instantly for buying into the Windhoek range. Consumers responded to the “100% real beer” promise, describing the Draught and Lager as smooth and refreshing, with many showing genuine excitement at seeing the time in-store and wearing their giveaways on the spot.

CAPTURE

The activation delivered 642-six-pack-sales, reaching 89% of target, and confirmed Windhoek as the most preferred beer brand among shoppers at 34%, ahead of Castle Lite. Windhoek Draught Cans emerged as the clear favourite variant, giving the brand real, store-level proof of where its strongest demand lies.

Field Services

Your strategy is only as strong as the people representing your brand.

WHY IT MATTERS

Every interaction either builds trust or destroys it. Reach means nothing if execution is inconsistent.
Strategy that never reaches the floor is theatre.

WHAT YOU GAIN

- Consistent brand standards across every shift
- Reach into the formal retail and the informal trade most won't enter
- Live visibility into field performance, as it happens



YOCO FORMAL MARKET – FIELD EXECUTION CASE STUDY

OBJECTIVE

Yoco is an African technology company. We help entrepreneurs to get paid and be more successful. By breaking down barriers, we enable people to thrive. We have partnered with some of the largest retailers in South Africa and are available in 300 stores nationwide through Incredible Connection, HiFi Corp, Makro, Game, Builders and Checkers Hyper. Sales through our retail partners contribute 35% of overall sales of card machines at Yoco and is a very important channel for us. We are focused on our brand presence in the stores, making sure that we show up correctly, our products are correctly merchandised, staff is well trained and the space is well utilised.

HOW THE PROGRAMME WORKS

Reps are deployed nationally, each looking after there respective regions and areas. Their responsibility is to ensure that products are correctly merchandised, routine store checks , ensure good stock levels, train existing sales staff in the respective retailers. National uniformity and brand excellence in the trade is what our team aims to achieve.



RESULTS

In 2024 we achieved 10% overall sales growth, 23% improvement on stock holdings and 75% improvement on POS display units in trade. Steadily gaming traction against its competitors, we are excited to grow on these numbers.

tradeway

APPLE × MTN

EXPERTISE THAT CLOSES THE SALE

How a permanent team of Tradeforce iPros became Apple's specialist sales force inside 18 MTN stores, and grew into a team that consistently hits target.

CONNECT

Apple needed knowledgeable, dedicated representation inside MTN's busiest stores, where customers come in for upgrades, contracts and service queries alike. Tradeforce placed a permanent team of iPros in 18 MTN stores across SA.

CREATE

Our iPros did more than sell devices. They demonstrated features, moved customers from Android to iOS, transferred WhatsApp data and set up parental controls, so every customer left feeling confident in their purchase. Performance was tracked weekly.

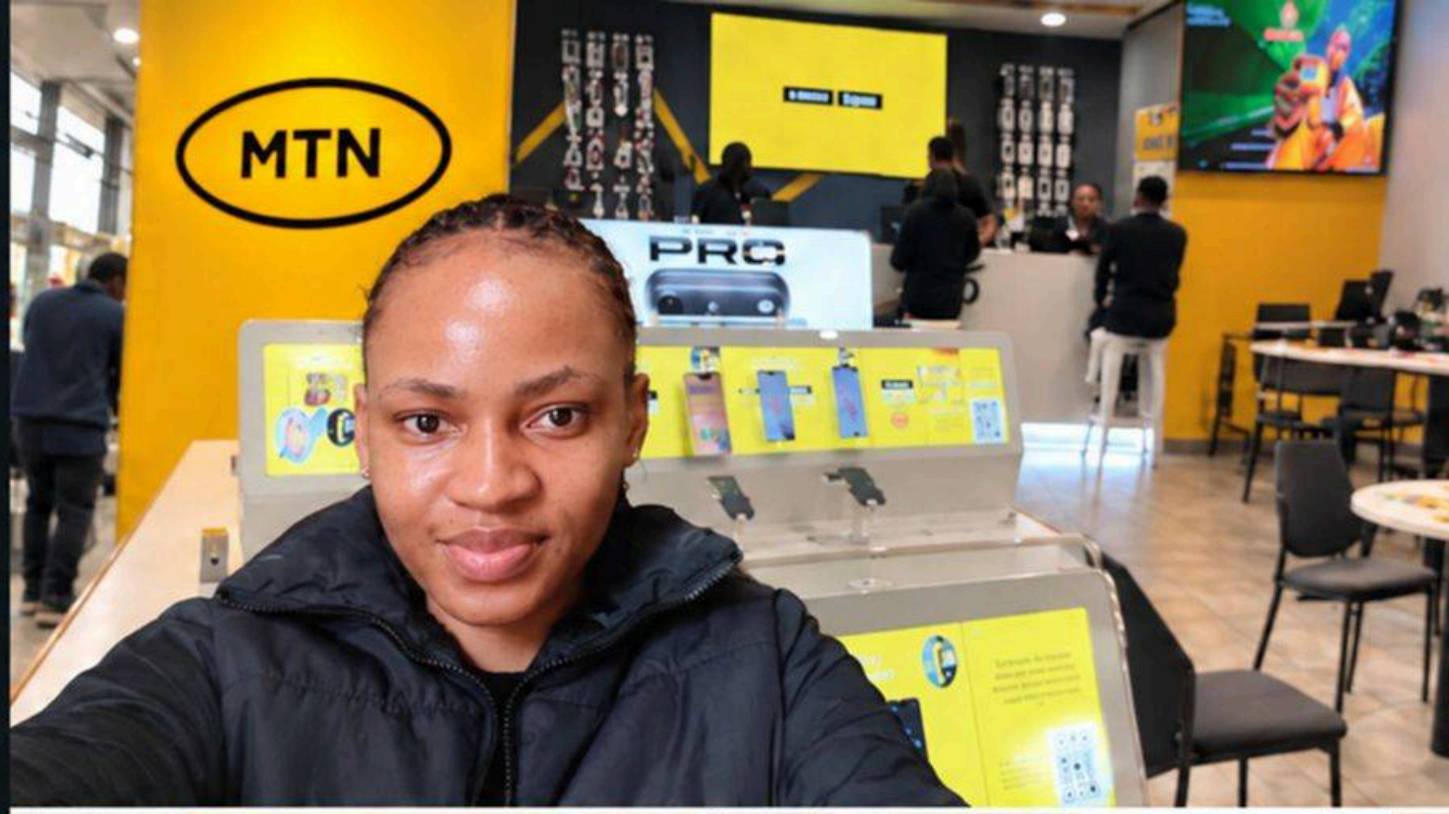
CAPTURE

From April 2025 - June 2026, the team ran 6 054 in-store shifts and delivered 16 706 Apple sales. Target attainment climbed from 46% in August to 106% across February to June, and sales per shift more than doubled.

6 054
IN-STORE SHIFTS

16 706
APPLE SALES

46% → 106%
TARGET ATTAINMENT







MTN

AGRO-SERVE / RETAIL SALES EXECUTION

BOOTS ON THE FLOOR, SALES ON THE BOARD

How a dedicated Tradeforce team of brand ambassadors turned Agro-Serve's Wonder and Efekto ranges into a measurable sales engine across 13 retail channels.







CONNECT

Agro-Serve needed its Wonder and Efekto ranges to stand out in busy garden and hardware aisles, where shoppers are faced with a wall of competing brands. Tradeforce placed a permanent team of Brand Ambassadors in stores across 13 retail channels.

