

# THE WAY WE VALUE THINGS DEPENDS ON HOW WE PERCEIVE THEM

PORTFOLIO DOCUMENT



# THANK YOU FOR CONNECTING WITH US

Firecracker is a full service, integrated marketing, design and event management company based in Cape Town, South Africa. We enjoy global reach and connect businesses to their audiences, from branding right through to event management.

Firecracker is proudly Scottish and South African owned.

**hi.**

**hey.**

**hello.**

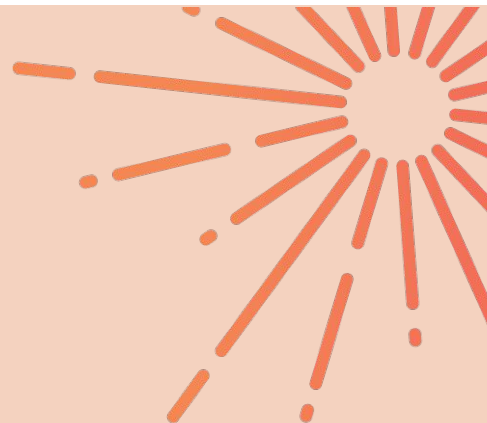
We collaborate with brands, individuals, and businesses that resonate with us – our passion extends to them, and we pride ourselves on being experts in their respective industries.

Our commitment to **craftsmanship** and quality is unwavering – everything that we deliver is held to the highest standards.

**Transparency** is key to our approach – we communicate straightforwardly without overwhelming with jargon and present practical, achievable plans.

## OUR WAYS OF WORKING

At the core of our philosophy is the belief in **partnership** and **mutual respect** – we value a positive and enjoyable work environment, and we actively contribute to and care about our country and the communities where we operate.



# WHAT WE CAN DO FOR YOU



## BRAND

Strategy, design, campaign implementation

## MARKETING

Full marketing funnel - including digital, customer retention, research & merchandising

## DESIGN

Brand, print & digital

## EVENT MGT

Turnkey solution from concept, production & ROI tracking

# WE WORK WITH BRILLIANT BRANDS FROM AROUND THE WORLD



# MEET THE LEADERSHIP TEAM



NICOLA PROBYN: BRAND & MARKETING LEAD

Nicola has 24 years of experience in brand and marketing strategy, having worked with renowned brands such as Vodafone Aus, KPMG London, WWF Aus, and Old Mutual SA. She has also successfully led campaigns for Firecracker clients including HI-TEC, Seequent, Scottish Government



CLAIRE ALEXANDER: DIRECTOR

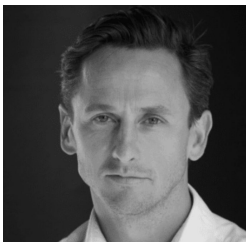
Claire is a proud Scot who has lived a South African life for nearly 20 years. A honours graduate of University of Strathclyde's prestigious Business School, she carries 15 years-experience in event design and production, leading Firecracker's event team and supplier network.



BEN LEWIS: CREATIVE DIRECTOR

Ben has 25 years of experience in creative direction, having worked with KPMG, Lacoste, The Color Run, Capitec Bank, Vodacom, Sony (Europe & USA), Visa (Europe), Avon Beauty, JP Morgan, and News Corp. He excels in developing campaigns concepts and creative that get cut-through.

# MEET THE LEADERSHIP TEAM



## JASON CUMMING: COMMUNICATIONS STRATEGIST

With 25 years of experience, Jason has crafted communication strategies for brands across Africa in his capacity at senior agency exec for M&C Saatchi and Publicis Group. His expertise lies in developing compelling narratives that resonate with diverse audiences across Africa.



