



brandscape

PROXIMITY MARKETING SOLUTIONS

8072

# Presentation of Company Credentials



# Brandscape at a glance

Established in 2005 by Gordon Parkin and Damian Hardy, Brandscape Marketing Pty Limited is a new breed of company that focuses on Proximity marketing solutions, connecting with people by harnessing the power of online and wireless mobile communication solutions including Bluetooth, infrared, SMS and WAP in new and innovative ways.

Brandscape specialize in brand promotion & relationship marketing communications using Hypertag® and Brandpoint propriety technology together with bespoke software applications designed by Brandscape Digital.

Brandscape solutions connect with audiences in an organic way that extends, tracks and rewards the relationship between the brand and consumer.

Using our deep knowledge of what works in wireless mobile and online allows us to predictably connect with consumers and consistently develop high impact, rich media brand experiences.



# Brandscape Mission

## **Brandscape exists:**

To develop and manage talent that provides clients with intelligent, effective and innovative solutions that engage, interact with and reward consumers instantly through cellular and digital technologies that result in building measurable, mutually profitable, permission based consumer relationships.

## **Vision**

To be the premier media company in value added, permission based, Hypermobile cellular brand communication networks that are valued by our clients and trusted by their customers.



# Empowerment

Brandscape Marketing Pty Limited fully supports empowerment and with the help of our financial and business advisors are actively seeking companies and individuals with whom we can enter into meaningful strategic partnerships. Brandscape has set aside 30% shareholding in this financial year as an initial offer to a BEE partner with a further dilution of 19% thereby securing the BEE partnership 49% shareholding of Brandscape Marketing Pty Limited. We are committed to the transfer of skills through this process.

At present we are compliant with BEE guidelines as we are a new company and our turnover in the last financial year was under R5 million.

Further information may be supplied on request.



# Milestones

Since November 2006, Brandscape has delivered over 30 successful campaigns for clients that include SABMiller Castle Lager, Volkswagen, Playboy Deodorant, Johnnie Walker, BP Ultimate and Powerade.

During the last 3 months of 2007, Brandscape deployed campaigns for SABMiller into the Sub Saharan region and as a result of successful initial trials we are now rolling out further campaigns into other African countries.

Brandscape is one of 23 global Hypertag partners and currently hold the record for the highest interaction conversion rate of 71%.



# Key Personnel

## **Gordon Parkin**

Born and educated in Scotland, Gordon studied Art and Design at the Glasgow School of Art as well as 3D product design at Teesside Polytechnic. Following graduation he was employed as a designer for Scott Stern (WPP), which led to creative directorship positions for promotions agency heavyweights Carlson Marketing Group and The Marketing Store Worldwide.

Gordon has years of specialization in FMCG markets producing promotional campaigns for Famous Grouse Whisky, Baxter's of Speyside, ASDA supermarket chain (now Wal Mart), Morgan's Spiced Rum (Diageo UK), Pepsico and McDonalds. Coupled with foresight and passion for his clients' brands he created several award winning campaigns including a video-enabled direct mail campaign for ASDA's new store openings.

Gordon is a founding partner and director in Brandscape Proximity Marketing and is responsible for creative direction and innovation for client projects. Clients include BP South Africa, Castrol, Aspen Pharmacare, Johnnie Walker and SAB Miller.



# Key Personnel

## **Damian Hardy**

Damian has an Arts degree in English and film studies, with experience in Radio, Television, Graphic design, WEB and database development. Since 1995 he has concentrated on the integration of systems, from streaming audio and video to real-time data analysis and SMS communication. He has worked in diverse industries, from entertainment and television to marketing, finance and out-sourced support.

Over the past ten years, Damian has used his expertise across the complete on-line and multimedia technology spectrum to deliver many outstanding projects for clients including Heineken, José Cuervo, Smirnoff, Sanlam, Pam Golding and Coca Cola.

In 2005 he co-founded Brandscape Proximity Marketing and as MD is responsible for the day to day running of Brandscape as well as the company's technology development road map.



# Brandscape Services

**Below-the-line proximity marketing solutions**

**Hypertag Bluetooth and infrared solutions**

**Brandpoint Mobile barcode vouchers and ticketing**

**Web Hypermedia, CRM and database development**

**Mobile Hypermedia technical and strategic services**

**Software Development and Touchscreen Applications**

**Turnkey Project Management and Logistics**



# Track Record

The following case studies are a small selection of work completed by Brandscape over the past year.

