



FIRECRACKER | PORTFOLIO

SPARK SOMETHING SPECIAL

FIRECRACKER IS AN AWARD WINNING, FULL SERVICE, INTEGRATED EVENT MANAGEMENT, MARKETING AND DESIGN COMPANY.

We connect brands to their audiences, from branding right through to event management. We are an agile team of specialized experts who partner with trusted local and international suppliers to deliver brilliant work.

KEY SERVICES:

- Events
- Branding
- Marketing
- Social media
- CRM and Loyalty
- Design

SOME HIGHLIGHTS:

Marketing, brand and design behind the first ever WWF South Africa Renewable Energy Festival, taking renewable energy 'mainstream' and exceeding clients attendance target by 300%

From concept to creation, management of the 50th anniversary gala dinner celebrations for WWF South Africa, welcoming 500 high profile guests and R1.4million in PR value

Launched the biggest event series in the world, The Color Run, in South Africa in 2014 on behalf of the license holder, producing 8 events across the country in 5 months. 25,000 participants, R21 million in PR value and a R7.5 million sponsorship investment.



WORK

EZMED

01



01

EZMED

What the brand needed:

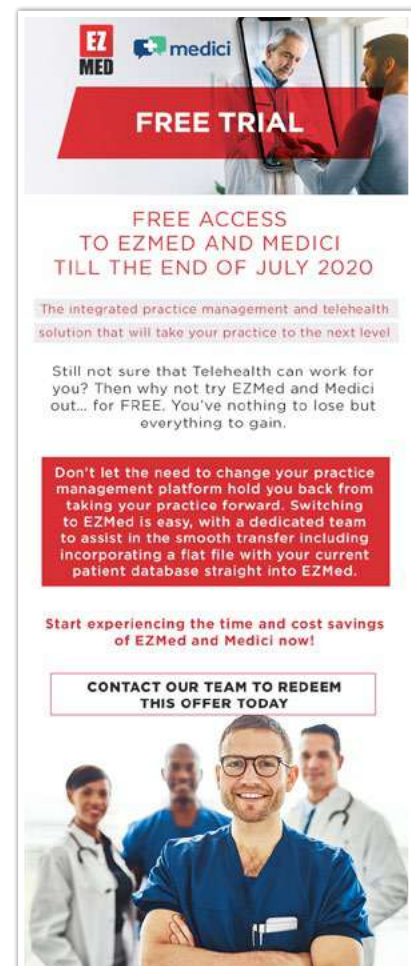
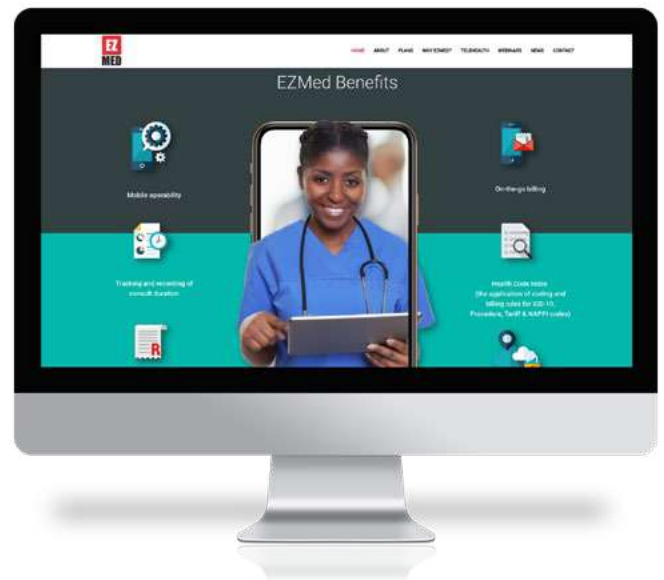
- STRATEGY
- BRAND DESIGN
- DIGITAL MARKETING
- WEBSITE BUILD AND DEVELOPMENT

Firecracker, along with our PR partners, were appointed the marketing and design team tasked with launching an integrated practice management system and telehealth app from the USA into South Africa. EZMed and Medici's product was essential in enabling healthcare workers to continue to treat their patients in a safe and manageable way, whilst navigating the Covid pandemic.

Firecracker hit the ground running with a brand overhaul, marketing strategy, website, social media and beautiful, practical marketing collateral to create extensive brand awareness across the South African medical industry. The CRM strategy included a weekly webinar series which welcomed over 25,000 guests. Firecracker marketing lead, Nicola Probyn was asked to be a guest speaker by the client to present marketing engagement strategies.