## ANDRE BRITZ: DIGITAL MEDIA SPECIALIST

Andre brings 26 years of experience in digital media, having managed campaigns for KVV, Lexus, Automark, Mweb, Capitec, Standard Bank, Pep, Shoprite, Woolworths, BMW, Elizabeth Arden, and more. Her skillset lies in with Google Ads, Search360, Analytics, Tag Manager, Meta, X, TikTok, Snapchat, Amazon Ads, LinkedIn, Sizmek, MediaMath, Criteo, Takealot Marketplace, Merchant Centre, DV360, Yahoo! Gemini, AdMob and a variety of other platforms.



## BRADLY HOWLAND, CEO OF ALKEMI (FIRECRACKER PR PARTNER)

Collective and President-Elect of PRISA, has over two decades of experience in strategic marketing communications across Southern Africa. Specializing in multi-channel campaigns that deliver real business results, Bradley has worked with leading brands like Virgin Group, Coca-Cola, and The City of Cape Town. In 2023, he received the PRISA Presidential Award for advancing the Public Relations & Communications industry.

# CASE STUDIES: BARCLAYS INTERNATIONAL BANK

**Project:** Event Design & Production

**Objective:** Deliver highly curated, exclusive events

Barclays International Bank partnered with Firecracker to host two exclusive events for their African business community at Ellerman House and Jordan Wine Estate. The goal was to deepen client relationships and support the growth of meaningful connections within the African business landscape.

**Outcome:** Two high impact events

Firecracker delivered seamless, high-end experiences - from a private art tour to exceptional food and wine pairings, meaningful gifts, and curated content that resonated with guests. The events received outstanding feedback, sparked new business conversations, and strengthened Barclays' position as a trusted financial partner in Africa.



# CASE STUDIES: RenEnergy

We pour  into every project. 

## Project: Digital Marketing Partnership in SA & UK

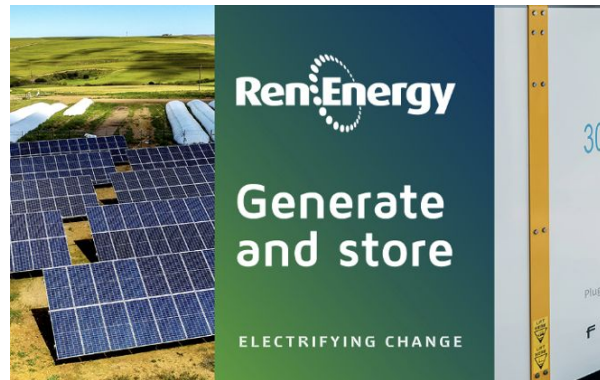
**Objective:** Delivering an Integrated Digital Marketing Strategy for Successful Lead Generation

Our mission was to create a seamless and comprehensive digital marketing approach that would effectively generate high-quality leads for RenEnergy. Through a strategic combination of Pay-Per-Click (PPC), LinkedIn, and Search Engine Optimization (SEO) tactics, our team aimed to establish a digital sales funnel that not only addressed technical and creative requirements but also ensured a steady flow of marketing qualified leads.

**Output:** Ongoing Success and Continuous Improvement

As RenEnergy's trusted digital marketing partner, we have successfully implemented and optimized a powerful digital sales funnel. This ongoing collaboration has already yielded a substantial number of high-value marketing qualified leads, providing the sales team with a fertile ground for conversion.

Embracing a 'Test, Learn, and Refine' approach, we are committed to continuous improvement, ensuring RenEnergy stays ahead in the ever-evolving digital landscape. Our partnership reflects not just a successful execution but an ongoing journey of refinement and growth.



# CASE STUDIES: HI-TEC

We pour  
our ❤️ into  
every project.

Project: Consumer Market Research

Objective: In-field market research to inform strategy

The primary goal of our project was to dissect the anomaly behind HI-TEC's exceptional performance within a specific retail landscape. We aimed to pinpoint the unique factors contributing to HI-TEC's success so this could be emulated in other retail stores.