- Castle Lager Cricket Test, Durban and Cape Town
- BP MPH08 Show at the Coca Cola Dome, Johannesburg
- Playboy Deodorant VIP campaign, national roll-out
- Powerade Argus Cycle Tour, Cape Town



# SABMiller Castle Lager Cricket Tour

## Background

As the headline sponsor of the South Africa vs India cricket tour, SABMiller wanted a new and exciting way to reach this captive audience at the match grounds in Durban and Cape Town.

The brief was to engage with the audience and reward them for their participation in a way that would ensure the Castle Lager brand remained with them long after the event was over.



# SABMiller Castle Lager Cricket Tour

- Objectives
- To reinforce Castle Lager sponsorship of sport.
- To trial consumer behaviour to mobile marketing.
- To engage the audience in a new way that would extend the brand experience beyond the duration of the sponsored event.



# SABMiller Castle Lager Cricket Tour

- Solutions

Brandscape deployed 10 promoters with wearable Hypertags at each of the two stadiums in Durban and Cape Town to engage with adult spectators at the test matches.

The tags delivered rich media Castle Lager branded content directly to the mobile phones of participating spectators via Bluetooth and infrared. Content included wallpapers, ringtones and instant win vouchers.

Participating spectators had a 1 in 5 chance of receiving an instant win prize voucher. “One Run”- a free Castle Lager, “Two Runs” - keyring bottle opener or lanyard, “Four Runs” - Carabina keyrings and “Six Runs” - a Castle Lager branded back pack.



# SABMiller Castle Lager Cricket Tour



*“Mobile technology is a more advanced and exciting way of interacting with our consumers. They’re getting more sophisticated, so they’d expect a company like us to be ahead of the game. Hypertag is so far removed from the old, manual ‘scratch a card to win a t-shirt’ approach. There is so much more interaction enhancing the consumers experience, so people learn more about the brand.”*

*Brett Howell, SABMiller events manager*



brandscape  
EXPERIENCE MARKETING SOLUTIONS

# SABMiller Castle Lager Cricket Tour

- Results

Over an 8 day period using 10 promoters with wearable Hypertags for 5 hours per day, Castle Lager benefited from 18,227 interactions with participating spectators.

During the promotional period the wearable Hypertags sent alerts to 36,500 handsets of which 50% chose to interact ensuring the Castle Lager brand a significantly greater reach than traditional promotional mechanics such as scratch cards.



# SABMiller Castle Lager Cricket Tour

## Content

Content delivered to mobile handsets included a video clip, ringtone, branded wallpaper and three levels of win vouchers.

The win vouchers and wallpaper were designed to be generic so the same content graphics could be reused at other Castle Lager Cricket events.



# SABMiller Castle Lager Cricket Tour

- Key Learnings

Participating consumers are more comfortable to engage with technology when it is promoter driven.

Instant win ratios of between 1 in 3 and 1 in 5 prove to be most effective in stimulating sustained participation.

The most common phones were Nokia followed by Sony Ericsson and Samsung.



# BP Ultimate MPH08 Show

- Background

After the successful trialing of Brandscape products and services at the MPH07 Show, BP wanted to go all out to deliver a spectacular MPH08 event at the Coca Cola Dome in Johannesburg.

Brandscape was once again briefed to reach out to attendees, get tangible consumer feedback, reward participation and leave visitors in no doubt as to why BP is a world-class fuel company and a highly regarded, successful sponsor of motorsport.



# BP Ultimate MPH08 Show

- Objectives

To create a highly memorable BP Ultimate brand experience that would live on after the event by delivering rich media content to the mobile phones of those attending the show.

To gauge audience response to the BP Ultimate fuel brand by incentivising them to upload comments via their mobile phones.

To collect audience data and brand perceptions via touchscreen technology on the BP stand.



# BP Ultimate MPH08 Show

- Solutions

BP Ultimate branded promoters invited visitors to the show to interact with the Hypertags using their mobile phone.

- By activating the infrared or Bluetooth on their mobile handset and pointing it at the Hypertag, the consumer could randomly download a video, ringtone, wallpaper or prize voucher. Phones that could not receive this content instead received a V card.
- BP promotional staff also invited consumers to upload their own videos & images via Bluetooth to enter a competition and have them displayed on a blog site



# BP Ultimate MPH08 Show

- Results

BP benefited from 8,946 consumer-requested downloads over 4 days of activation utilising up to 12 promoters with wearable Hypertags.