CREATE

Our Brand Ambassadors owned the shelf. They unpacked and priced stock as it arrived, merchandised bays from cluttered to campaign-ready, and set up in-store promotions to draw shoppers in. Every visit fed live data back to the client, including out-of-stock tracking and direct feedback from the floor.

CAPTURE

In the first five months alone, the team recorded 257 287 verified sales. Monthly sales grew more than fourfold, from 17 194 in August to a peak of 72 543 in November, while cost per sale fell by 84%, from R64.64 to R11.00.

257,287
VERIFIED SALES AUG–DEC 2024

13
RETAIL CHANNELS NATIONWIDE

83%
LOWER COST PER SALE

4.2×
MONTHLY SALES GROWTH

36,026
SHOPPERS APPROACHED IN 4 FESTIVE WEEKS

84%
SHOPPERS ENGAGED

NIVEA LUMINOUS630® / CLICKS ACTIVATION

EDUCATING SHOPPERS.
DRIVING TRIAL. DELIVERING SALES.







23,901 SHOPPER ENGAGEMENTS

600 ACTIVATIONS

5,676 UNITS SOLD

9 SALES PER SHIFT (AVG)

3,398 LUMINOUS630® UNITS SOLD

60% OF TOTAL SALES FROM LUMINOUS630®

40% FIRST-TIME NIVEA USERS

CREATE

Tradeway deployed Nivea IAm-ambassadors across 100 Clicks stores nationwide to educate shoppers on the science and benefits of the NIVEA Luminous630® range and NPDs. Ambassadors identified shoppers' skin concerns, provided personalized product recommendations, supported stock management, and guided consumers to-ward complete skincare routines

ENGAGE

2 months - two activation waves, the campaign delivered 23,901 shopper engagements through 600 activations, creating meaningful conversations around pigmentation, dark marks, anti-ageing, and skincare solutions. The programme attracted both loyal NIVEA users and new

CONVERT

The activation generated 5,676 units sold, averaging 9 sales per shift. Luminous630® led performance, contributing 3,398 units sold, accounting for nearly 60% of total campaign sales. The Anti-Dark Spot Serum, Day Fluid, and Night Cream emerged as top-performing

Eucerin

EUCERIN'S IN-STORE SUCCESS STORY

FROM CONSULTATION TO CONVERSION

Tradeway deployed dedicated Eucerin Brand Ambassadors across 100 leading Clicks stores nationwide, delivering expert skincare advice, driving product trial, and supporting shelf management to maximise sales performance.

CONNECT

Eucerin wanted every shopper to find the right product for their skin, in a pharmacy aisle crowded with skincare choices. Tradeforce placed permanent brand ambassadors in Clicks' top 100 stores nationwide. They became a trust familiar face for shoppers

CREATE

Our brand ambassadors got to know each shopper's skin concerns and matched them to the right Eucerin range. They also managed shelves and flagged low stock before it cost a sale. Every month they gathered feedback straight from the floor and shared it with the brand

CAPTURE

Across 24 500 in-store activations, the team engaged 756 465 shoppers and sold 223 243 units worth R75.8 million. Each shift averaged 31 engagements, 9 units sold and R3 093 in sales and each shift averaged R757 892 for the year.



756,465	24,500	223,243	R75.8M	31	9	R757,892
SHOPPER ENGAGEMENTS	ACTIVATIONS	UNITS SOLD	IN SALES	ENGAGEMENTS PER SHIFT (AVG)	UNITS SOLD PER SHIFT (AVG)	AVERAGE SALES PER SHIFT (YEAR)

CONNECT

Impact and influence consumers **nationwide** at the **point of purchase** through in-store education, engagement, and awareness.

CREATE

A **data-led field salesforce** of skilled brand ambassadors to drive experiences, connections and conversions and redefine the possibilities of in-store activations.

CAPTURE

Over **25,000 consumer engagements** in just **6 months** and a remarkable **182% year-on-year revenue growth** in a targeted channel, solidifying ISDIN's position as a trusted skincare brand.



ISDIN

MAXIMISING FACE VALUE or SKIN DEEP: A FIELD SALESFORCE WITH IMPACT

Proving bold ideas and scalable impact can drive meaningful change.

tradeway

BRITISH AMERICAN TOBACCO INFORMAL MARKET – FIELD EXECUTION CASE STUDY

Hawker Program (Stick Sales)

OBJECTIVE

Drive stick sales and strengthen BAT's presence in the Hawker Space (informal Market), Automate the hawker ordering process
and ensure that the relevant preferred Hawkers (PH's) and Hawker tables have sufficient stock and are stocking the correct sku's at all times.

HOW THE PROGRAMME WORKS

TradeForce deploys 38 "Runners" nationally, who are assigned an area and they then create "Hubs" by signing up Hawkers into the program in the vicinity of a BATSA approved Spaza Store (PH). The "Runners" explain the benefits & how the program works, have them sign up and then "link" the Hawker to a BATSA approved Spaza (PH). They continue to call on the Hawkers on a regular basis via planned Call Diaries. All information is captured using our Mobile Application.
For being compliant Hawkers are rewarded via a loyalty programme (Airtime, Free Stock, Grocery Vouchers etc.)









RESULTS

In a highly competitive market, we achieved over **10 Million stick sales in 2024**. Making BAT the leading brand the Hawker Hub space. Runners across the country are deployed daily to ensure that targets are met.



Mystery Merchandisers: Boosting Store Health and Sales

Informed quality control meets actionable insights to elevate retail execution.

CREATE

A **Merchandiser Supervision Campaign** to improve **store health scores** through quality control, consumer engagement and data-led insights.

CONNECT

Through the **deployment of highly trained merch-advisors**, we connected **instore activity to actionable insights**, enhancing quality and visibility, optimising displays, and engaging directly with shoppers to drive sales and build brand affinity.

CAPTURE

Real-time insights into merchandiser activity at key target stores enabled measurable improvements in store health and retail performance.

tradeway



DATA-LED ACTIVATIONS

In-Store Promotion

4 MONTHS | **200+** STORES | **6,450+** ACTIVATIONS

78,000+ SALES

(**500%** Return-on-Investment)

Eucerin®

Objective: Enhance Eucerin's instore presence and drive sales.
Solution: Highly trained brand ambassadors deployed nationally in a scalable, data-led campaign.
Value Ads: Real-time consumer insights.



HUAWEI FIELD SALES & MARKETING
CASE STUDY

OBJECTIVE

HUAWEI is the fastest growing smartphone brand in South Africa. Currently #2 in the market. TradeForce was appointed by Huawei to launch new device innovations in the market, particularly in National Chains. Field Sales Agents (FSA's) were deployed nationally Operating a 3 month cycle which focused on a specific device launched. Sole focus for the team was sales, Sales, SALES!

HOW THE PROGRAMME WORKS

Mall deployment. Each FSA visited min of 8 retail stores per mall up to 15 retailers (mall and product listing dependent)
85% of malls serviced are placed with 1 FSA – large malls, are placed with 2 x FSAs to share stores
FSA roles and responsibilities at the mall / store includes but not limited to:
Daily thorough store consultants training, on promotional focus, device launches, bundle packs
Communicate with consultant's (top 3) key selling points on focus devices
Product training for all consultants & sales team instore, with strong relationship building etiquette
Communication of incentive plans in place for consultants converting Huawei sales
Getting SOH per store daily and facilitating stock orders where additional stock is required
POSM installation and Store audits
Qualified and verified sales records in-store

RESULTS

In a highly competitive market, we achieved 105% to sales target over a 3 year period. (2019 – 2021). Through this focused activity, Huaweu became the #2 cellphone brand in the SA market. (from being ranked #5)



tradeway

MASS MARKET PRODUCT LAUNCH

Shoprite Xtra Savings.

