



EXECUTIVE Company Profile

| *We build brands
better!*

www.originalitymg.co.za

We are in the business of serving our clients with cost-efficient and effective marketing solutions to build their brands better. Would you like us to serve you?



CEO Statement



I am delighted to welcome you to Originality MG, where we have been redefining the marketing landscape since our inception in 2016. As the CEO of this dynamic and forward-thinking company, I am excited to share our vision, values, and unwavering commitment to building brands better.

Thank you for choosing Originality MG. Let's create, innovate, and succeed together.

Sbo Ka Gatsheni

CEO of Company



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About Company

*We are in the business of building brands better
through cost-efficient and effective marketing solutions*

Originality MG is built on a foundation of originality, authenticity, and innovation. We believe that every brand is unique, and our mission is to uncover and amplify that uniqueness. We are dedicated to providing transparent and customer-centric services, ensuring that our clients' success is our ultimate goal.

Our team is comprised of passionate, creative, and experienced professionals who share a common goal: to help you succeed in a competitive market. We strive to push the boundaries of marketing, thinking outside the box to create campaigns that stand out in today's crowded marketplace.



Vision & Mission

Through our unwavering dedication to originality, authenticity, and the relentless pursuit of excellence, we aim to be the driving force behind our clients' success, helping them build their brands better and achieve marketing excellence. These vision and mission statements reflect Originality MG's commitment to innovation, client success, and the pursuit of marketing excellence.

■ Vision

We aspire to create a marketing landscape where creativity knows no bounds, authenticity shines, and originality thrives. Our ultimate goal is to empower businesses worldwide to build their brands better, making a lasting and meaningful impact on their customers and the world.

■ Mission

At Originality MG, our mission is to serve our clients with cost-efficient, effective, and tailored marketing solutions to build their brands better.





Our Services

These services collectively form the foundation of our commitment to building brands better and achieving marketing excellence. We tailor our offerings to the unique needs of each client, ensuring that your marketing efforts are cost-efficient and highly effective.

■ Strategy Development

At Originality MG, we believe that a well-crafted strategy is the backbone of any successful business. Our Strategy Development service is designed to empower your organization by providing a holistic approach to achieving your goals. We offer a range of comprehensive solutions to help you navigate the complex landscape of modern business:

- *Comprehensive Business Plan*
- *Product or Services Development Strategy*
- *Sales Acquisition and Retention Strategy*
- *Marketing Strategy*
- *Sponsorship Acquisition and Retention Strategy*

For more information, please see our **Strategy Development Prospectus**

■ Brand Development

Your brand is more than a logo or a website; it's the essence of your business, the story you tell, and the impression you leave. At Originality MG, we specialize in Brand Development, helping you create a brand identity that not only stands out but also resonates with your audience.

At Originality MG, we recognize the importance of a strong and distinctive brand. We're committed to helping you create a brand that not only looks fantastic but also truly resonates with your audience. Your brand is your promise to your customers, and we're here to assist you in keeping that promise.

Website Development | Company Profile | Letterhead Design | Business Cards Design | Services Prospectus Designs | Email Signature Designs

*For more information, please check out **Brand Development Prospectus***

■ Marketing Campaign & Execution

In today's dynamic and competitive business landscape, a strategic and well-executed marketing campaign can be the key to success. At Originality MG, we specialize in crafting and delivering marketing campaigns that captivate your audience and drive tangible results. We offer:

Content Marketing Campaign | Social Media Campaign | Email Marketing Campaign | SEO Campaign, SMS Marketing Campaign | Integrated Marketing Campaign

*For more information, please check out **Marketing Campaign & Execution***



How We Work

Your Success, Our Priority

At Originality MG, we believe that the path to marketing excellence begins with a deep understanding of your unique business needs and goals. Our approach is characterized by collaboration, creativity, and a commitment to delivering exceptional results.

■ Understanding your business

We start by getting to know your business inside and out. We'll sit down with you to understand your mission, values, objectives, and target audience. This forms the foundation of our partnership.

■ Tailoring Solutions

No two businesses are the same. We customize our services to align with your specific challenges and opportunities. Whether you're a startup aiming to establish your brand or an established business looking to refresh your marketing efforts, our solutions are tailored to your unique needs.

■ Strategy Development

Strategy is at the core of what we do. Our experienced team of strategists will craft a roadmap that outlines the steps required to achieve your marketing objectives. This roadmap guides all our efforts and ensures we're always moving in the right direction.

■ Creative Excellence

Creativity is in our DNA. We take pride in crafting innovative campaigns and designs that capture the essence of your brand. Our creative team works tirelessly to ensure that your brand stands out in a crowded marketplace.

■ **Implementation & Execution**

With a solid strategy in place, we execute your marketing campaigns with precision. Whether it's social media campaigns, content marketing, email marketing, SMS marketing, or SEO, our team handles every detail to make sure your campaigns are successful.

■ **Driven Optimization**

We don't stop at execution. We closely monitor the performance of your campaigns, collecting valuable data and insights. This information allows us to continuously optimize strategies and tactics for the best results.

■ **Transparent Communication**

Communication is key to a successful partnership. We maintain open and transparent communication with our clients, ensuring you're always in the loop about the progress of your marketing efforts.

Let's Achieve Marketing Excellence Together:

Originality MG is more than just a marketing agency; we're your dedicated partner in building your brand better. We're ready to embark on this exciting journey with you, helping you achieve marketing excellence and making your brand shine brighter.

Let's work together and make your business a success story.



Our Projects

At Originality MG, we take immense pride in the diverse range of projects we've had the privilege to work on. Each project is a testament to our dedication, creativity, and unwavering commitment to achieving marketing excellence. Here's a glimpse of the types of projects we've undertaken:

■ Brand Launch Campaigns

We've assisted numerous startups in launching their brands with a bang. Our comprehensive campaigns have included logo design, website development, and social media strategies to establish a strong market presence from day one.

■ Brand Revitalization

Established businesses seeking a fresh perspective have turned to us for brand revitalization. Through strategic rebranding, we've breathed new life into brands, resulting in increased visibility and customer engagement



Our Clientele Portfolio

At Originality MG, we've had the privilege of collaborating with a diverse range of clients, each with their own unique vision and goals. Our client portfolio represents a tapestry of successful partnerships. Some of our valued clients include:

Nayizolo Agency

Hospitality Industry
Sbahlle Gabela - 079635 2556

We've been their strategic partner, collaborating on both Strategy Development and Brand Development. Our efforts have amplified their presence and reinforced their brand's allure in the competitive modeling industry.

Owesifazane Onamandla

Hospitality Industry
Slungile Mavundla -0731504723

We've undertaken a comprehensive Brand Development project, redefining their brand image to resonate with investors and stakeholders.

Masia Engineering Projects

Engineering Sector

Our involvement has been centered around Brand Development, resulting in a distinctive brand identity that reflects their innovation and expertise.

Dinginduna Trading


Serving various sector

Our collaborative efforts aim to provide them with a strategic roadmap that aligns with their goals and fuels their growth in the industry.


Thank You!



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