391 consumer uploads were received by one Hypertag Upload point on the BP stand.

The most popular handsets successfully interacting with Hypertags were the Samsung D900, the Nokia N70 and the Nokia E65, these 3 phones accounted for 18% of consumer requested downloads.



# BP Ultimate MPH08 Show



*“The results of the BP Ultimate MPH08 Show are testimony to the dedication of the Brandscape team to delivering beyond client expectations. I suspect that eventually some upper limit on interaction levels will be reached and fully expect it to be this particular Client and Partner combination who hit it first.”*

*Elaine Haines, Commercial Director, Hypertag® UK Limited.*



brandscape  
EXCELLENCE IN BRAND MANAGEMENT SOLUTIONS

# BP Ultimate MPH08 Show

- Key Learnings

The peak download time overall at the Show was between 1 and 2pm when 1,838 consumer-requested downloads occurred. This equates to 21% of all downloads at the event. The peak upload time overall at the Show was also between 1 and 2pm when 90 consumers uploaded content, equating to 23% of all uploads at the Show.

- The number of people who passed into the Hypertag proximity footprint and received an alert from BP Ultimate prompting them to download content was 19,251. Just under half of these people (8,946) accepted and downloaded content. 46% of the consumers that were in range of the Hypertags interacted, suggesting that the content was very appealing.



# Playboy Deodorant VIP Playground

- Background

Brandscape partnered with Sound Media on the Playboy/Playgirl VIP Playground tour, to deliver one of the best summer activations for Aspen Pharmacare. Playboy and Playgirl promoters with wearable Hypertags® on beaches and in clubs around the country delivered stunning mobile content and prizes via Bluetooth at each event.

The brief from Aspen Pharmacare was to add new value to consumer interactions that would enhance the VIP Playground experience by delivering branded rich media content and instant win prizes directly to the audiences mobile phones, building further hype around the Playboy/Playgirl deodorant brand and tangible consumer contact.



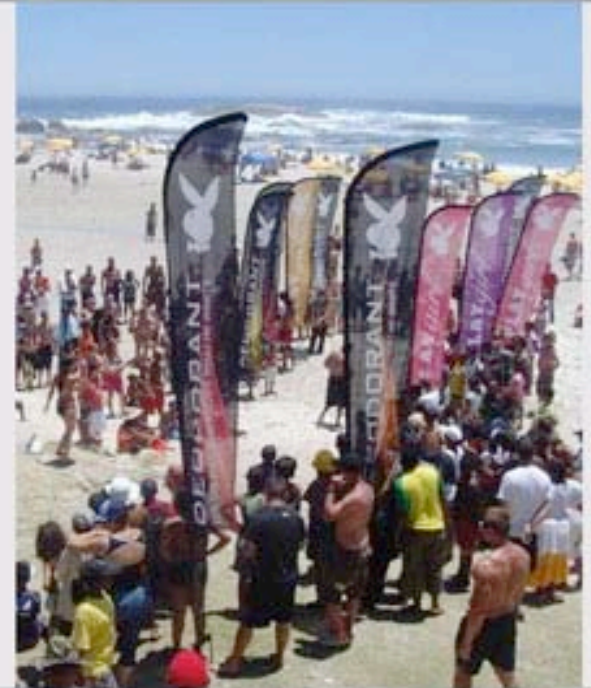
# Playboy Deodorant VIP Playground

- Objectives

To trial Hypertag communication technology with the Playboy and Playgirl target market.

To build Playboy and Playgirl brand awareness in a volatile market over the crucial holiday season by delivering rich media content to consumers mobile phones.

To incentivise the target market to engage with the Playboy and Playgirl brand at more than one event and leave consumers with a highly memorable brand experience.



brandscape  
EXPERIENCE MARKETING SOLUTIONS

# Playboy Deodorant VIP Playground

- Solution

Four promoters with wearable Hypertags engaged with consumers at beaches and nightclubs over a 13 day activation period.

Each activation typically lasted 4 hours and consumers who interacted with the promoters could download Playboy and Playgirl branded content including a selection of wallpapers, ringtones and instant win barcode vouchers that once scanned were redeemed for prizes.

Those who could not receive any content were sent a V card with brand contact details and website address.



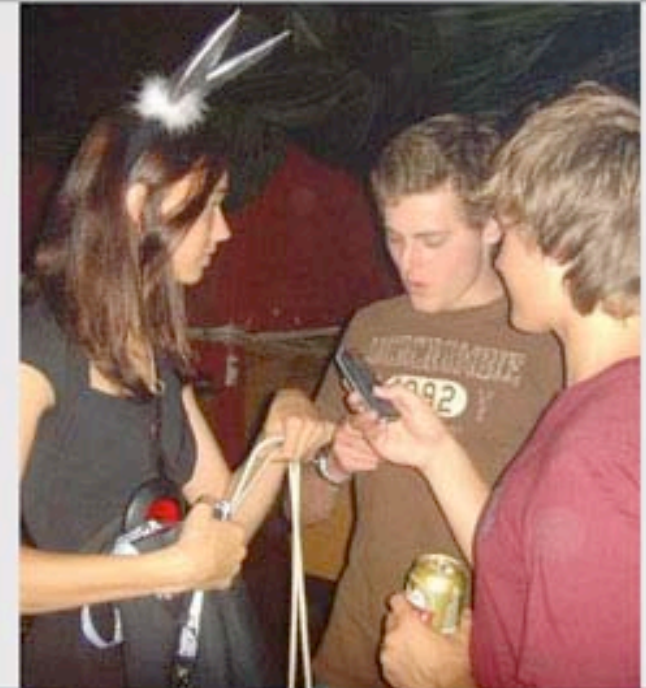
# Playboy Deodorant VIP Playground

- Results

The number of Bluetooth devices that were alerted by the Hypertags and prompted to download content from Playboy deodorant was 17,553.

Just over one third of these people (6,156) accepted and downloaded content. This represents a 35.1% conversion rate.

The most popular phones to interact were the Samsung D900, Sony Ericsson 810i and the Samsung D600 which represented a total of 29% of the consumers who requested a download.



# Playboy Deodorant VIP Playground



*"By deploying Playboy and Playgirl promoters with wearable Hypertags® at the VIP Playground events we created a truly lasting and rewarding interactive consumer experience that is fully measurable and accountable. This is exactly the sort of engaging brand experience that our consumers are seeking and in a highly competitive market it is key to achieve stand out, not only to be different, but to be relevant in our target market's lifestyle. Our consumers are tech-savvy individuals and the mobile phone is their preferred way to communicate and express themselves, this makes the use of Hypertag® an invaluable addition in the delivery of our brand marketing strategy."*

*Deryn Barker, Brand Manager, Playboy and Playgirl deodorants, Aspen Pharmacare*



brandscape

PROFITABILITY. MEASURABLE. COLLECTIBLE.

# Playboy Deodorant VIP Playground

- Key Learnings

The number of downloads at events on beaches was impressive when we consider that not many consumers bring their mobile phones with them for security reasons.

The mobile content was designed in such a way that it could be re-deployed at other events without alterations. This makes it more cost effective for the brand to roll-out further Hypertag activity.

Peak download times at night clubs was between 11pm and midnight.



brandscape  
PRIORITY MARKETING SOLUTIONS

# Powerade Argus Cycle Tour

## Background

As a main sponsor of the Argus Cycle Tour, Powerade wanted to find a creative way to reach and reward participating cyclists and visitors to the registration Cycle Expo at the Good Hope Centre in Cape Town.

Brandscape was tasked with rising above the clutter of the events promotional frenzy to engage and interact with the audience in a way that would give them an exciting Powerade brand experience making sure participants left the venue with the Powerade brand on their mobile phone and at front of mind.



# Powerade Argus Cycle Tour

- Objectives

To provide a truly memorable Powerade occasion and reinforce Powerade's major sponsorship of the Argus Cycle Tour.

To ensure that participating riders and other Expo visitors engage with the brand by delivering free mobile content that encourages them to visit the Powerade stand at the Expo.

To trial the effectiveness of generating increased consumer activity via Hypertag Bluetooth and infrared technology at events.



# Powerade Argus Cycle Tour

- Solution

Six Powerade promoters with wearable Hypertags were deployed to engage with visitors at the registration Expo.

Visitors who interacted with Hypertag enabled Powerade promoters could activate their mobile phone Bluetooth or infrared and download a variety of rich media content including brand wallpaper, video, ringtone and a barcoded instant win voucher.

Participating visitors were directed to the Powerade stand to scan their instant win vouchers on the mobile phone to reveal their prize.



# Powerade Argus Cycle Tour

Phone screens show samples of content delivered from the Hypertags as worn by the promoters.

Video - screens 1 & 2

Instant win barcode 3

Wallpaper 4

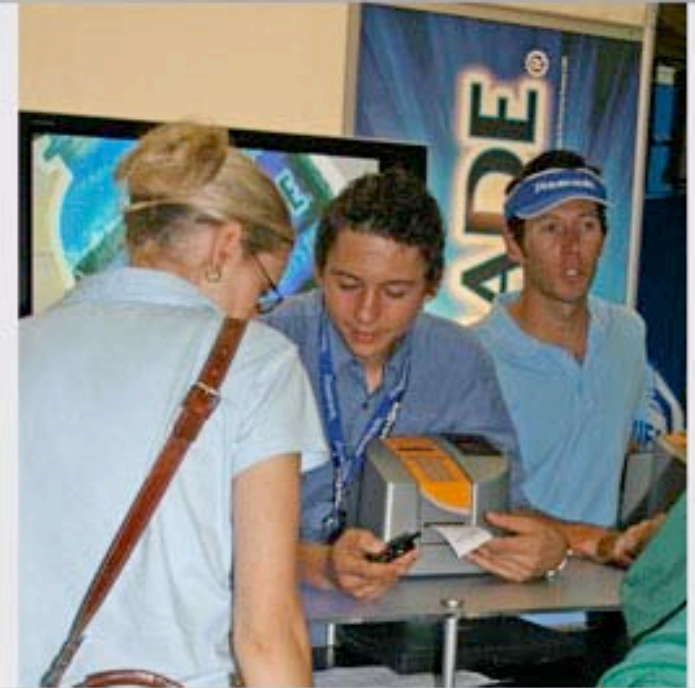


# Powerade Argus Cycle Tour

## Results

Powerade results are not available for publication.

The most popular mobile phones of those who interacted were the Samsung D900, Nokia N70 and the Sony Ericsson W810i.



brandscape  
PRIORITY MARKETING SOLUTIONS

# Powerade Argus Cycle Tour



*“Powerade is the perfect brand to launch a digital strategy, fun, sporty, yet with serious technology behind the product. We’re experimenting with Hypertag®, and are impressed with its accountability, and ability to engage – especially when combined with Brandscape’s mobile handset scanners. Watch this space, there’s a lot of exciting stuff still to come from us.”*

*Ismail Nanabhay, Powerade Brand Manager.*



# Powerade Argus Cycle Tour

## Key Learnings

Organizer regulations restricted activity to limited areas within the Expo with the result that promoters could not freely interact with visitors to the same extent as other event venues.

The mobile barcode win voucher was a big success as it added anticipation to the brand interaction.

The barcode vouchers also represent an opportunity to incentivise and drive sales.



# Why use Brandscape?

**Brandscape is a new company** at the forefront of digital, mobile and online communication and marketing.

**We exist to push the communication boundaries** for our clients in ways that excite and engage the consumer and leave the client brand firmly imprinted in the consumers' mind.

**Brandscape challenge convention** by taking a 'no fear' attitude through educated risks to be genuinely creative, surprising, provocative, unexpected and exciting but always brand and consumer relevant.

**We think and act strategically** to make the most of unique, ownable, consumer and brand insights and exploit the best possible means of reaching the consumer to advance the brands equity relentlessly.

**Brandscape seek to solve real business issues** by exceeding the objectives and expectations of our clients brief, Making a real and measurable difference by viewing each consumer contact as an opportunity to increase our clients sales.



# Contact Details

## **Brandscape Marketing Pty Limited**

Office 3, The Village Gatehouse,  
Cnr Beach and Promenade, Hout Bay  
Cape Town  
7806

Tel: +27 21 790 7476

[www.brandscope.co.za](http://www.brandscope.co.za)  
[www.brandscapedigital.co.za](http://www.brandscapedigital.co.za)

## **Personal Contacts:**

### **Gordon Parkin**

Mobile: +27 (0)82 338 6967  
Email: [gordon@brandscope.co.za](mailto:gordon@brandscope.co.za)  
Skype: gordonparkin

### **Damian Hardy**

Mobile: +27 (0)82 335 7972  
Email: [damian@brandscope.co.za](mailto:damian@brandscope.co.za)  
Skype: dthcapetown

### **Natasha Rix**

Mobile: +27 (0)82 852 4611  
Email: [natasha@brandscope.co.za](mailto:natasha@brandscope.co.za)  
Skype: natasha.rix

# Thank you