Activation at Scale



The Challenge:

A year after the successful launch of Checkers Xtra Savings, the group took an equivalent loyalty program to mass market Shoprite customers. Appreciating that this segment benefits from human interaction, they tasked Tradeway with an instore activator-led launch.



The Solution

Tradeway designed and deployed a high-impact scalable brand activation strategy that included 2,700 brand ambassadors activating over 40,000 shifts across the store universe of 500+ sites over an 8-week period.

Brand ambassadors were trained in the benefits of the program and were equipped with competition collateral incentivising consumers to sign up (instant cash savings, and spot prizes).

The Results:

2.9 MILLION SIGN UPs

58% of total AT NOV '20

105% to TARGET

tradeway

ATM OR APP: STANDARD BANK'S DIGITAL ADOPTION CAMPAIGN

CONNECT

Over five months and 6 248 activation days, we approached 166 766 Standard Bank customers n-brach and engaged 128 504 of em directly on going digital.

CREATE

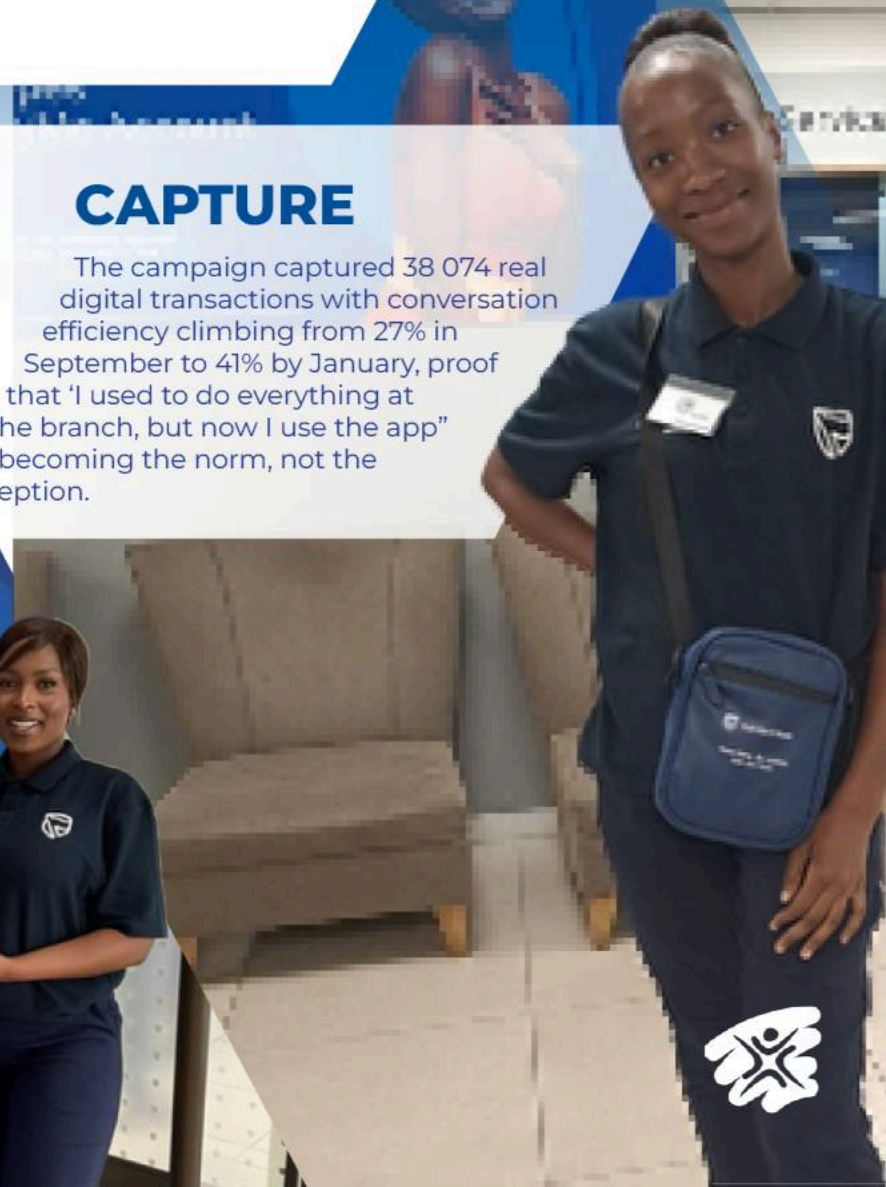
We didn't just chase downloads, we built real digital habits, walking customers through the app until banking online felt as natural as the ATM, driving 21 611 downloads and 19 969 new regionstrations.

CAPTURE

The campaign captured 38 074 real digital transactions with conversation efficiency climbing from 27% in September to 41% by January, proof that 'I used to do everything at the branch, but now I use the app" is becoming the norm, not the exception.





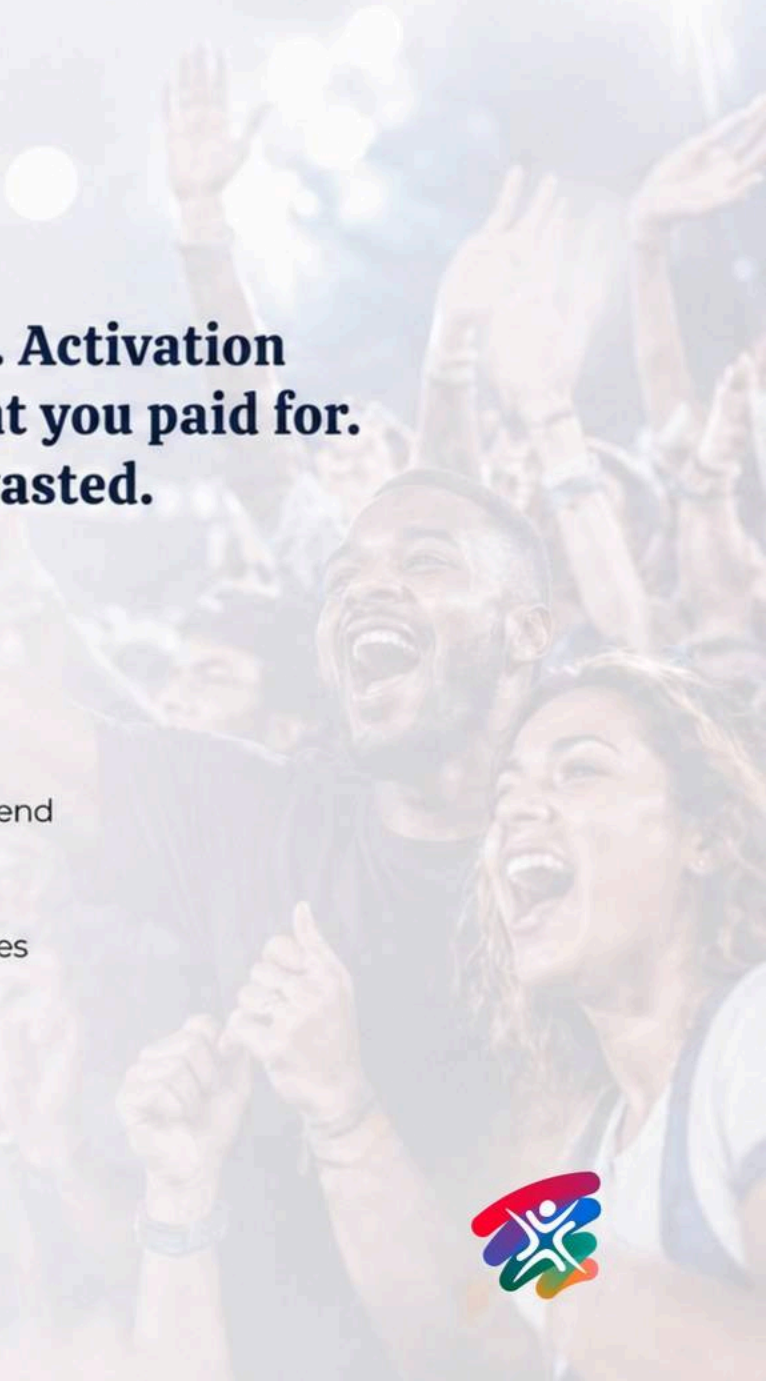


Sponsorship Activations

Sponsorship is rented attention. Activation turns it into owned relationships.

