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GEARBOX CREATIVE (PTY) LTD

BRINGING YOU INTO
THE DIGISPHERE



NEVER INSIDE THE BOX

OUR CLIENTS ARE KINGS
AND WE THEIR TRUSTED
ADVISORS

MANAGING DIRECTOR'S STATEMENT

Gearbox Creative has been a dream of mine for over five years now. Although we may only have registered as an official entity in July 2016, the passion and drive that I have put into this company over a much longer time period are now yielding results. I never thought we would become this established, but now I know that Gearbox Creative is here to stay. Although we are small, we have become a force to be reckoned with. 2017 promises to be a prosperous year for us and we would be delighted to have you on board. We have always put the needs of our clients first - and always will.

Andrew Royal



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Core Values of OUR AGENCY

VISION STATEMENT

Gearbox Creative aims to be South Africa's leading boutique digital agency. We cater to our clients' need for expansion of their digital presence in this burgeoning market.

MISSION STATEMENT

Gearbox Creative targets the needs of SME clients with the aim of significantly growing their businesses. We believe that it will be small- and medium-sized enterprises that will become the backbone of the South African economy. Gearbox Creative strongly believes in fostering close customer relationships. There are no standard packages; a bespoke solution is designed for each client.

B-BBEE LEVEL 2

Gearbox Creative (Pty) Ltd is a Level 2 B-BBEE provider. The company has 51% black female ownership.



Gearbox Creative is a 360° digital agency, specialising in bringing clients into the digisphere in order to expand their businesses.



OUR CORE OFFERINGS

All graphics by
Raymond Orton
NOTASAUSAGE

Gearbox Creative's web developers not only build custom sites, but can also create fully functional eCommerce stores. Search Engine Optimisation (SEO) services and digital marketing ensure that newly-constituted websites are ranked in Google searches. To improve awareness of our clients' companies and/or brands, Gearbox Creative has a social

media and community management, as well as public relations, specialist on the team. Our copywriting and editing department creates original content for your blogs, as well as producing professional business documents, such as company profiles. Projects requiring design, brand creation or photographic work are outsourced to trusted providers.



The Solutions WE PROVIDE

#1 WEB & ECOMMERCE DEVELOPMENT

#2 DIGITAL MARKETING

#3 SOCIAL & COMMUNITY MANAGEMENT

#4 COPYWRITING AND PROOFREADING

#5 BRANDING & DESIGN SERVICES

#6 PHOTOGRAPHIC SERVICES

GEARBOX CREATIVE HAS IT COVERED

#1

WEB & ECOMMERCE
DEVELOPMENT

All web and eCommerce development projects employ advanced CMS platforms and adhere to the latest in SEO requirements. We build only bespoke websites for our clients.

#2

DIGITAL MARKETING

Gearbox Creative offers both pay-per-click and social media advertising. Clients are always advised on how best to distribute available advertising funds for top results. Reports are provided post-campaign.

#3

SOCIAL & COMMUNITY
MANAGEMENT

From Facebook and Twitter to Pinterest or LinkedIn, we populate and manage our clients' social media presence. Regular updates and community management are also included as a service.

#4

COPYWRITING & PROOF
READING

Our copywriting department generates original, creative content. In addition, we offer proofreading services. All copy-related projects are meticulously completed and checked.

#5

BRANDING & DESIGN
SERVICES

We contract to some of South Africa's best designers to either create new brand identities or add a twist to existing ones. Company profiles and corporate documents are co-created with our trusted providers.

#6

PHOTOGRAPHIC SERVICES

We primarily contract the services of one of South Africa's leading product and lifestyle photographers. All photography meets the highest standards. Our photographers collectively have over 20 years of experience.





The Team

WHO TURNS THE COGS AT GEARBOX CREATIVE

WE MAY BE A SMALL TEAM, BUT WE HAVE OVER 35 YEARS OF EXPERIENCE IN THE FIELD



35+ YEARS OF COMBINED EXPERIENCE



2 WEB DEVELOPERS



2 GRAPHIC DESIGNERS



2 SUPPORT STAFF



THE CORE MEMBERS

ANDREW ROYAL
MANAGING DIRECTOR

Andrew Royal is a self-taught digital expert. He has worked in the sales and marketing field for over 15 years, the past 7 of which have been specifically in the digital realm. He has a special love for CSS3 and raw HTML5; kick it old-school. He considers himself to be the (digital) style guru of the office. Given his extensive digital knowledge and his background in marketing, Andrew is the complete package when it comes to giving your company a true digital presence and making you known in the 'digiverse'.