Outcome: Robust consumer insights

Conducting in-store and in-person consumer insights surveys with over 250 HI-TEC customers produced invaluable data. The findings from these surveys became the foundation for strategic adaptations by the marketing teams. This output facilitated a refined and targeted approach, ensuring our client could leverage insights to stay ahead in a fiercely competitive market, demonstrating the tangible impact of our research.

**HI-TEC®**



Congratulations on your new pair of HI-TEC shoes! We're thrilled to be part of your journey to exciting places.

Choose your free gift when you complete our 5 min survey.

- Sun visor
- Casual sock
- Tennis sock

## Enjoy a Complimentary Gift with Your HI-TEC Purchase

### The nitty gritty

- Only one gift per completed survey, and one survey per customer.
- Only Sneaker Factory customers who purchase a pair of HI-TEC shoes between September 28th and September 30th, 2023, are eligible for a complimentary gift.
- We respect your privacy: Your private information will not be shared.
- Gift Exchange: Please note that the free gift cannot be exchanged.
- Availability: While we will do our best, we cannot guarantee the availability of your chosen gift.

**Thank you for choosing HI-TEC!**  
**Your feedback means the world to us.**

# CASE STUDIES: Seequent

We pour  into every project. 

**Project:** Seequent Marketing and Events Partnership in Africa

**Objective:** Activate the Seequent brand in the Africa region

As the ongoing marketing agency our role is to provide comprehensive support to both global and regional marketing teams through strategic events and marketing services in Africa. The overarching objective was to amplify Seequent's brand presence and foster lead generation through meticulously planned and executed events.

**Output:** Successful Event Activations for Lasting Impact

Firecracker has successfully executed three significant event activations for Seequent to date, including high-profile engagements like Mining Indaba and JMP Mali. Taking charge of project management, our dedicated team ensured the flawless execution of these crucial sales and lead generation events. From design and production to presentations, merchandising, and collateral, every element was meticulously curated and delivered on brand, on time, and with exceptional attention to detail.

This outcome reflects our commitment to elevating Seequent's market presence in Africa, establishing a foundation for sustained success in the region.



# CASE STUDIES: World Fair Trade Summit

We pour  
our ♥ into  
every project.

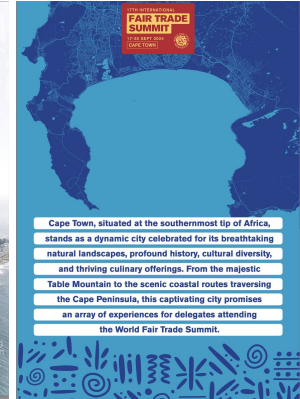
## Project: 17th International Fair Trade Conference

Objective: Brand design, integrated marketing campaign & event support

The World Fair Trade Organization (WFTO) sought the expertise of an integrated agency to spearhead the development of their conference brand, orchestrate targeted local marketing campaigns, create compelling marketing materials, establish connections with local media outlets, offer comprehensive event management support, and contribute to strategic planning sessions for their 17th International Fair Trade Conference happening in September '24.

Outcome: Best rated World Fair Trade Conference

After 10 months of meticulous planning, the 4-day summit successfully hosted over 150 global Fair Trade delegates and WFTO members. The event featured inspiring keynote speakers, dynamic debates, and immersive cultural experiences. Most importantly, it fostered meaningful connections and partnerships that will have a lasting impact on the Fair Trade community.



# CASE STUDIES: Irish Tech Challenge

We pour  
our ❤️ into  
every project.

## Project: Brand, Marketing and Event Management

**Objective:** Develop and launch the Irish Tech Challenge project

The Embassy of Ireland in South Africa, the Technology Innovation Agency & the Department of Science & Innovation launched a Tech Challenge to accelerate the growth of South African tech entrepreneurs through access to funding and world-class Irish tech community. Firecracker were appointed as the events and marketing agency to develop the brand and marketing collateral, website design and produce the launch event.