WHY IT MATTERS

Sponsorship spend earns logos. Activation earns the consumer engagement you paid for. Rights without activation are wasted.



WHAT YOU GAIN

- Consumer engagement that justifies the rights spend
- On-site moments that extend beyond the venue
- Retail integration that connects sponsorship to sales
- Content and data that feeds your next campaign

BRINGING THE BRAAI FLAVOURS TO SHARKS GAME DAY

How Tradeway turned Robertsons' Sharks sponsorship into a game-day experience, putting spice samples into the hands of 64 070 fans across four home games



CONNECT

Robertsons wanted its Sharks sponsorship to be tasted, not just seen, by putting its spices into fans' hands on game day. Tradeway created two levels of activation: lean, sampling stands at regular games and the full Sharksfest experience for bigger games

CREATE

Roaming brand ambassadors handed out Robertsons spice samples and Braai & Grill popcorn in the stands, while the activation stand offered games, face painting, a photo booth and bucket hats. Every fan who entered at the stand was also in the running for the giveaw

CAPTURE

Across four home games, our team approached 77 200 fans, engaged 70 480 of them and handed out 64 070 Robertsons samples with a 91% engagement rate. The standout game, on 20 December, delivered 33 670 samples, 109% of its sampling target





77,200 SHARKS FANS APPROACHED

70,480 FAN ENGAGEMENTS

91% ENGAGEMENT RATE

64,070 ROBERTSONS SAMPLES

109% OF SAMPLING TARGET AT THE PEAK GAME

4 SHARKS HOME GAMES

UNBEATABLE FROM EXPO TO FINISH LINE

How Tradeway bought OMO's Comarades Marathan to life across the Expo, the race route and the finished, turning an official partnership into more than 44 800 consumer engagements







44,800+ CONSUMER ENGAGEMENTS

18,800 ENGAGEMENTS AT THE COMRADES EXPO

20,000 FANS AT THE RACE-DAY CHEER STATION

2× CHEER STATION TARGET

997 OMO STRAVA CLUB MEMBERS

3 BRANDED TOUCHPOINTS

CREATE

At the Expo, live OMO Supersoak demos, games and motivational card-writing drew visitors in, and Brand Ambassadors handed out OMO Capsule samples. On race day, the Unbeatable Arch, a DJ and our Cheer Squard turned Essex Terrace into a branded zone, with the squad reading supporters' messages to runners by name.

CONNECT

OMO wanted to bring its 'Dirt is Good' and Unbeatable messages to life where runners and supporters felt them most. Tradeway built this around three touchpoints that followed the race weekend: Comrades Expo, cheer station at Essex Terrace and a stand at People's Park.

CAPTURE

The activation delivered more than 44 800 consumer engagements across the race weekend. The Expo stand engaged around 18 000 visitors. The Essex Terrace cheer station reached around 20 000 supporters, double its target, and became on the most photographed spots on the route. The OMO Strava club has grown to 997 members.

SPICING UP THE SOWETO DERBY

How Tradeway put Robertsons Braai & Grill into the hands of 34 520 football fans at the Nedbank Cup Final Soweto Derby

CONNECT

Robertsons wanted to bring Braai & Grill to one of the biggest days on the South African football calendar, where a passionate crowd and a strong braai culture meet.

CREATE

Brand Ambassadors and motorbike teams handed out Braai & Grill samples while a promoting a Polo Vivo competition that gave fans a reason to buy

CAPTURE

Our team approached 47 000 fans, engaged 35 000 of them and distributed 34 520 Braai & Grill samples, including 2 520 by motorbike. Half the fans we engaged used Six Gun spices, and many of them said they intended to switch to Braai & Grill.

47,000 FOOTBALL FANS APPROACHED

35,000 FAN ENGAGEMENTS

74% ENGAGEMENT RATE

34,520 BRAAI & GRILL SAMPLES

2,520 SAMPLES BY MOTORBIKE

15 STADIUM VENDORS BRANDED







FEEDING A CROWD OR FEEDING AN ECONOMY: ALBANY'S NATIONAL KOTA TOUR

CONNECT

Across a national tour, we connected Albany with roughly 50 000 festival-goers, activated over 2 000 university students and put 5 000 Kotas in the hands of schoolkids. The Kota Festival turned a sandwich into a national conversation.

CREATE

We created a full-scale festival platform, "Taking the Kota to the World," expanding into Mpumalanga, Western Cape and Kwa-Zulu Natal and creating over 6 000 jobs along the way. The Kokota Programme gave 15 entrepreneurs training as well.

CAPTURE

The tour deluvered 110 000 Kotas consumed, 27 600 loaves of br4ead sold and R18.2mil in earned media coverage across 702, eNCA, SABC and against a R4.15mil camoaign spend, a 1:4,5 investment return. That's the kind of proof that turns a sponsorship into a national institution.