MENDISA NGALO
DIGITAL MARKETING

Mendis Ngalo is a Digify graduate and has experience in both marketing management and digital marketing. She has worked in the industry for the past two years and is constantly improving her skill set. She has completed a number of online courses in various web languages including HTML, CSS and PHP. Since joining Gearbox Creative, Mandy has strengthened our advertising campaign creation and management. She has intimate knowledge of both Google Analytics and keyword analysis and uses it to constantly improve our clients' digital marketing presence. She is also a certified AdWords practitioner.

MOLLY BANDA
SOCIAL MEDIA AND PUBLIC RELATIONS

Molly Banda holds a Diploma in Public Relations and Communication from the University of Johannesburg. She has worked in the media industry for the past three years. Since joining Gearbox Creative, Molly has run impressive social media campaigns for our clients. Her knowledge of datametrics, and her ability to apply it to the social media realm is invaluable in ensuring that our clients' social media presence remains comprehensive. Molly also generates, publishes and shares original content to keep our clients' social media pages active.

TRACY ROYAL
COPY, PROOFING AND RESEARCH

Tracy Royal holds two Honours Degrees; in English Language and Linguistics and in Education. Having written theses across both fields, she has experience in the writing of formal copy. She has broadened her copywriting repertoire since joining Gearbox Creative and can now switch easily between academic formality and market-specific slang - both stylistically and in her diction. All copywriting and proofreading, for both Gearbox Creative as well as for our various clients, conform to the highest professional standards. Any research conducted is thorough and informative.

OUR TRUSTED CONTRACTORS

RAYMOND ORTON
GRAPHIC DESIGNER -
NOTASAUSAGE

NOTASAUSAGE is a small, dynamic studio that creates design solutions across multiple platforms. It focuses on branding in motion: taking 21st century brands into the living and moving platform of motion and broadcast.

VINCENT TRUTER
CREATIVE TOUR DE FORCE -
ORLANDO

Vincent Truter is a cross-disciplinary creative director and curator. He builds sustainable brands through the design of compelling experiences, exhibitions and spaces that move people and brands to interact and thrive.

ILSE VAN DER MERWE
PROFESSIONAL PHOTOGRAPHER

With more than 15 years of photographic experience, Ilse van der Merwe is an expert in her field. She is skilled in a number of different specialities: from expertly-styled food and portraiture to industrial and aerial photography. Ilse has done it all!



THE PROCESS

IN THE BEGINNING...

Prior to signing on a new client, comprehensive research is conducted which is based on the client's digital presence.

Initially, an analysis of the client's existing website is completed. This fulfills a dual purpose: it is used to assess the company's web presence as well as being one method of ensuring that we are familiar with the industry when in discussions with the client.

Once the website has been studied, a technical audit is conducted. Whether the site is mobile friendly and the speed at which it loads are two aspects that are considered as a part of this auditing process. We also investigate whether or not there are any penalties from Google with regards to Google searches.