When launching a new product, like we had to, I wouldn't look anywhere else! Their personalised approach and tailor-made creative marketing strategies truly put us on the map and in front of the right audience. They have a unique customer focus and can-do attitude. Whether it is a social media, digital or branding solution you are looking for, we would highly recommend Firecracker.

LANI UYS
PRODUCT MANAGER, SPESNET GLOBAL GROUP



ILLUMI.NATION

02

ILLUMINA



ILLUMI.NATION



What the brand needed:

- CONCEPT
- BRAND CREATION
- MARKETING
- SPONSORSHIP
- EVENT MANAGEMENT
- WEBSITE
- SOCIAL MEDIA

Developed by the Firecracker founders, Illumi.Nation is a platform to inspire, connect and motivate women in South Africa to step into their unique power by bringing their authentic selves to the table. A series of events will build an engaged community who are invested in creating a balanced society that both men and women can thrive in.



“Your event took us all to a deep and unexpectedly vulnerable, brave and open space. Amazing work”

DAVE DUARTE
FOUNDER, TREESHAKES



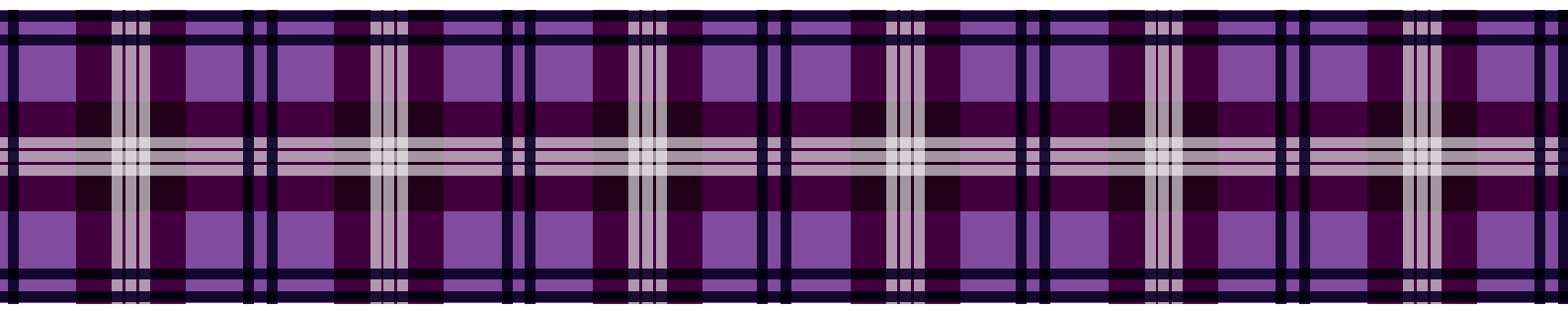
AFRICA

SCOTLAND

BUSINESS

NETWORK

03



03

ASBN

What the brand needed:

- CREATIVE CONCEPT
- BRAND DESIGN
- EVENT MANAGEMENT
- PRODUCTION

Firecracker manages all the creative concepting, design, event management and production for Africa Scotland Business network. With over 35 events to date, active channels such as social media and database marketing and a global audience, Firecracker keeps the brand execution fresh and engaging.

“A big nod to the small details I’ve seen thus far. Stellar branding, excellent engagement and a great deal of sincerity. It’s really appreciated.”

CLAIRE MATHIESON,
CEO CROSS CONSULTING



AFRICA
SCOTLAND
BUSINESS NETWORK



AFRICA SCOTLAND
BUSINESS NETWORK



A dynamic, globally thinking,
Scottish diasporic business
network in Africa.

Connecting the unique spirit of
Scotland and Africa

Formal invite to follow

Enquiries to
hello@africascotland.network

THE COLOR

RUN

04



THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET .

THE COLOR

THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET .

04

THE COLOR RUN



What the brand needed:

- MARKETING STRATEGY
- DESIGN
- TTL MARKETING CAMPAIGNS
- PRODUCTION
- EVENT MANAGEMENT
- MERCHANDISING
- CUSTOMER SERVICE
- TICKETING
- SPONSORSHIP
- PR



Establishing the happiest 5km on the planet in a new country is no easy task. Firecracker launched the Color Run™ brand in South Africa in 2013 in partnership with the license holders. We turnkey managed the event series as Race Directors, produced localised marketing campaigns across 8 cities and made 25,000 participants across South Africa really happy!