Integrated Brand Amplification

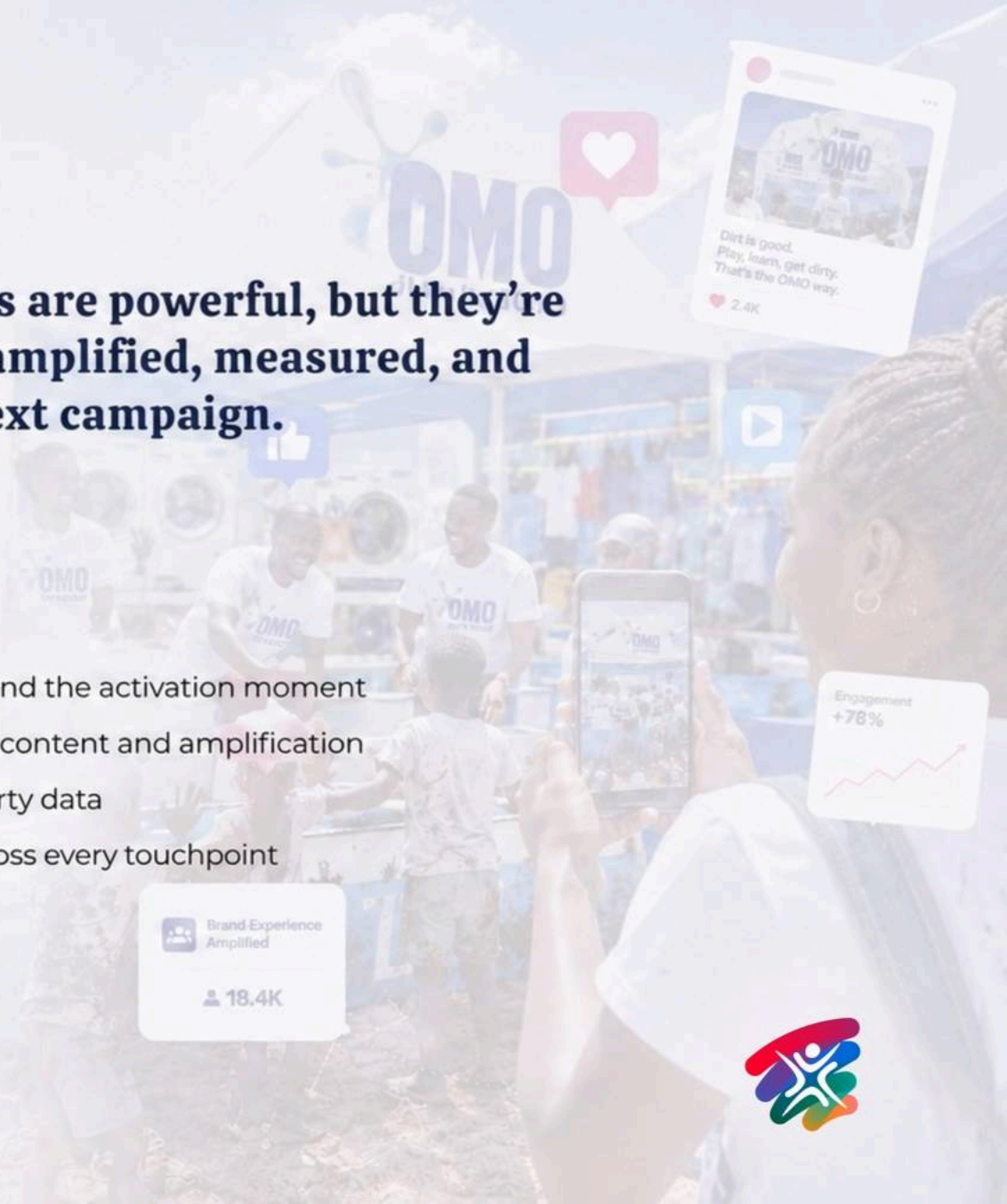
The best campaigns don’t end when the activation finishes.

WHY IT MATTERS

Human experiences are powerful, but they’re worth more when amplified, measured, and connected to the next campaign.

WHAT YOU GAIN

- Longer campaign life beyond the activation moment
- Larger audiences through content and amplification
- Better insight from first-party data
- More measureable ROI across every touchpoint



MAYNARDS KABOOM YOURSELF: MALL & IN-STORE ACTIVATIONS

How Robertsons turned a centenary into an omnichannel celebration of flavour and growth.

CREATE

The Kaboom Mart was built to stop people in their tracks; a virbant, candy-fuelled world of bold colours, and flavour-explosion visuals that transformed all mall spaces into something unexpected.

CONNECT

From the corn-toss game that unlocks the prixe wheel, to the ice cream cart where consumers 'kaboom' their own treat; every touchpoint invited participation. BAs with roamed the crowd, pulling the audience into the moment and making the

CAPTURE

By embedding Maynards into a cultural space where young South Africans already live, the activation drove high-volume sampling, social amplification and real brand love. First-time tasters left with merch, memories and a reason to choose Maynards again



TIGER BRANDS: 100 YEARS OF BLACK CAT ACTIVATION

CONNECT

Connecting with South African shoppers through simple, rewarding and delicious moments that linked sampling and play, reminding that Black Cat was still the same trusted original they knew and loved

CREATE

A vibrant 100-year experience that celebrated Black Cat's original taste through bold, playful retail theatre, nostalgic brand storytelling and scalable activations across key trade environments.

CAPTURE

Using the 100 year milestone to build trial, boost volume and create stronger brand presence across multiple platforms. Every touchpoint was designed to add value to the basket and the consumer experience, keeping Black Cat top of mind.







3,000 CRICKET FANS APPROACHED

2,700 CONSUMER ENGAGEMENTS

90% ENGAGEMENT RATE

385 OLA BUCKET HATS WON

+16% ENGAGEMENTS DAY 1 TO DAY 2

2 TEST MATCH DAYS AT KINGSMEAD



TASTE THE ACTION AT KINGSMEAD

How Tradeway brought Ola into the stands at the Proteas' Teast against India, engageing 90% of the cricket fans our team approached

CONNECT

Ola wanted to be a part of the match=day experience at Kingsmead, reaching cricket fans in the moments betwee overs. Tradeway activated the brand on two days with an Ola chill zone.

CREATE

Brand Ambassadors drew fans in with cricket-themed games and an Ola reversible bucket hat that came with a qualifying purchase. The chill zone's seating created a natural place to linger, giving fans the opportunity to engage

CAPTURE

Across both our days, our team approached 3 000 fans and engaged 2 700 of them, a 90% engagement rate. Demand for the bucket hats grew from 170 on Day 1 to 215 on Day 2, and engagements rose 16% from one day to the next.



BLACK CAT & ALL GOLD: SPREAD THE LOVE ACTIVATION

Partnering with Tradeway to launch, connect and translate the MTN values into actions at the annual Global Leadership Gathering.

CONNECT

Connecting with Gen Z in a way that felt relevant, social and emotionally familiar by encouraging students to spread the love through shared snacks, video calls, group play and moments that linked Black Cat, All Gold, Hugo's and Albany together

CREATE

A playful campus led activation experience that brough the joy of PB&J to life through immersive brand spaces, nostaligc games, sampling menus, selife moments and student focused engagement

CAPTURE

Driving impact by turning sampling into volume through proof of purchase rewards, on campus visibility and memorable participation mechanics tha built awareness, encourages trial and kept Black Cat, All Gold and Hugo's top of mind with students



tradeway

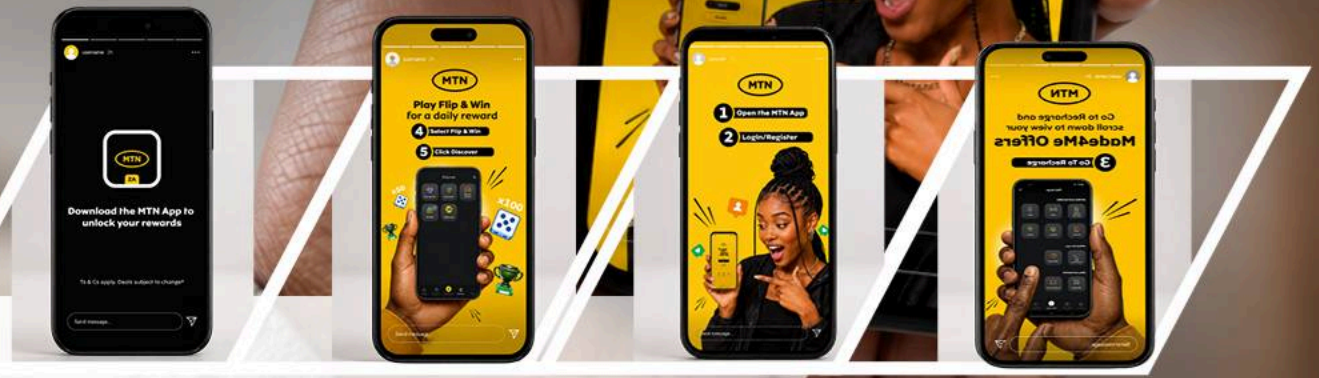
MASS REACH OR REAL REACH: MTN'S WESTERN CAPE NANO-INFLUENCER CAMPAIGN

CONNECT

For MTN's Western Cape push, we handpicked influeners across three regional clusters, Peninsula, Weskus and Southern Cape, chosen because their followers actually trust them. From streetwear creators in Khayalitsha to a motherhood voice in Belville, these are the real voices talking to real local audiences.