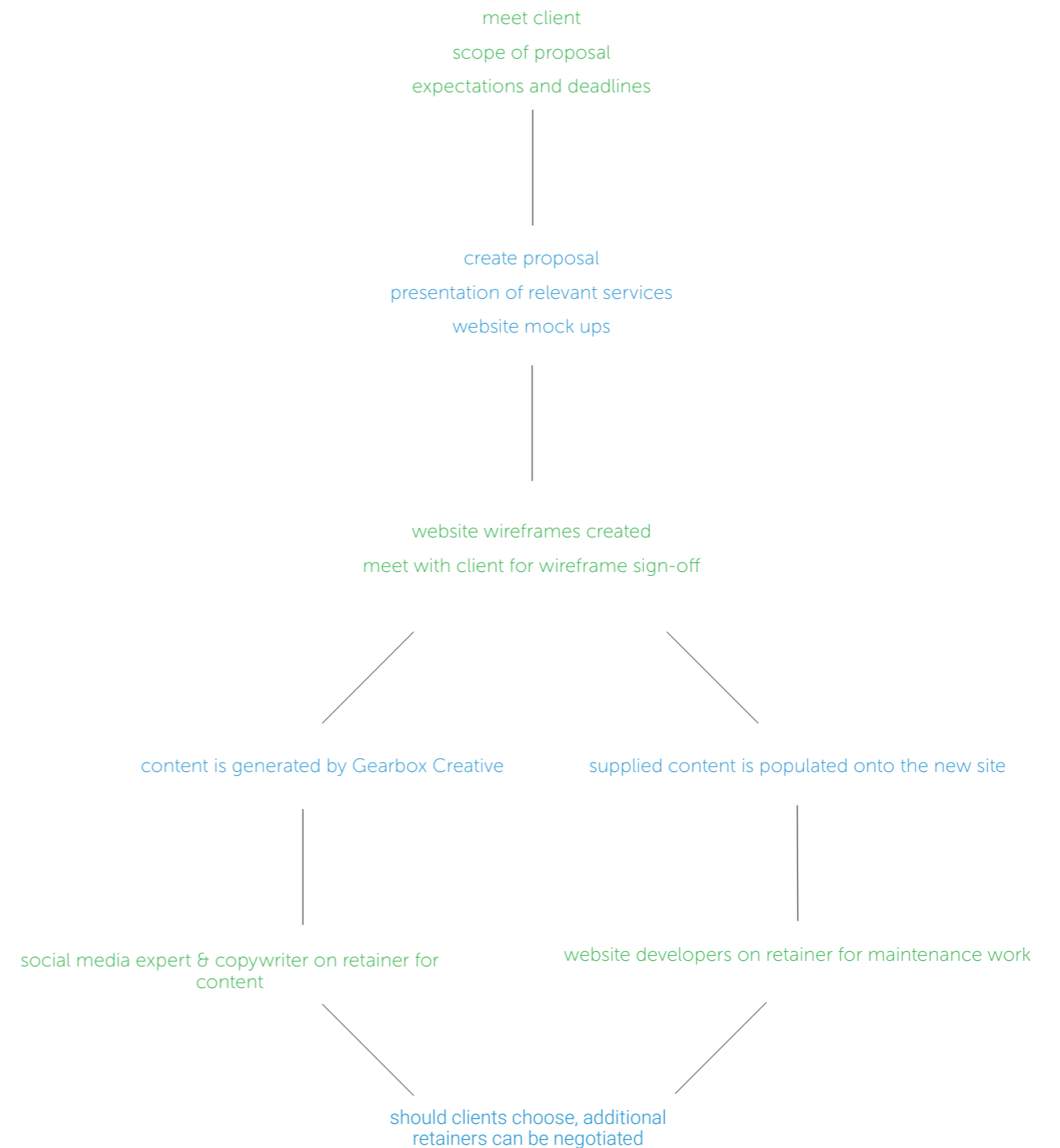
A client's social media presence is also assessed by our company's expert. Particular attention is paid as to whether

appropriate platforms are in place and to the level of activity on each. Based on this information, suggestions are then made to the client regarding how their social media presence can be improved and streamlined.

Any information that has been gathered thus far is then collated and specific, appropriate recommendations are made based on the clients' needs and wants. These, together with their supporting information, are then presented and discussed with the client.

If the contract is accepted, we remain in close contact with the client throughout its duration. Loyalty to our clients dictates that, for the duration of the contract and an additional six months afterwards, we do not sign on any other client working in the same industry.

ONCE THE CONTRACT IS IN PLACE...





Our Client List

We pride ourselves on the close relationships that we build with our clients

OUR VALUED CLIENTS

GREEN BUILDING COUNCIL OF SOUTH AFRICA
AFRICAN CENTER OF DNA BARCODING - UJ
COSMETIQUES DE FRANCE
AFRISKI MOUNTAIN RESORT
GONESKIING

THE COMPLETE FLY FISHERMAN
G-FORM SOUTH AFRICA
COTTONTREE TRUST
RENAISSANCE STRATEGIC SOLUTIONS
THE MAKERY COLLECTION
PRIVATE SALES RSA
#CRANKCHAOS
SUBMARINE DEPTH RESEARCH
ARCHITECTS OF JUSTICE
LITTLE GENIUS'S MONTESSORI



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WE KNOW THE PATH.
ALLOW US TO GUIDE YOU...

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