**Outcome:** Successful Event with high engagement and quality applications

Firecracker engaged with key stakeholders in Irish and South African Government, private-sector and the entrepreneur community to drive awareness, support and generate quality applications. We co-ordinated all partner activity to ensure consistency and maximum impact in the market-place. Firecracker conceptualised and produced a launch event for key stakeholders and media. An impactful panel discussion, keynotes by Irish Minister Brophy and South African industry leaders generated immediate attention and credibility for the Irish Tech Challenge.



# CASE STUDIES: WWF 50th Anniversary

We pour  into every project. 

**Project:** Brand, Marketing & Event Management

**Objective:** Deliver immersive gala dinner experience

Globally renowned conservation champions WWF required top quality design, integrated marketing, PR and event management services to design and produce their 50th anniversary gala dinners in Cape Town and Johannesburg to raise funds and grow their high net-worth donor base.

**Output:** Ongoing Success and Continuous Improvement

Firecracker produced two highly successful gala dinner events, both achieving full capacity attendance and generating substantial donations. With high profile speakers and performers keeping the audience entertained it was an immersive event experience carefully executed at every touchpoint.

These events effectively expanded their donor base, heightened organisational visibility, and bolstered brand recognition. Our team conceptualized and executed a strategic and innovative creative campaign across various channels, including print, social media, and web platforms, ensuring widespread engagement and impact.



# CASE STUDIES: BackaBuddy

We pour  into every project. 

## Project: Marketing Strategy and Brand Development

**Objective:** Develop the BackaBuddy brand to connect with wider audience

Facing the need for a comprehensive overhaul, BackaBuddy entrusted Firecracker with a multifaceted project aimed at redefining their marketing strategy and elevating their brand identity. The scope included the development of strategic projects encompassing brand strategy, donor retention, and a communications plan. Additionally, the project involved a complete redesign of the brand, including collateral, and the website.

**Output:** Practical Customer Retention and a Resonant Brand Identity

The collaboration resulted in a practical and effective customer retention plan, complete with a detailed customer journey for Backabuddy's team to seamlessly implement. The brand transformation achieved under Firecracker's guidance was nothing short of stunning – a differentiated identity that resonates powerfully with the target audience. The new brand and associated collateral, including the redesigned website, stand as a testament to the success of the project, equipping Backabuddy with a refreshed and resonant presence in their endeavors. This comprehensive approach has not only revitalized their brand but also fortified their strategic initiatives for sustained impact in their mission.



# WHAT OUR CLIENTS HAVE TO SAY

"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." Ian Ross, Scottish Development International

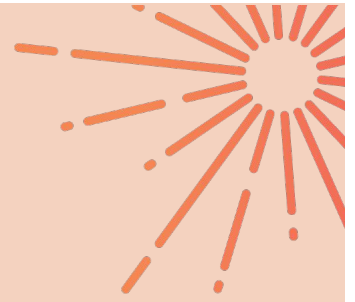
"We've had the pleasure of working with Firecracker Events and Marketing on two separate occasions for exhibitions, with the first being quite a last-minute request. Their team were excellent and managed to put together a very professional looking package at reasonable rates and in record time. Throughout the process, on both occasions, the Firecracker team were very helpful not only in sourcing and setting up the exhibition materials, but also from a creative input perspective. Highly recommended! " Rene Kruger, Director Vestrel Group

"Working with Firecracker on a recent campaign has been great. Their expertise, creativity and personalised approach have exceeded our expectations." Gary de Vogel, CEO HI-TEC

"Firecracker's work has been instrumental in solidifying our position as offshore Africa's training leader. Their marketing expertise generated impactful brand awareness and registrations, while the new website and live event truly showcased our first-class offerings." Louise Concar, Offshore Africa Training Centre



MARKETING  
BRAND  
DESIGN  
EVENTS



THANK YOU

**FIRECRACKER**  
EVENTS & MARKETING