CREATE

We built a content plan around five MTN pillars, the MTN App, WhatsApp Voice+, MyTown Offers, MoMo, and MTN YiYo, with each creator delivering 5 pieces a month over two months. Every influencer brings their own lane, so MTN shows up in their own voice, not a script.



CAPTURE

By choosing 10 nano-voices over one big name, the campaign is built to capture what mass reach can't: real, localised engagement in the communities MTN wants to be part of. That's deliberate trade, real conversations over vanity numbers

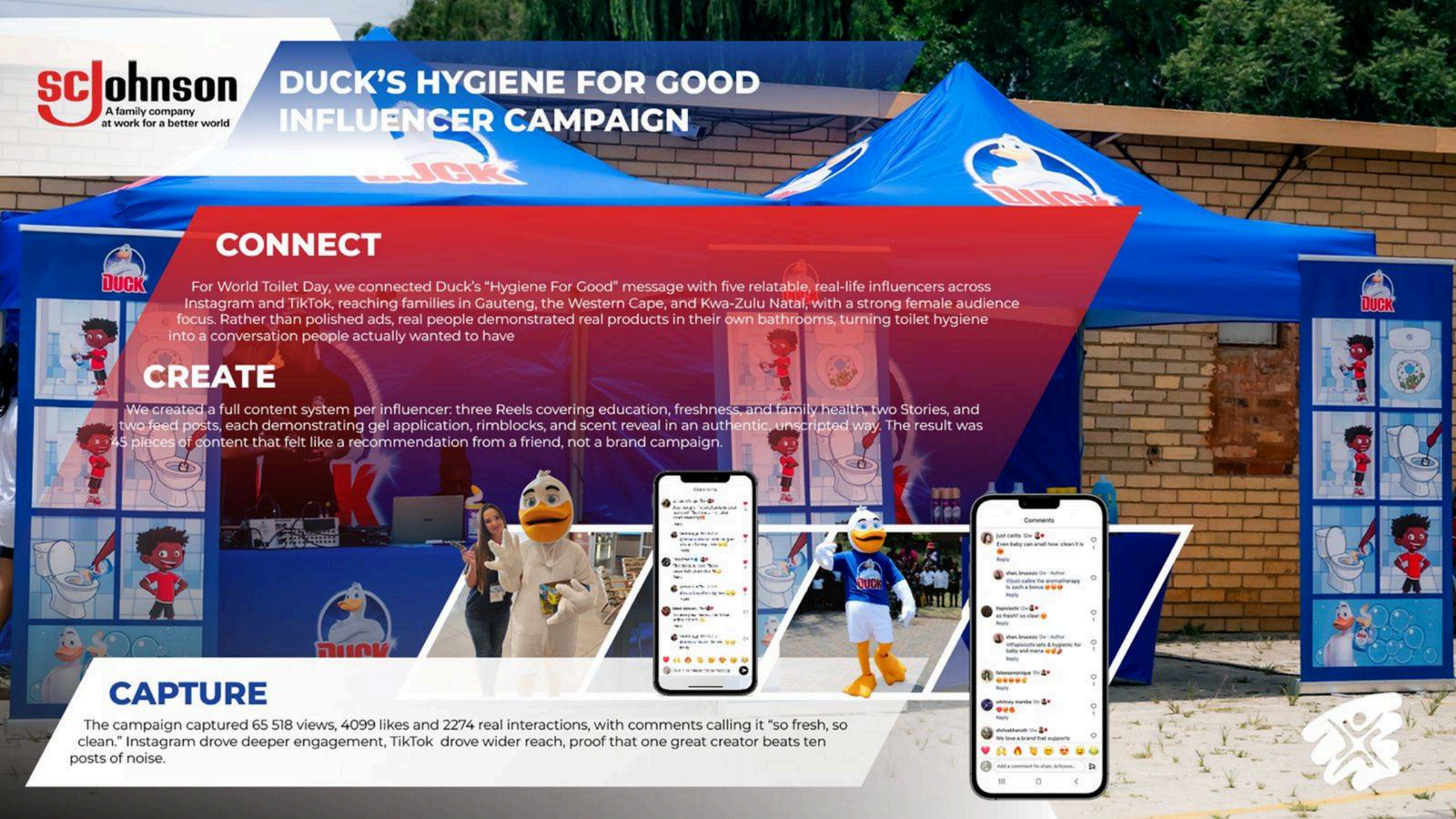
DUCK'S HYGIENE FOR GOOD INFLUENCER CAMPAIGN

CONNECT

For World Toilet Day, we connected Duck's "Hygiene For Good" message with five relatable, real-life influencers across Instagram and TikTok, reaching families in Gauteng, the Western Cape, and Kwa-Zulu Natal, with a strong female audience focus. Rather than polished ads, real people demonstrated real products in their own bathrooms, turning toilet hygiene into a conversation people actually wanted to have

CREATE

We created a full content system per influencer: three Reels covering education, freshness, and family health, two Stories, and two feed posts, each demonstrating gel application, rimblocks, and scent reveal in an authentic, unscripted way. The result was 45 pieces of content that felt like a recommendation from a friend, not a brand campaign.



CAPTURE

The campaign captured 65 518 views, 4099 likes and 2274 real interactions, with comments calling it "so fresh, so clean." Instagram drove deeper engagement, TikTok drove wider reach, proof that one great creator beats ten posts of noise.