“Nicola’s ability to cut through the noise in a project and get to the essence of a brand is invaluable. She doesn’t carry an ego and brings a wealth of knowledge and experience from a range of international positions”

CRAIG MCLENNAN, NATIONAL RACE DIRECTOR - THE COLOR RUN SOUTH AFRICA



BIG MAGIC STUDIO

05



05

BIG MAGIC STUDIO RUSSIAN AGENCY

TNT – RUSSIA'S LARGEST TV STATION

What the brand needed:

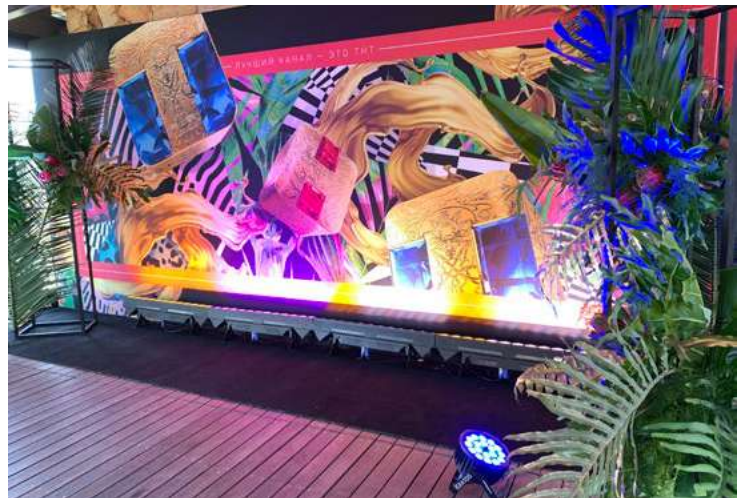
- EVENT DESIGN
- EVENT MANAGEMENT
- ENTERTAINMENT

Firecracker once again used our international experience to assist one of Russia's largest corporate media brands, TNT and their Russian agency, Big Magic Studios, feel at ease in South Africa. Tasked with the production of a culturally immersive experience in the form of an exquisite, high profile gala dinner for Russia's largest entertainment TV channel, Firecracker were appointed as event designers and producers for this special occasion.

Firecracker led the way to design and execute a magnificent occasion for 100 high profile Russian corporate guests, who were all flown out by TNT to South Africa to sell media advertising space. Our experienced team and trusty suppliers transformed Cape Point vineyards into an impressive brand experience with world-class staging, technical design, custom made décor and local entertainment.

"Working with Firecracker was one of the best partnership experiences we have ever had. Not only did the team deliver a fantastic event but also handled the stress with grace and ease, despite the crazy deadlines and demands. We highly recommend Firecracker and will definitely work with the team in the future!"

KSENIA MARDINA, DIRECTOR





06



06

WWF

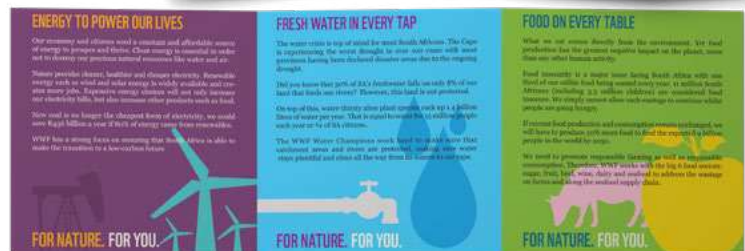


What the brand needed:

- MARKETING STRATEGY
- DESIGN
- COPYWRITING
- PRODUCTION



Attracting new donors to a charity is essential to any NGO and notoriously challenging! Firecracker worked with WWF to develop their communications strategy, design and production of all the elements involved, as well as retention strategy and communications for their face-to-face donors. The result was an effective, tangible campaign that drove brand awareness and increased the number of monthly donors.



"I found Firecracker's professionalism refreshing and their can-do work ethic is excellent. They went far beyond the call of duty which added immense value to our event. I would highly recommend this dynamic and professional team to anyone wanting a reliable and creatively sound agency"

ALEXIS SCHOLTZ,
CONSERVATION MANAGER,
WWF SOUTH AFRICA



WWF 50TH

ANNIVERSARY

07



07

WWF 50TH ANNIVERSARY CELEBRATION EVENTS

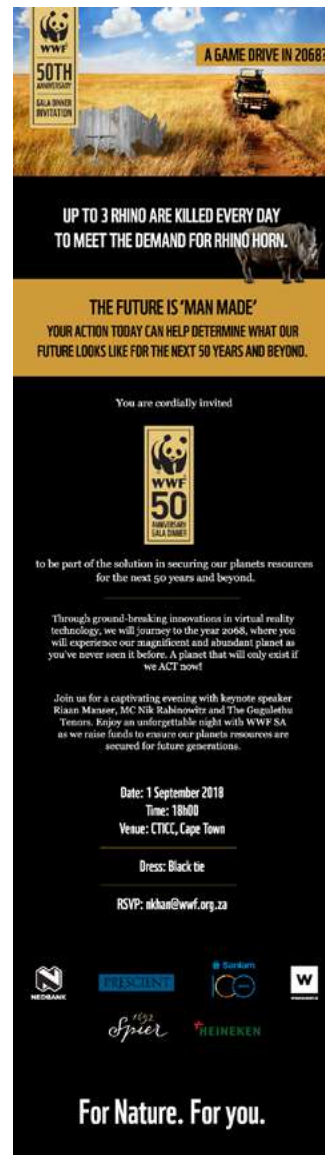
What the brand needed:

- EVENT DESIGN & CONCEPT
- DESIGN
- EVENT MANAGEMENT
- ENTERTAINMENT
- SPONSOR MANAGEMENT
- PRODUCTION

Firecracker were appointed as event management service providers for two prestigious events, at CTICC in Cape Town and the Hilton in Johannesburg, for a total of 600 people to celebrate the brand's 50th anniversary in South Africa. Our service included technical design, stage design, décor and logistics, with Nik Rabinowitz and Donovan Goliath as MC's, keynote speaker Riaan Manser, entertainment by the Gugulethu Tenors and Johannesburg Youth Orchestra, and an incredible, cutting edge virtual reality experience showcasing African wildlife integrated into the guest experience.

"The Firecracker team were great partners in putting together a series of 50th anniversary gala events for WWF South Africa, working like Trojans, but still making the whole experience fun. Thank you Firecracker for the excellent support and service. I'd highly recommend them as a partner."

JUSTIN SMITH, HEAD OF BUSINESS DEVELOPMENT, WWF SOUTH AFRICA



SCOTTISH

DEVELOPMENT

INTERNATIONAL

08

#SCOTLANDISNOW



08

SCOTTISH DEVELOPMENT INTERNATIONAL

What the brand needed:

- DESIGN
- EVENT MANAGEMENT
- PRODUCTION
- EVENT MANAGEMENT

Scottish Development International (SDI) the trade and investment agency of Scottish Government appointed Firecracker as the local agency to assist them with designing and producing their first conference exhibition in Africa at the Windaba 2021 conference.

A visually stunning stand and marketing materials attracted delegates to engage with the SDI team and led to valuable lead generation which resulted in a positive ROI.

We have worked with Firecracker on several events with resounding and illuminating success. The Firecracker team bring an energy and professionalism in the planning of the event, managed to stimulate all five senses of our gathered audience within a modern setting during the event and the feedback from all was five stars. We have also worked with Firecracker on a webinar, the delivery and aesthetics went along way to position our messages well. I would have no hesitation in recommending Firecracker, we certainly will be working with them in the future."

IAN ROSS, ENERGY TRADE SPECIALIST, SCOTTISH DEVELOPMENT INTERNATIONAL



BURNS NIGHT

09



CAPE TOWN BURNS NIGHT

- CREATIVE CONCEPT
- MARKETING
- DESIGN
- EVENT MANAGEMENT

"You won't find a more dynamic, humble and passionate team than Firecracker. It has been my great privilege to work with this team on a number of events as a Host/Master of Ceremonies. Their attention to detail and ability to think out the box is fantastic. Each event is a personal endeavor and the lines between client and friend seem to blur because of the heart and soul they put into meeting their client's needs. "

THE CAPE TOWN
BURNS
NIGHT
25th ANNIVERSARY



THE NATIONAL BARISTA CHAMPIONSHIPS

WE'VE ALSO HAVE THE
PLEASURE OF PRODUCING
EXCEPTIONAL EXPERIENCES
AND MARKETING CAMPAIGNS
FOR MORE LOCAL AND
INTERNATIONAL COMPANIES:

09



LATTE
throttledown

23 - 24 FEB / 9AM - 5PM

BEWS BATTLES N' BEERS / FREE ENTRY

STORM GUIDANCE

Leading global cyber security firm, STORM Guidance, appointed Firecracker to launch their SME product to businesses across South Africa. The multi-touchpoint launch strategy and ongoing B2B campaign included a virtual panel discussion.