Fulfilment and Kitting

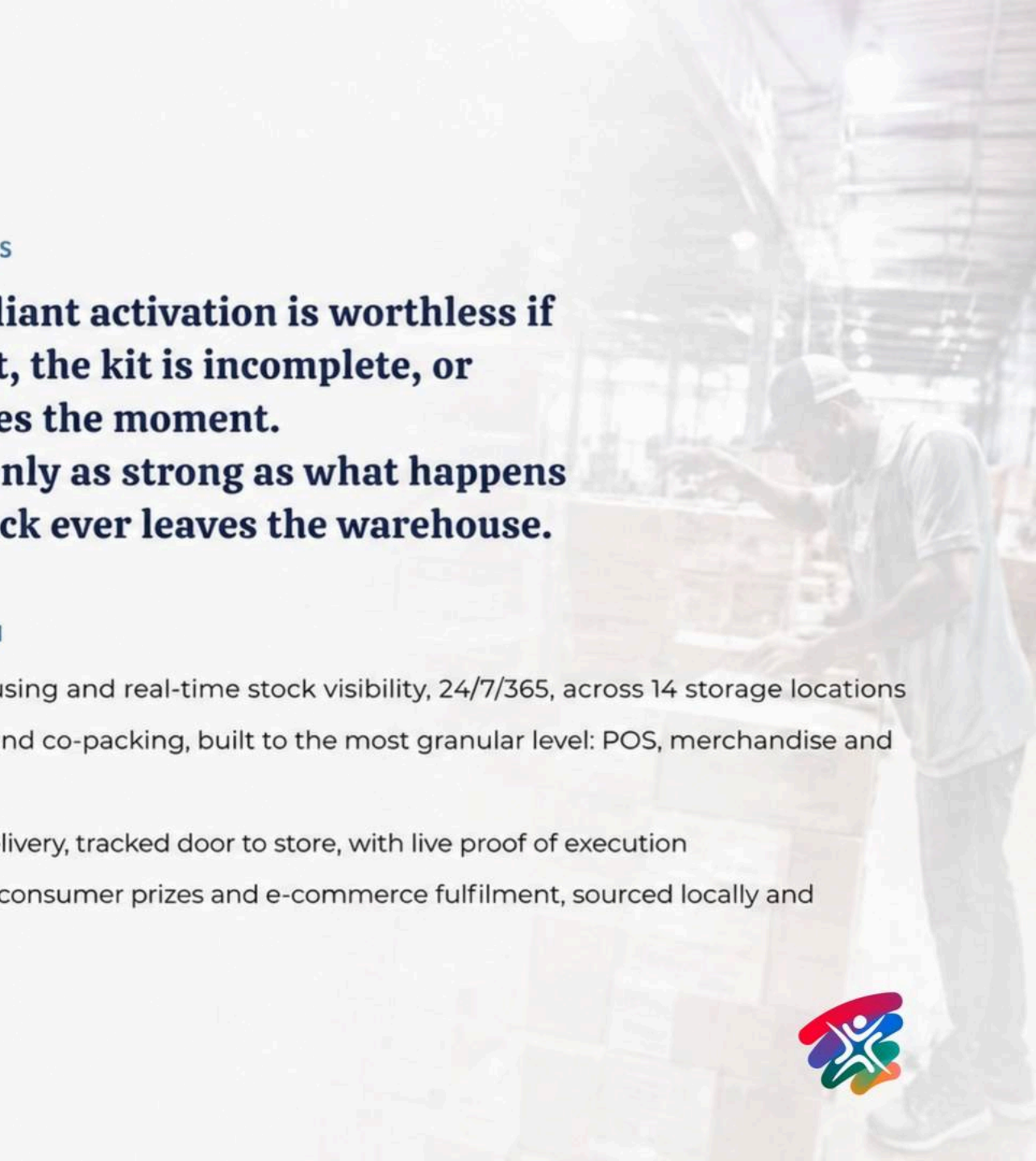
The last mile is the work before the truck leaves. Everything has to be right.

WHY IT MATTERS

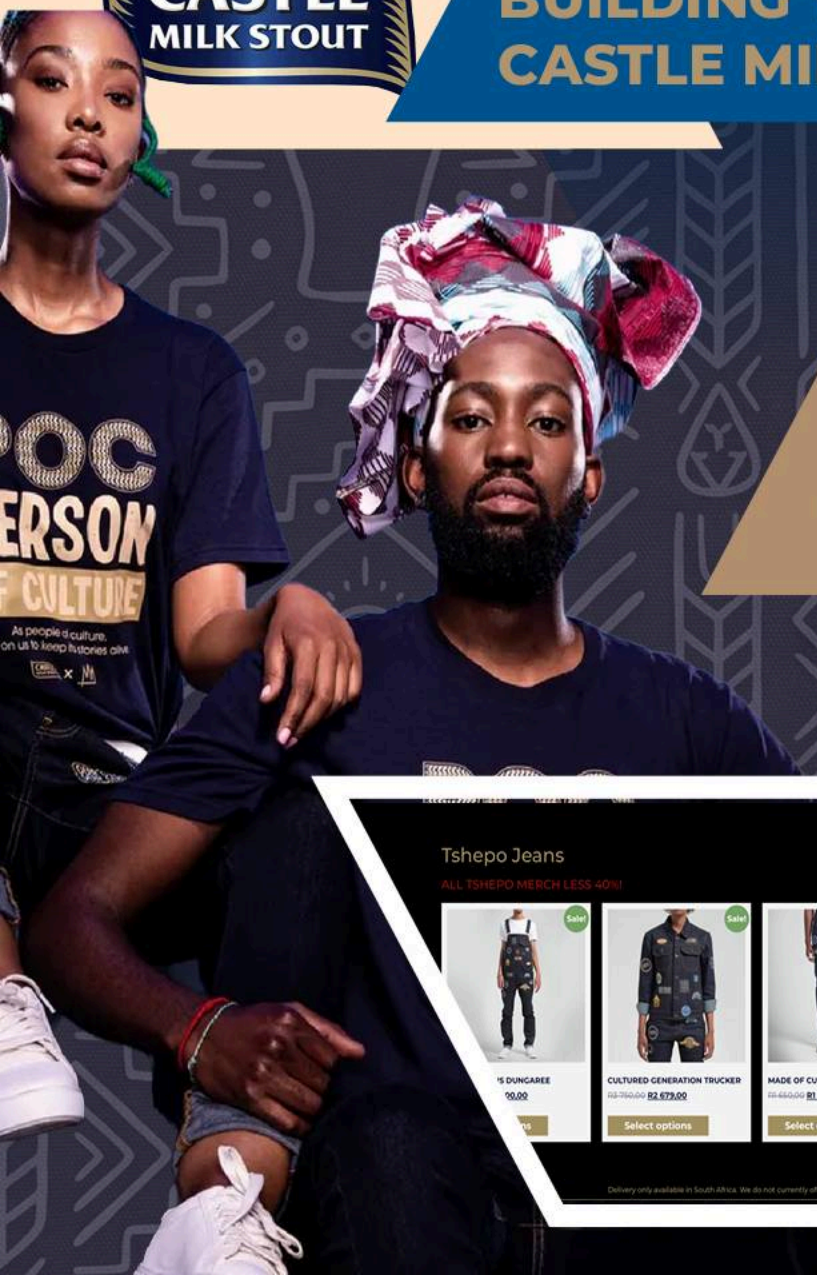
The most brilliant activation is worthless if stock runs out, the kit is incomplete, or delivery misses the moment.
Execution is only as strong as what happens before the truck ever leaves the warehouse.

WHAT YOU GAIN

- National warehousing and real-time stock visibility, 24/7/365, across 14 storage locations
- Complex kitting and co-packing, built to the most granular level: POS, merchandise and prizes, combined
- On-time-in-full delivery, tracked door to store, with live proof of execution
- Premium gifting, consumer prizes and e-commerce fulfilment, sourced locally and internationally



BUILDING THE E-COMMERCE PLATFORM FOR CASTLE MILK STOUT X TSHEPO JEANS



CONNECT

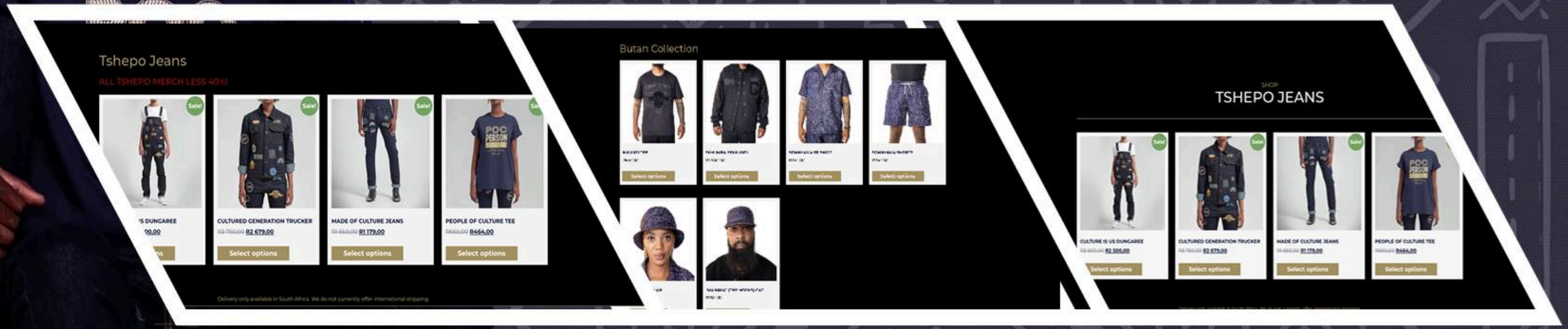
Castle Milk Stout partnered with designer Tshepo Mohlala of Tshepo Jeans on a limited-edition capsule collection, sparking conversation around culture and inviting South Africans to support its preservation.

CREATE

"Last Stories of Culture" features denim, trucker jackets, dungarees and T-shirts honouring two matriachs and brought to life through Tshepo Jeans' signature demin craftsmanship.

CAPTURE

To bring the collection to market, we built and facilitated the dedicated e-commerce platform, enabling seamless online sales while proceeds went to preserving the matriachs' legacies for future generations.



CORONA FOP KITTING BRIEF: BEHIND THE ACTIVATION

CONNECT

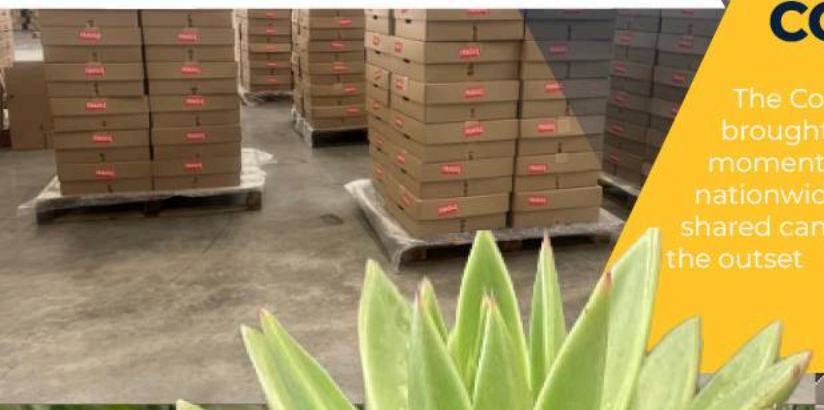
The Corona FOP Kitting Brief brought 1 200 outlets into a single moment of activation, aligning a nationwide network around one shared campaign experience from the outset

CREATE

17 400 buckets were paired with custom-designed cartons and hand-planted into mini Corona ice buckets, turning a standard promotional item into a distinctive, on-brand piece that merfes nature with the Corona Idenity.

CAPTURE

Every succulent was carefully kitted, staged and prepared for dispatch, ensuring all 17 400 units arrived at their 1 200 destination outlets ready to make an impact from the moment they landed







RELABELLING FOR COMPLIANCE: THE KRAFT HEINZ PROJECT

CONNECT

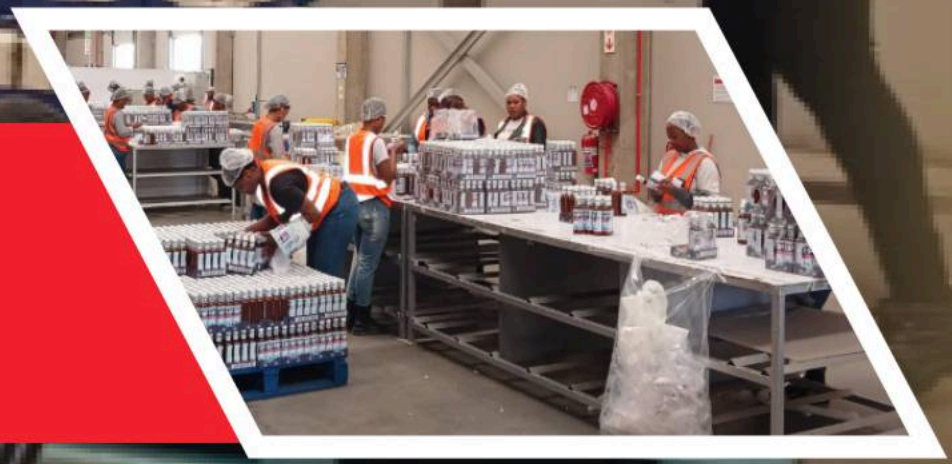
The Kraft Heinz South African Re-Labelling Project ensures every imported unit meets South African standards, connecting global product ranges with local regulatory requirements through a consistent, ongoing annual process

CREATE

Each unit is hand-labelled, carefully returned to its original case, and passed through the heat tunnel for shrink wrapping; creating a finished product that is fully compliant and market-ready.

CAPTURE

Throughout the process, the utmost health and saftey protocols are followed, capturing the highest standards of food saftey and quality assurance in every unit produced.



WHY CLIENTS STAY

Not because we're the biggest. Because we're accountable.

We own the whole chain.

No hand-offs. No finger-pointing. No gaps between strategy and execution.

You'll know what's happening.

Live data from field, not a report three weeks after it's over.

We solve problems before they become excuses.

When something goes wrong, we tell you and we fix it.

Execution is never left to chance.

Every person, every shift, every rand: trained, measured, and owned in-house.

---

21 years building brands where it actually counts.

15 000 brand ambassadors. One accountable system.

Level 1 BBBEE. Transformation that's core, not compliance.

100% national coverage. All 9 provinces.

TECHNOLOGY

PromoForce: proof, not promises.

We couldn't find a platform that would do it all, so we built one. You'll know what's happening in field while it's happening — not in a report three weeks later.

Real-time visibility

Live field activity and performance, as it happens

Geo-verified

Locations and timestamps on every engagement

Proof you can act on

Post-campaign insight, not anecdote

Optimisation

Algorithms that sharpen the next deployment

146M+
word-of-mouth reach

36.5M
direct engagements

2.8M
in-field visual optics

120k
mapped locations

PROMOFORCE
INTELLIGENCE ACTIVATED

RESULTS

We measure what actually happened.

Not impressions and reach. Transactions and trust. Every activation leaves behind data you can use.

Awareness

Break through the noise where it counts

Engagement

Human-to-human connection at scale

Conversion

Curiosity turned into purchase

Sales

Measurable rate-of-sale uplift

Insight

First-party data and shopper intelligence

ROI

Up to 500% return on investment

RECOGNITION

Award-winning execution.

Four consecutive years of national recognition for shopper marketing, retail activation, and omnichannel campaigns.

2025

Shop! SA Awards — Triple Winner

Gold: Robertsons immersive retail · Silver: Knorrox · Bronze: Rajah

2024

Shop! SA Awards — Multi-Award

Gold: Unilever Homecare · Silver: Albany for Tiger Brands

2023

Shop! SA Awards — Silver

Grocery Shopper Marketing: Jacobs Aroma campaign

2022

Marketing Achievement Awards

Excellence in Internal Marketing — Standard Bank

TRUSTED BY

200+ of the world's most respected brands.

Coca-Cola	Unilever	Nestlé	MTN	Standard Bank
Tiger Brands	P&G	Mars	Huawei	Lindt
Beiersdorf	JDE	SC Johnson	Checkers	PepsiCo

The clients who test us hardest are the ones who stay longest.

tradeway
TOTAL BRAND ACTIVATIONS

Ideas don't build brands.
Execution does.

WE MAKE IT REAL.

From strategy to shelf. From idea to impact. From intention to reality.