BACKABUDDY

BackaBuddy are Africa's largest crowdfunding platform. As their marketing partners Firecracker have delivered marketing strategy, rebrand (not yet launched), new website UX and design, donor retention strategy and design.



IRISH TECH FUND (SOUTH AFRICA)

Brand development, communications strategy, design and web development for an programme to support South African entrepreneurs with Irish technology experience and opportunities (Currently in progress).



3IS GROUP, SOUTH AFRICA

Management and event design of their CEO event welcoming 70 CEOs in South Africa with TED speaker Dr Nadya Zhexembayeva.



BRITISH CHAMBER

The British Chamber of Business required a brand refresh to reflect 'Modern Britain'. Firecracker developed a fresh Corporate Identity and user friendly set of brand guidelines.



HURST & WILLS

Marketing strategy, design and digital marketing for this boutique property investment company, including a promotional event at the prestigious One & Only's island Isola venue.



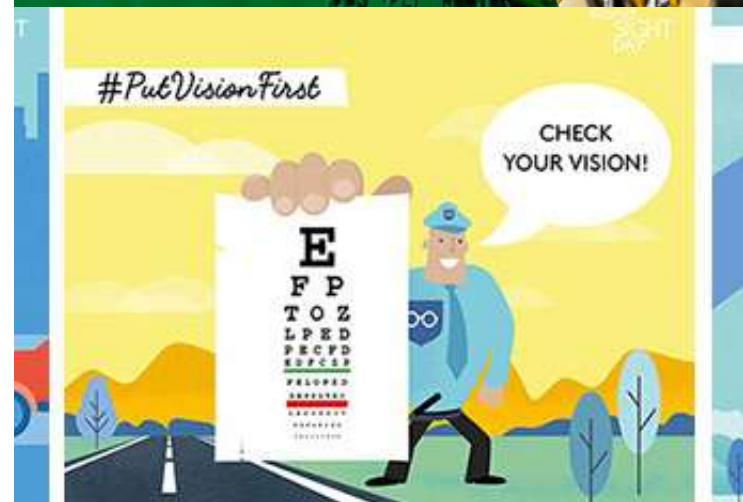
SAFER TRAINING

Communications and social media management for this international offshore training company and their partners.



ESSILOR

A National roadshow for a product launch for leading global eyewear technology company, Essilor - including marketing and design support.



AFRIKA TIKKUN

Management of this youth development NGO fund-raising events, marketing strategy, brand creation and design.



PLETT RAGE

Development and implementation of the CSI campaign for this legendary youth festival. Marketing strategy, design and implementation.



ENTERPRISE IRELAND

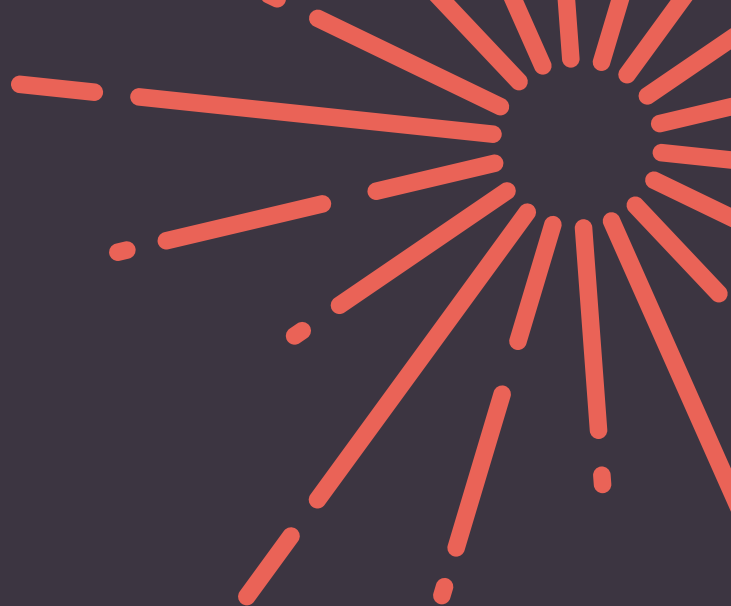
Production and design of virtual event showcasing the very best in Irish 'Green innovation' on St. Patrick's Day 2021. Leading public and private sector panelists from across Africa and Ireland inspired a global audience with their innovative solutions to enable a more sustainable greener global future.



THE ELEVATE PRIZE

Elevate Prize recognises social entrepreneurs in America with a prize fund of \$5million. Firecracker delivered social media content, design and management.





THANKS!

FIRECRACKER
EVENTS & MARKETING



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FirecrackerZA



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FirecrackerZA