

MORNE EBERSOHN

Portfolio of Work

I served as project director on the projects detailed in this portfolio.

JSE

Johannesburg Stock Exchange (JSE)

#Trading4Solidarity



JSE

The Johannesburg Stock Exchange Ltd (JSE) is licensed as an exchange under the Financial Markets Act, 2012 and Africa's premier and largest exchange. It has operated as a market place for the trading of financial products for over 120 years, being established in 1887 during the South African gold rush. In this time, the JSE has evolved from a traditional floor based equities trading market to a modern securities exchange providing fully electronic trading, clearing and settlement in equities, financial and agricultural derivatives and other associated instruments and has extensive surveillance capabilities. The JSE is currently ranked in the Top 20 largest stock exchanges in the world by market capitalisation. It is also a major provider of financial information and strives to be a responsible corporate citizen in everything it does.



<https://youtu.be/vX-Ac66BpTI>

On Monday, 23 March 2020, South African President Cyril Ramaphosa announced an unprecedented and – by global standards – highly restrictive national lockdown in response to the CoViD-19 pandemic, temporarily suspending all non-household social contact, travel and almost all economic activity (excluding essential services such as healthcare, banking and financial services, the South African Police Services and the South African National Defence Force). On 9 April, the President announced the creation of a national Solidarity Fund, aimed at mobilising government, private sector and individual resources to support the country's CoViD-19 response.



These events occurred against the background of an existing (long-term) economic recession, exceptional economic inequality and some of the highest sustained levels of unemployment anywhere in the world. As a result, there already existed (amongst a sizeable and influential segment of the market) a negative perception of (and lack of trust in) large, formal businesses and of market-based economic institutions, including of the Johannesburg Stock Exchange (JSE).



The JSE felt a responsibility to act as a market leader in rallying support for the country's CoViD-19 response, including in particular the National Solidarity Fund, and to utilise the opportunity to enhance its position (and the position of market participants more generally) as responsible social partners.

Consequently, the JSE conceived and implemented the #Trade4Solidarity campaign.

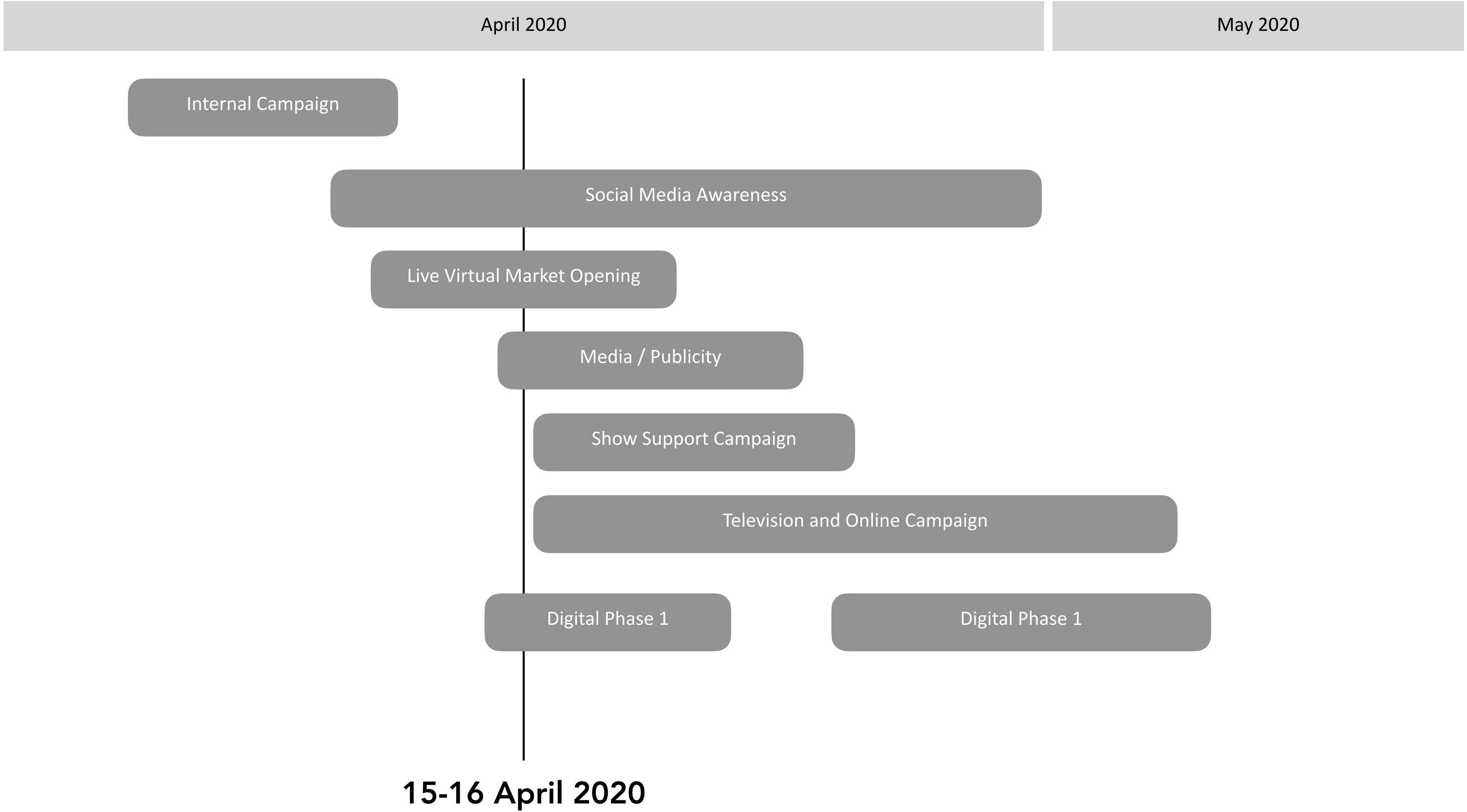


Objectives

1. Increase awareness of the Johannesburg Stock Exchange (JSE) and its #Trade4Solidarity campaign.
2. Grow social media engagement and shareability amongst key stakeholders.
3. Position the JSE as a responsible social activist and an essential service to the economy.
4. Raise money for contribution towards the Solidarity Fund.

Campaign Phasing

Campaign Rollout



Launch

Phase 2: Launch

Website Banner/Social Media/Web Banners



Businesses uniting to support the Solidarity Fund.. **Join us.**

#Trade4Solidarity

J

S

≡

Businesses uniting to support the Solidarity Fund. **Join us.**

#Trade4Solidarity

J

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≡



Businesses uniting to support the Solidarity Fund.

Join us.

#Trade4Solidarity

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Businesses uniting to support the Solidarity Fund.

Join us.

#Trade4Solidarity

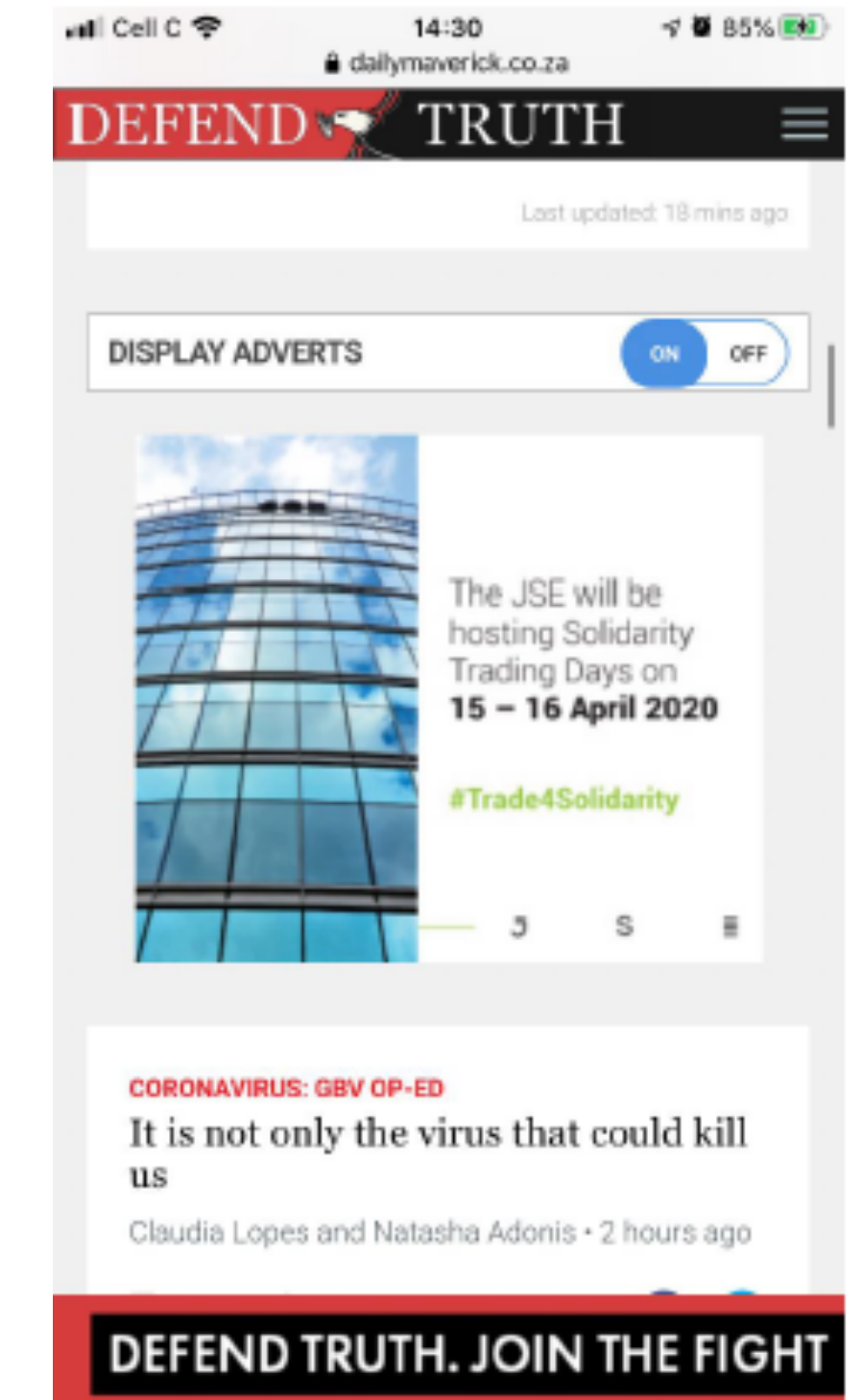
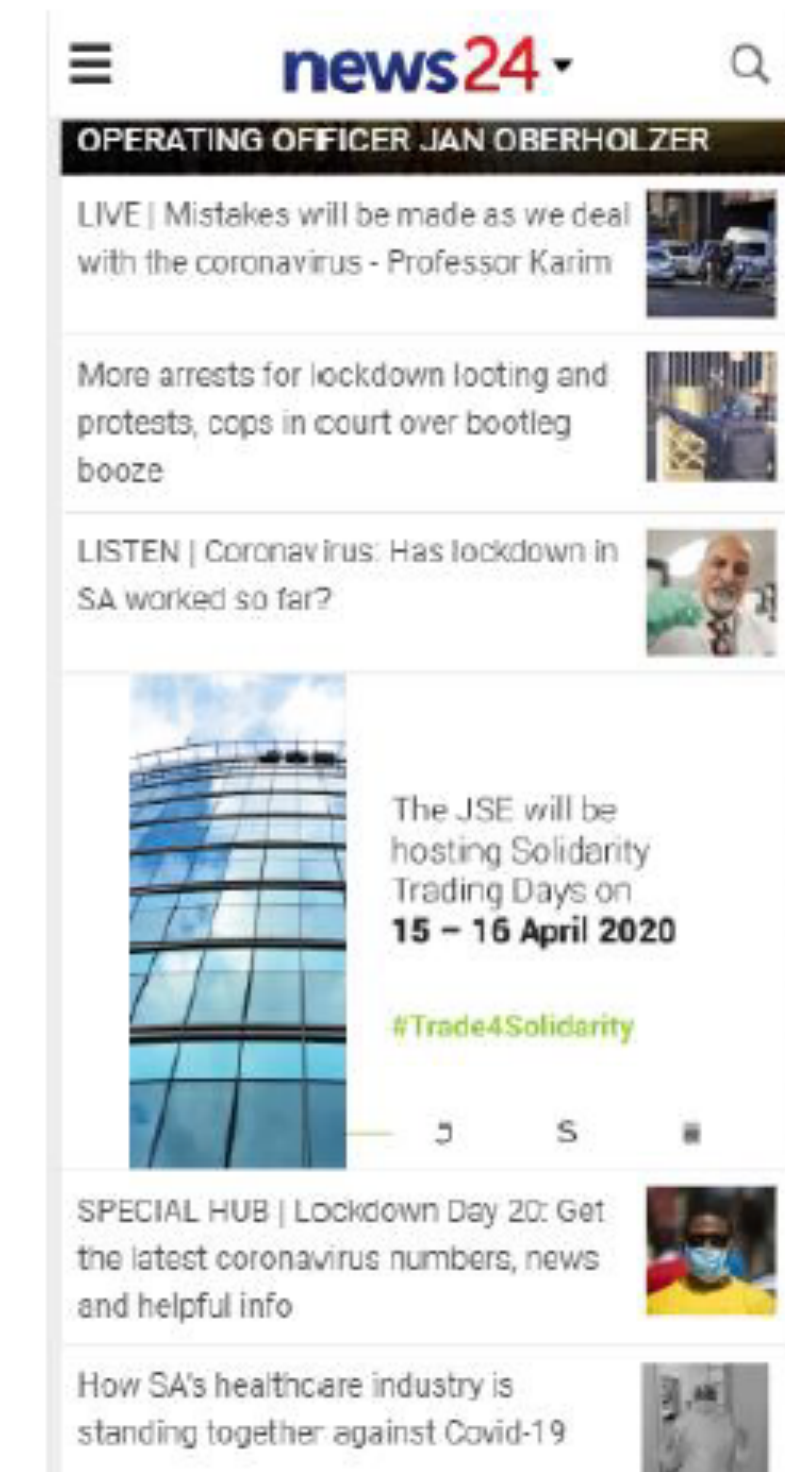
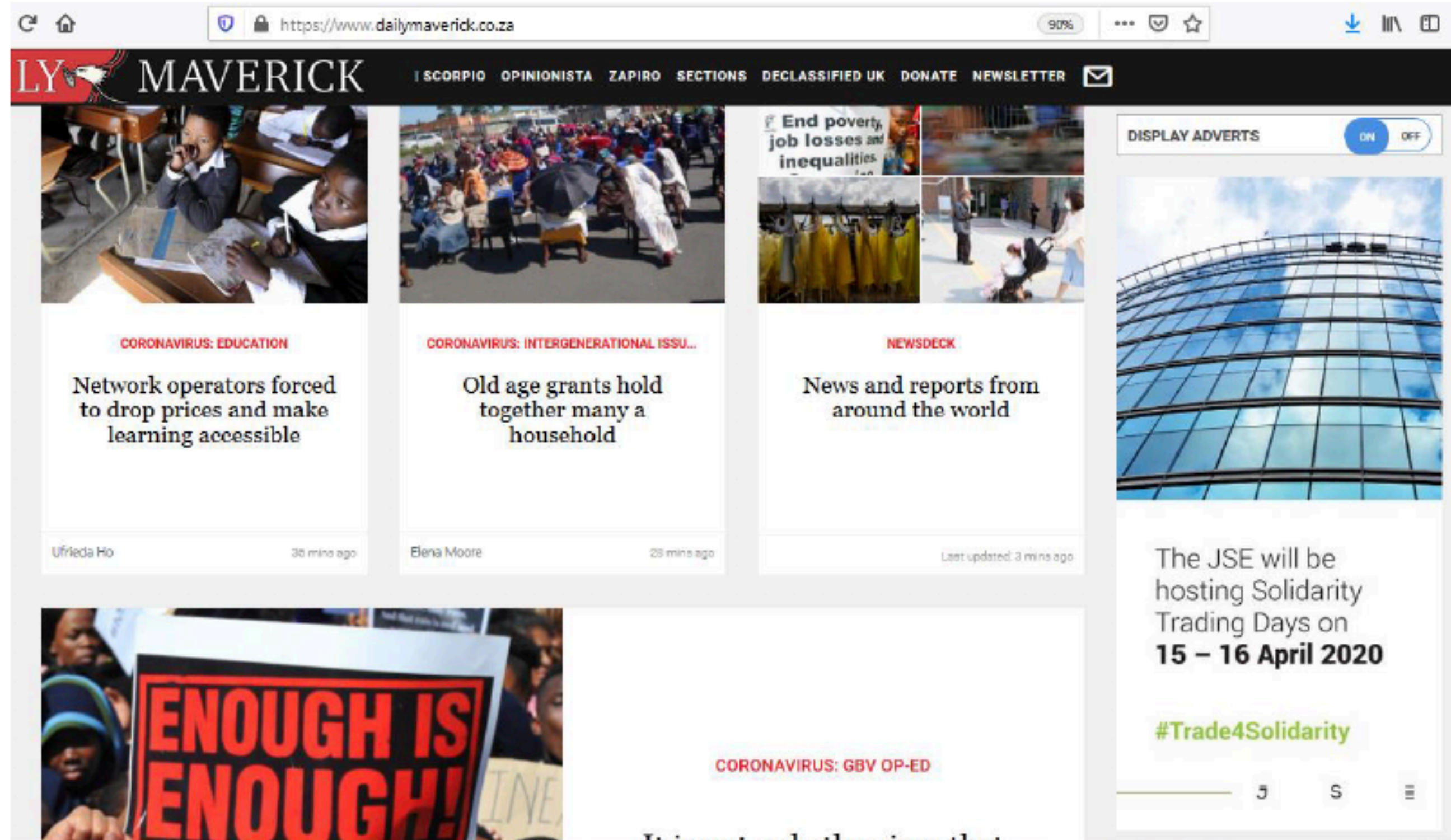
J

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Phase 2: Launch

Placement Examples




Social Media Posts

JSE

The JSE Group

Published by Agorapulse [?] · April 15 · 🌐

In this time of crisis, we have an opportunity and an obligation to pull together. In our efforts to make a meaningful contribution in the wake of the CoViD-19 pandemic, we are proudly launching the #Trade4Solidarity initiative. #PlayYourPart



YOUTUBE.COM

JSE Solidarity Trading Day

#Trading4Solidarity

3,854
People Reached

48
Engagements

Boost Post

👍 You and 16 others

3 Shares

Like

Comment

Share

⋮

JSE

Comment as The JSE Group

😊

📷

🔗

🎨

The JSE Group

Published by Agorapulse [?] · April 15 · 🌐

Today the JSE will heed the call by President Ramaphosa to contribute to the Solidarity Fund in the wake of the covid-19 pandemic. Join us at 8:30 for our Virtual Market open with Dr Leila Fourie and Gloria Serobe. #Trade4Solidarity.

Solidarity Trading Day

Today the JSE will heed the call by President Ramaphosa to contribute to the Solidarity Fund in the wake of the Covid-19 pandemic. Join us at 8:30 for our Virtual Market open with Dr Leila Fourie and Gloria Serobe.

#Trade4Solidarity

www.jse.co.za

5,812 People Reached **92** Engagements

[Boost Post](#)

👍❤️ 24 3 Shares

👍 Like 💬 Comment ➦ Share ... ▼

Comment as The JSE Group

😊 📷 GIF 🗨

The JSE Group

Published by Nande Qwelane [?] · April 15 · 🌐

It's a new world and everyone has their part to play, apart. Thank you to the team that's holding us up. #Trade4Solidarity #PlayYourPart

2,405

People Reached

151

Engagements

Boost Post

14

2 Comments

7 Shares

👍 Like

💬 Comment

➦ Share

⋮

Most Relevant ▾

Comment as The JSE Group

The JSE Group

Published by Nande Qwelane [?] · April 15 · 🌐

Images of our security staff from our Virtual Market Open.
#Trade4Solidarity #PlayYourPart

6,416
People Reached

427
Engagements

[Boost Post](#)

👍❤️ 46

💬 Comments 6 Shares

👍 Like 💬 Comment ➦ Share ⋮

Most Relevant ▾

Comment as The JSE Group

😊
📷
🎵
🗨️

Phase 2: Launch

Launch TV Commercial



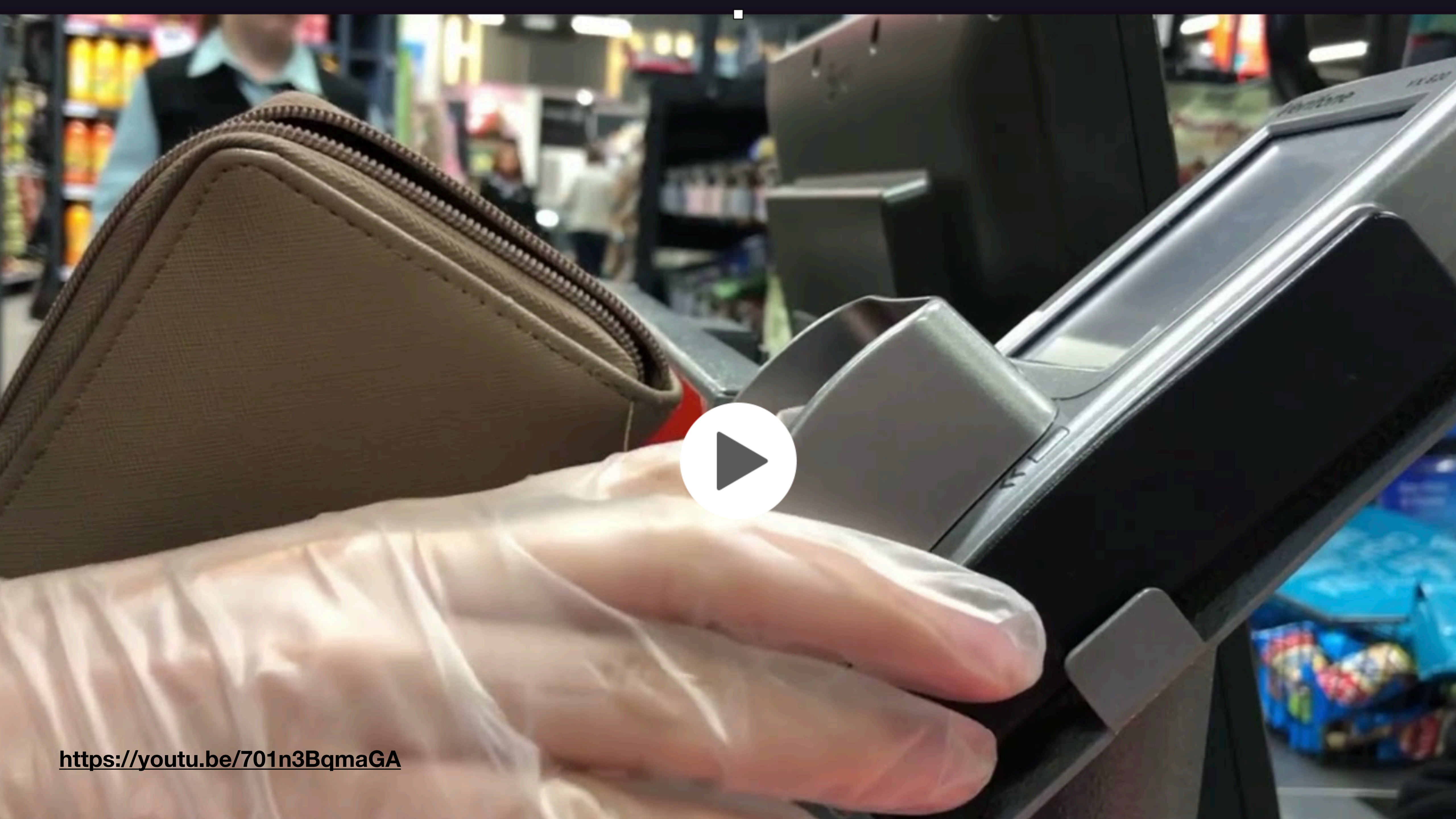
The JSE is proud to introduce its Solidarity Trading Days on **15th and 16th April**, where the JSE will donate fees derived across all asset classes to the Solidarity Fund and **#Trade4Solidarity**

J

S

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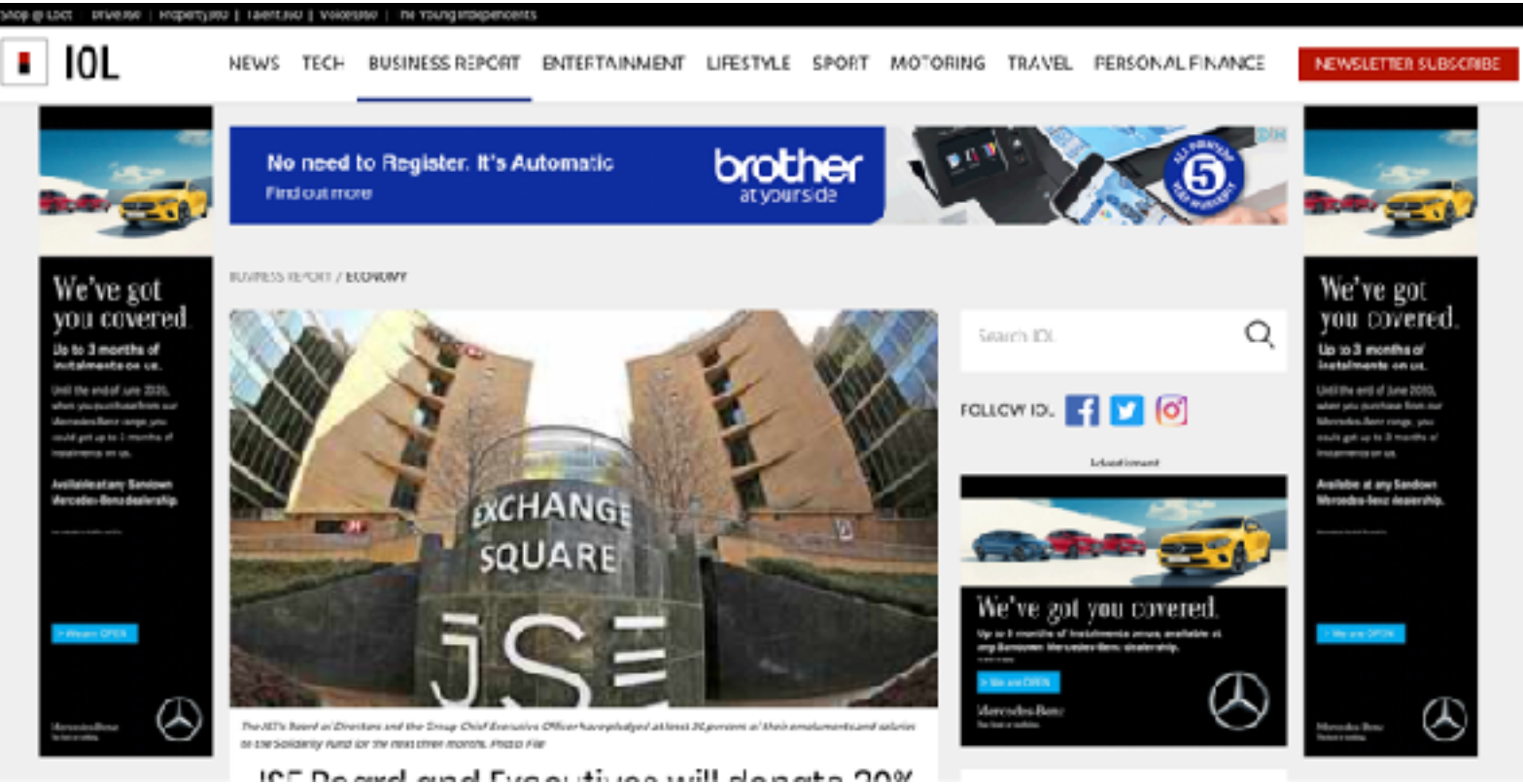
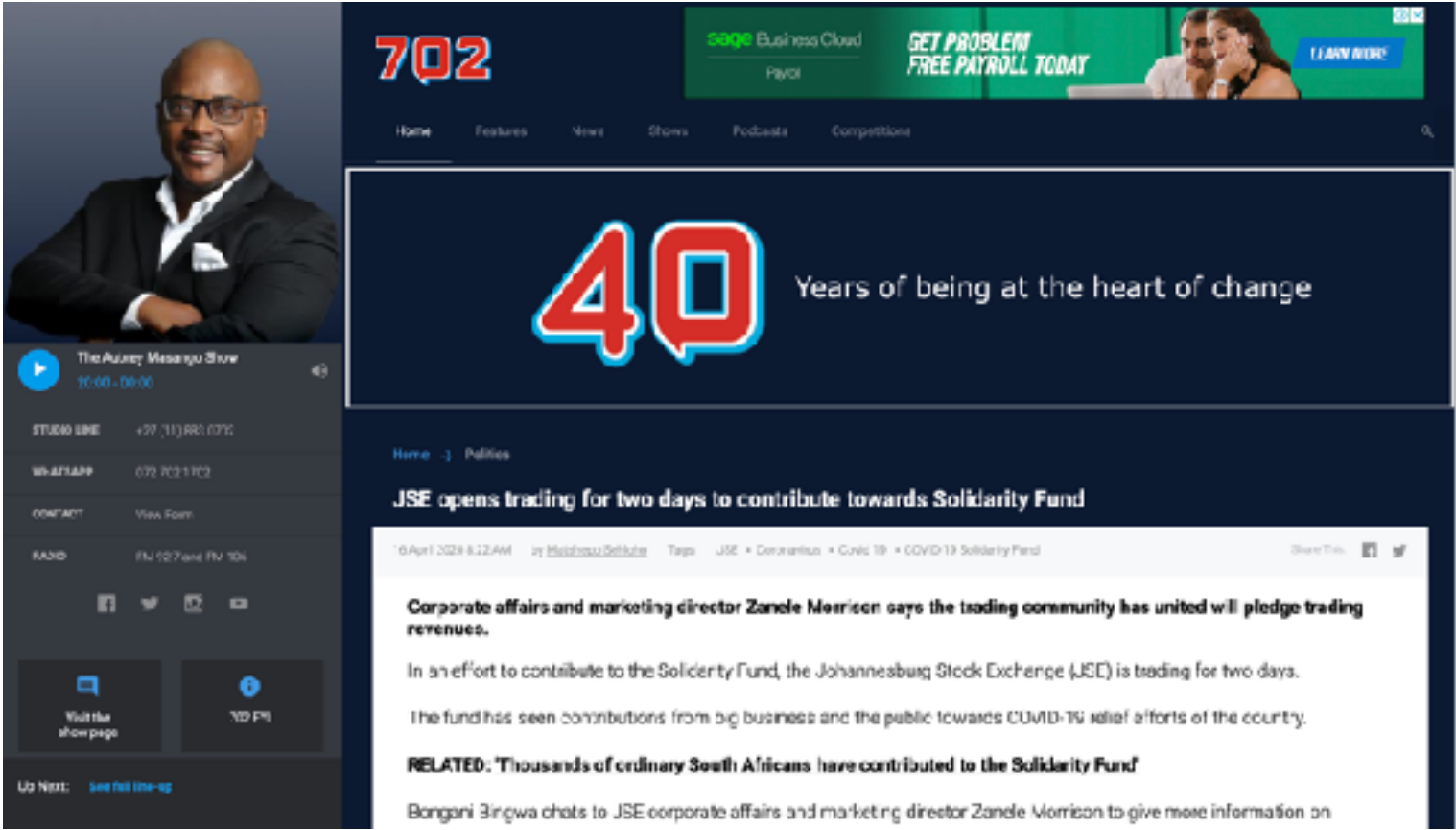
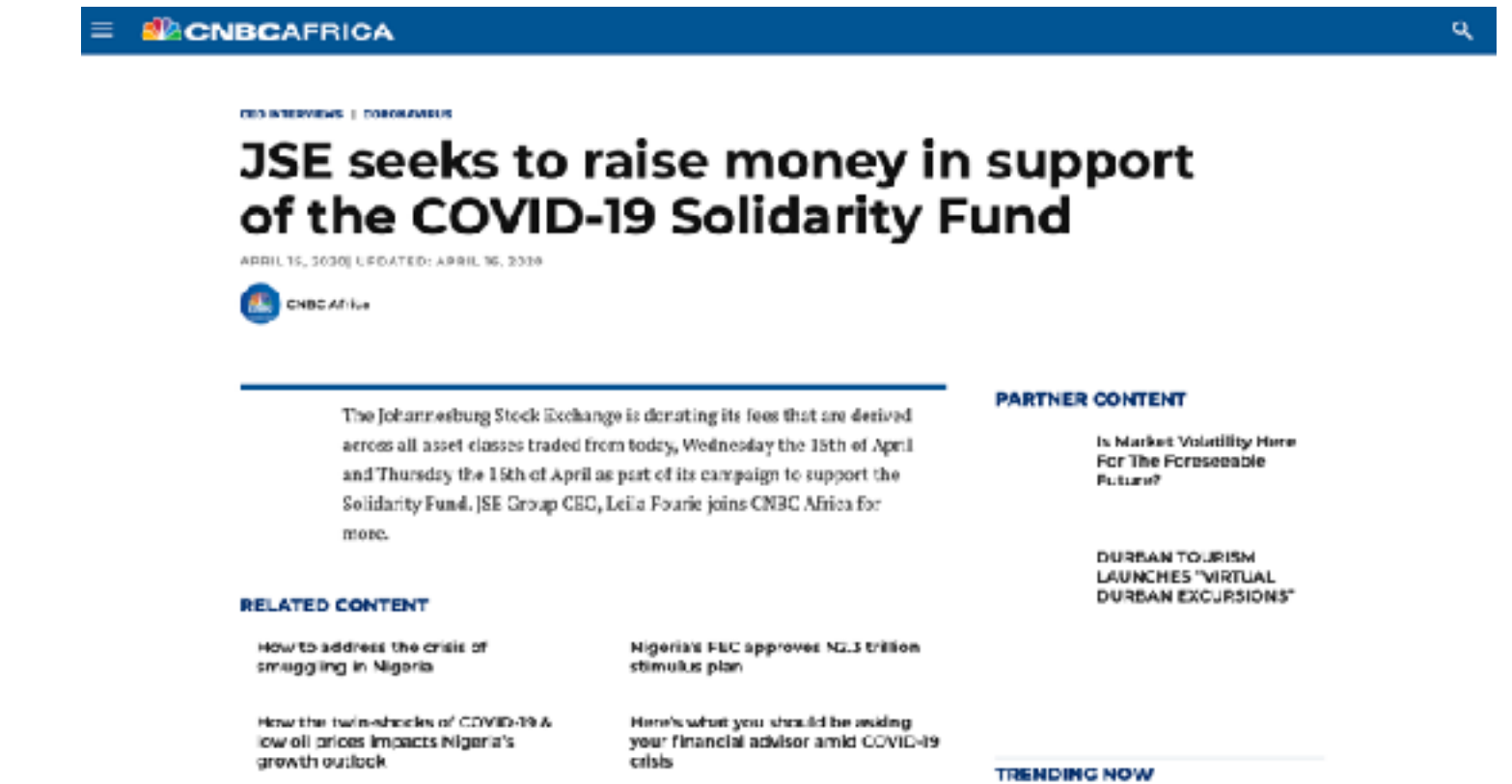
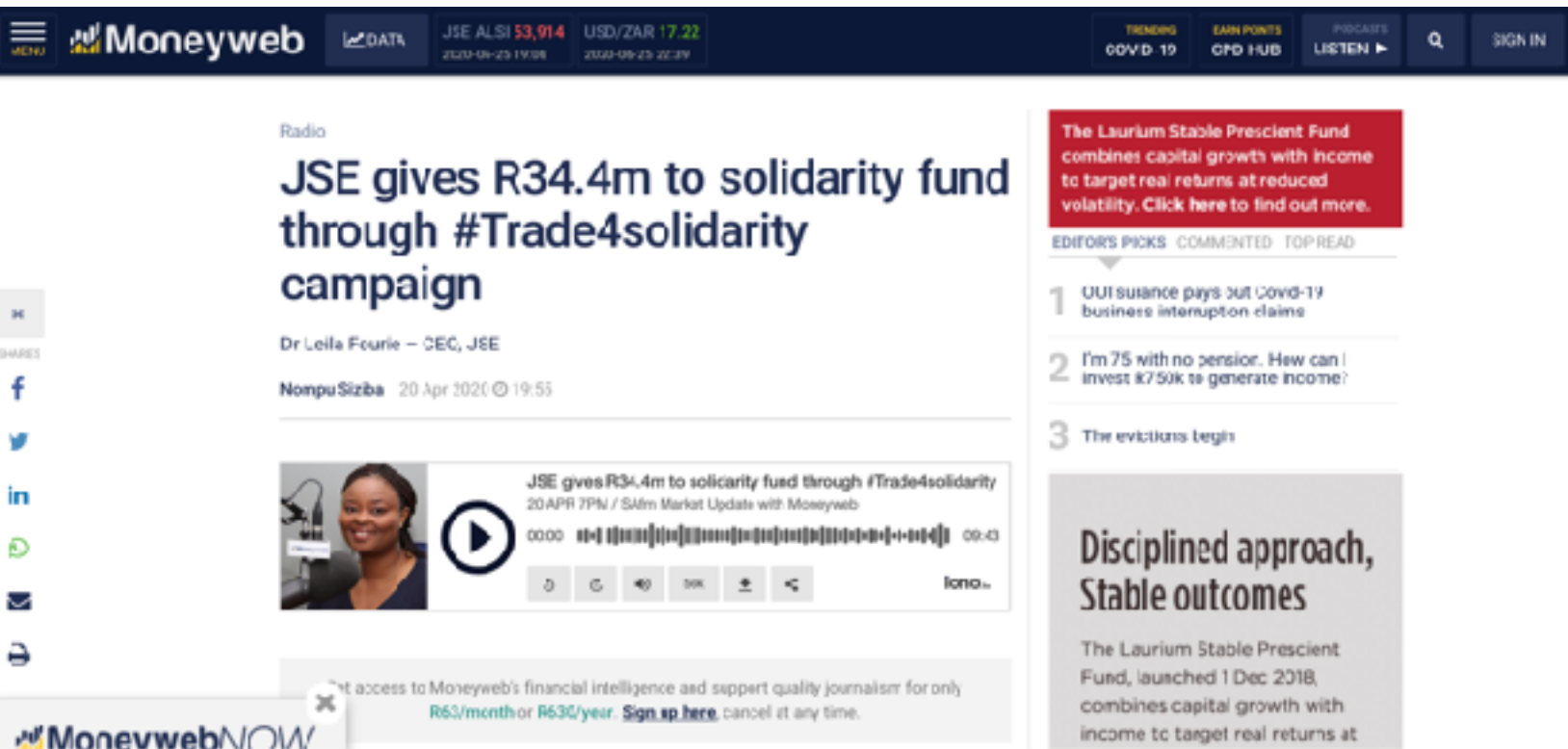
Play **your** part, Stay apart *#stayhome*



<https://youtu.be/701n3BqmaGA>

Phase 2: Media Exposure/Earned Media

Media Coverage (Selection)



Phase 3: Boost Awareness

Media Interview Link Share Posts

The JSE Group

Published by Themba Ndayi [?] · April 23 ·

Here are some outcomes shared by Valdene Reddy from #Trade4Solidarity "A meaningful contribution across the ecosystem with a lot of effort and a lot of goodwill from market participants to really do their part." Listen here: <https://iono.fm/e/850534>



IONO.FM

Update On Solidarity Fund With Valdene Reddy - Director Capital Markets - JSE

6,817

People Reached

66

Engagements

Boost Post

18

Like

Comment

Share

Comment as The JSE Group

The JSE Group

Published by Themba Ndayi [?] · April 15 ·

The difficulty of making any predictions under this crisis and the importance of a positive sentiment. Here is a Powerfm987 discussion between Leila Fourie and Risana Zitha from our market participant Renaissance Capital in supporting #Trade4Solidarity Link: <https://omny.fm/s.../power-business/launch-of-trade4solidarity>



OMNY.FM

LAUNCH OF #TRADE4SOLIDARITY - POWER Business - Omny.fm

2,627

People Reached

34

Engagements

Boost Post

10

Like

Comment


Share

Comment as The JSE Group

The JSE Group

Published by Themba Ndayi [?] · April 21 ·

This is an important and symbolic message from our market participants as we #Trade4Solidarity in order to raise money for the #solidarityfund says our CEO Leila Fourie. Link: <https://iono.fm/e/848628>



IONO.FM

JSE gives R34.4m to solidarity fund through #Trade4solidarity campaign

3,131

People Reached

55

Engagements

Boost Post

12

2 Comments

2 Shares

Like

Comment

Share

Phase 3: Support

Market Participant Posts

The JSE Group

Published by Agorapulse [?] · April 17 ·

A huge thank you to @Affsec for joining us as we #Trade4Solidarity and unite to donate to the #Solidarityfund. #PlayYourPart

Link:



YOUTUBE.COM

Afrifocus Securities

JSE #Trade4Solidarity: Eugene Chemaly - Afrifocus Securities

516

10

People Reached

Engagements

Boost Post

5

Like

Comment

Share

Comment as The JSE Group

The JSE Group

Published by Agorapulse [?] · April 17 ·

A huge thank you to Renaissance Capital for joining us as we #Trade4Solidarity and unite to donate to the #Solidarityfund. #PlayYourPart

Link:



YOUTUBE.COM

Renaissance Capital

JSE #Trade4Solidarity: Risana Zitha - Renaissance Capital

936

12

People Reached

Engagements

Boost Post

4

Like

Comment

Share

Comment as The JSE Group

The JSE Group

Published by Agorapulse [?] · April 17 ·

A huge thank you to Oakleaf Capital for joining us as we #Trade4Solidarity and unite to donate to the #Solidarityfund. #PlayYourPart

Link:



YOUTUBE.COM

Oakleaf Capital

JSE #Trade4Solidarity: Eddie Lenci - Oakleaf Capital

520

24

People Reached

Engagements

Boost Post

8

Like

Comment

Share

Comment as The JSE Group

The JSE Group

Published by Agorapulse [?] · April 17 ·

A huge thank you to UBS for joining us as we #Trade4Solidarity and unite to donate to the #Solidarityfund. #PlayYourPart

Link:



YOUTUBE.COM

UBS

JSE #Trade4Solidarity: Linda - UBS

2,942

49

People Reached

Engagements

Boost Post

10

Like

Comment

Share

Comment as The JSE Group

The JSE Group

Published by Elriya van Bekwar [?] · April 17 ·

We are pleased to announce that we have contributed R34.4 million to the solidarity fund through our #Trade4Solidarity campaign. Thanks to the 38 market participants (large & small) who stepped up to get behind the initiative by contributing to the #Solidarityfund. #PlayYourPart Read more: bit.ly/3ctPi



14,867

958

People Reached

Engagements

Boost Post

You and 132 others

12 Comments · 30 Shares

Like

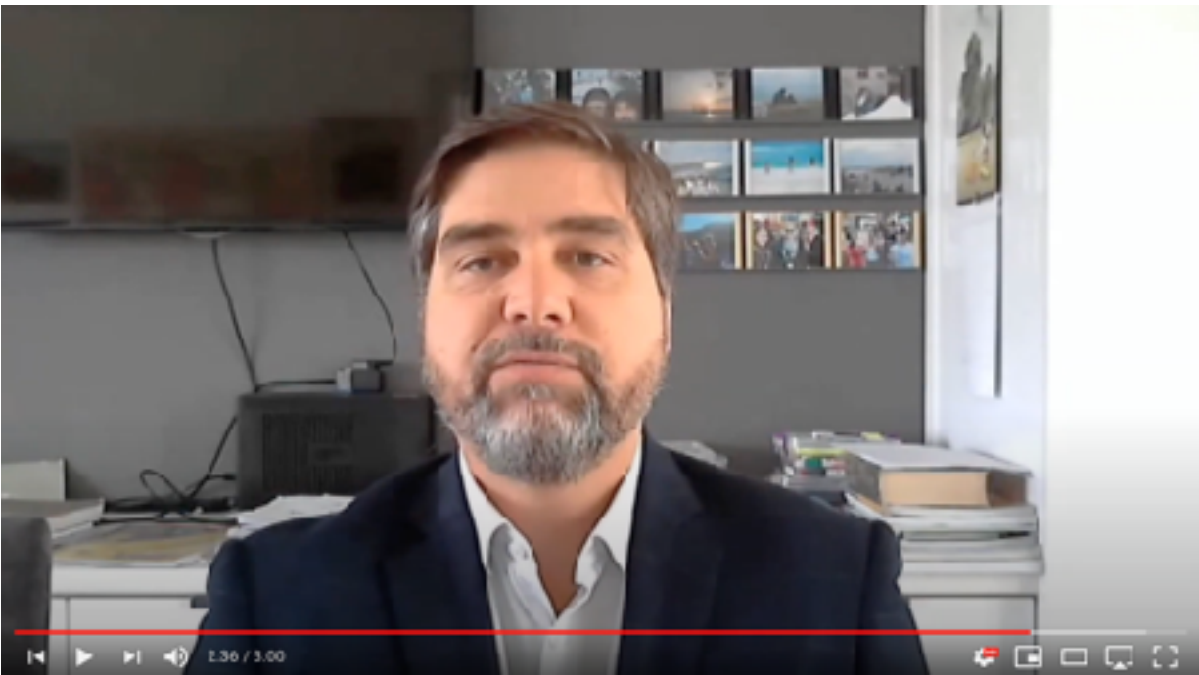
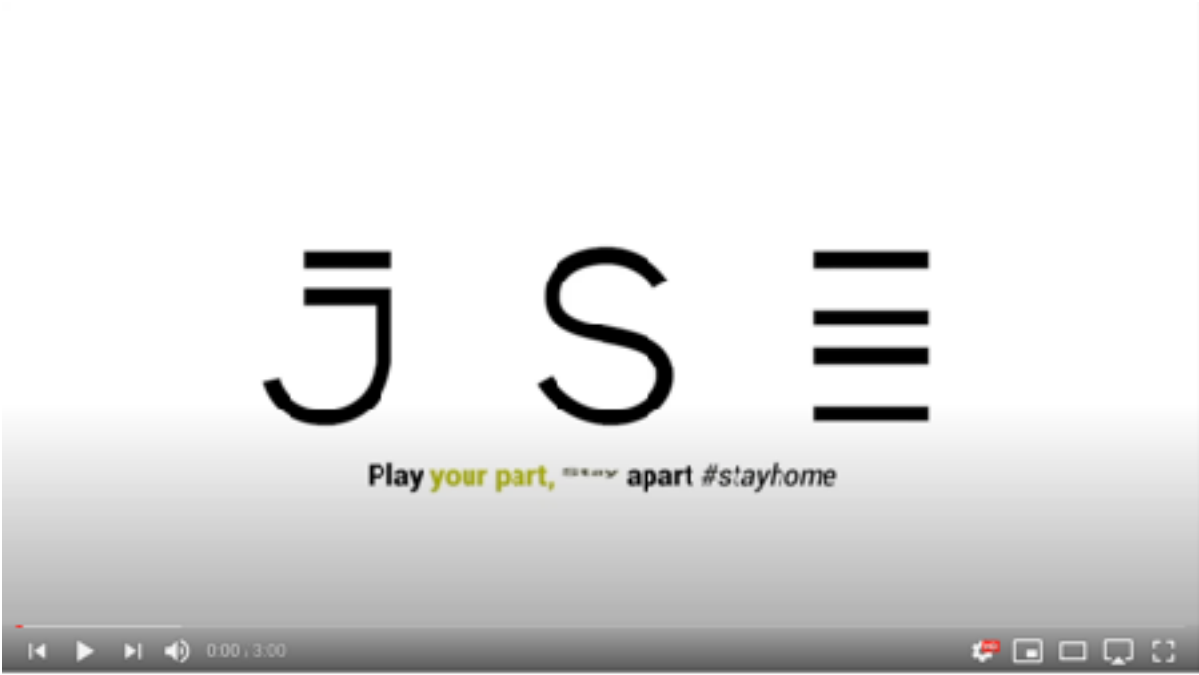
Comment

Share

Comment as The JSE Group


Phase 3: Support


Market Participant Compilation Video



Campaign Results

Campaign Results



 DATA

JSE ALSI 53,648

2020-06-26 19:16

USD/ZAR 17.28


2020-06-26 21:31


Radio

JSE gives R34.4m to solidarity fund through #Trade4solidarity campaign

Dr Leila Fourie – CEO, JSE


Nompu Siziba 20 Apr 2020 © 19:55










JSE gives R34.4m to solidarity fund through #Trade4solidarity

20 APR 7PM / SAfm Market Update with Moneyweb

00:00  09:43

 56k  

iono.fm

The Johannesburg Stock Exchange wrapped up a successful #Trade4Solidarity campaign with a pledge of

R34.4 million

to the Solidarity Fund.

Campaign Performance

CAMPAIGN PERFORMANCE SUMMARY

Element	Cost (ZAR) ⁽¹⁾		Value (ZAR) ⁽¹⁾	Reach ⁽²⁾	Notes
TV Production	R	60,000.00	R	180,000.00	Value as average cost for digital social production.
TV Flighting	R	899,658.69	R	2,690,299.40	13,174,972
Digital Advertising Phase 1 (Flighting)	R	99,038.94	R	234,371.28	2,411,285
Digital Advertising Phase 2 (Flighting)	R	299,450.87	R	709,359.88	1,309,447
Digital Production (PR, Advertising & Social Media)	R	100,000.00	R	100,000.00	Production cost. Value set at equal to cost.
Media Relations: Interviews, Articles & Digital	R	80,000.00	R	5,712,800.00	49,355,000
Livestream Market Launch	R	60,000.00	R	60,000.00	1,600
Social Media (Posts & Market Participant Videos)	R	98,500.00	R	98,500.00	
Twitter reach				6,800,000	Total SA Audience: 9,680,000 ⁽⁷⁾
Facebook reach				3,800,000	Total SA Audience: 20,000,000 ⁽⁷⁾
YouTube				799,000	Total SA Audience: 19,140,000 ⁽⁷⁾
First phase Solidarity Fund Contribution			R 34,400,000.00		
Total		R 1,696,648.50	R 44,185,330.56	77,651,304	

RoI (Total Value, incl. Funds Raised: Total Cost)	26.04
RoI (Total Value, excl. Funds Raised: Total Cost)	5.77
Cost per Reach (Campaign audience; ZAR) ⁽²⁾	0.02

Notes:
(1) South African Rand, exclusive of VAT.
(2) Notethat, due to separate data sources, this figure includes duplication.
(3) Value defined as inventory rate card cost.
(4) Approximate standard rate card inventory cost, excluding discounts. No multiplier. Audience Data: BRC, Establishment Survey 2019.
(5) Selected invitees, including "Market Participants", media and key stakeholders.
(6) Series of posts, plus 28 "Market Participant" endorsement videos. Value assumed as equal to cost.
(7) Sources: Meltwater; Hootsuite (SA as at 31 Jan 2020).



<https://youtu.be/qNTXHhC6ZAg>

#JSESheInvests 2020

**Moving a live event
online successfully**

let's connect

www.jse.co.za

JSE



Background and overview

Background:

- JSE research shows that women engage with investor communication more than men. However, they tend to convert lower or not at all.
- Research and insights have deduced that education and confidence is the solution to remedying this lack of financial confidence in women.
- In response to these findings, the JSE created a unique educational approach that will make investment accessible and easy for women with *SheInvests*.

Overview:

- Due to COVID-19, SheInvests is going digital. It will be a 2-hr virtual/ digital conference and exhibition.
- The conference is geared toward financial topics with key female influencers/ leaders to inform and educate women with disposable income as well as create confidence about investing.
- The exhibition area will consist of brokers and etf providers.

Target audience:

- Women aged between 18 and 50 across South Africa with a disposable income and an interest in investing.

Event details:

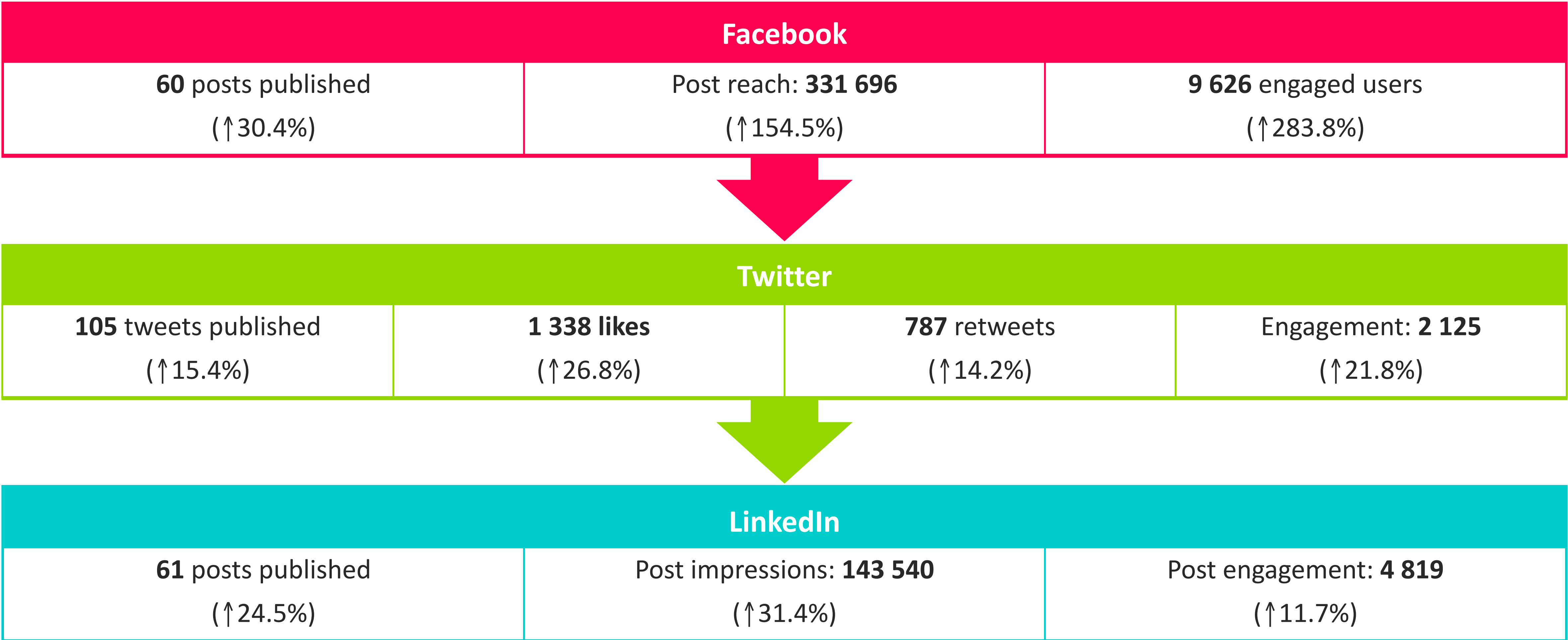
- **Date:** 08 august 2020
- **Times:** 10.00 – 12.30
- **Venue:** flock digital platform

High level agenda

TIME	ITEM	TOPIC	SPEAKER
10.00 – 10.10 (10 min)	Welcome	Welcome Video Overview of SheInvest - Video	<ul style="list-style-type: none">■ Azania Mosaka - MC■ Leila Fourie – JSE■ Zanele Morrison - JSE
10.10 – 10.20 (10 min)	Key Note Speaker	Topic: ‘What stops us from saving and investing?’	<ul style="list-style-type: none">■ Vangile Makwakwa – Founder Wealthy Money
10.20 – 10.30 (10 min)	Investment Channel Videos		<ul style="list-style-type: none">■ Gugulethu Mfuphi - CoreShares■ Nerina Visser - etfSA
10.30 – 10.50 (20 min)	Panel discussion	Topic - How to balance life’s financial demands and still have a life	<ul style="list-style-type: none">■ Moderator: Adele Hattingh - JSE■ Candice Paine - Financial Advisor■ Zama Dikana - Old Mutual
10.50 – 10.55 (5 min)	Investment Channel Videos		<ul style="list-style-type: none">■ John Manyike - Old Mutual■ Anthea Gardner - EasyEquities
10. 55 – 11.00 (5 min)	Exhibition – screen break Entertainment and prize giving		<ul style="list-style-type: none">■ Please visit our virtual stands and engage with our investment channel representatives■ Azania Mosaka - MC
11.00 – 11.20 (20 min)	Panel discussion	Topic: I’m new to investing – now what?	<ul style="list-style-type: none">■ Moderator: Adele Hattingh - JSE■ Simon Brown - Just One Lap■ Nerina Visser - etfSA
11.20 – 11.30 (10 min)	Investment Channel Videos		<ul style="list-style-type: none">■ Women in ETFs – Video■ Lungile Mashigo & Ntombenhle Radebe - 1Invest
11.30 – 11.40 (10 min)	Final key speaker	Topic: A Woman’s Place is on the Board:	<ul style="list-style-type: none">■ Lynette Ntuli - Innate Investment Solutions
11.40 – 11.50 (10 min)	Investment Channel Videos		<ul style="list-style-type: none">■ Rushil Jeena - Afrifocus
11. 50 – 12.00 (10 min)	Final prize giving and closing		<ul style="list-style-type: none">■ Zanele Morrison – JSE■ Azania Mosaka - MC
12.00 – 12. 15 (15 min)	Join us on the mat for a 15min yoga session		<ul style="list-style-type: none">■ Natalie Zeid - Trained Yoga instructor

Social Media coverage

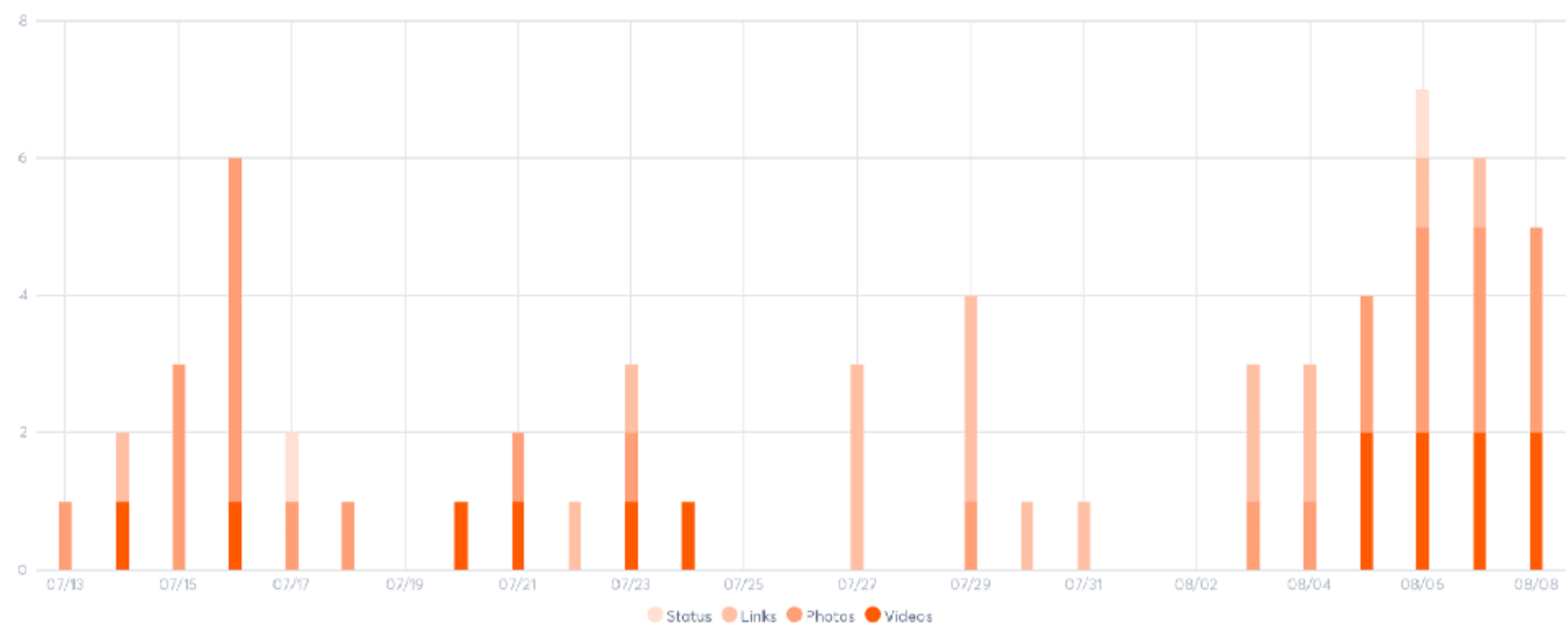
13 July – 08 August



Facebook snapshot

Publishing

Number of Posts published during the selected period- with breakdown by type.



Status	2
Links	17
Photos	27
Videos	14
Total posts published	60



The total number of Posts published is

60

representing a variation of **+30.4 %** compared to Jun. 16 2020 - Jul. 12 2020

Top content

Best performing content published during the selected period. Based on engagement.

Jul. 20 2020

Our Director of Marketing and Corporate Affairs, Z...

Reach	15K
Engaged Users	585
Clicks	674

This post had no picture linked.

Jul. 17 2020

#JSESheInvests is a movement that gives you the op...

Reach	34K
Engaged Users	567
Clicks	583

Jul. 27 2020

As the JSE, the empowerment of women through finan...

Reach	25K
Engaged Users	498
Clicks	548

Top content

Best performing content published during the selected period. Based on engagement.

Jul. 21 2020

Our aim is to empower, educate and inspire women a...

Reach	16K
Engaged Users	1.7K
Clicks	1.7K

Jul. 23 2020

#JSESheInvests is the first of its kind investment...

Reach	15K
Engaged Users	1.2K
Clicks	1.2K

Jul. 13 2020


#JSESheInvests is back! JSE She Invests is a movem...

Reach	25K
Engaged Users	1.1K
Clicks	1.2K

Facebook snapshot

The JSE Group
13 July · 🌐

#JSESheInvests is back! JSE She Invests is a movement to create a holistic approach that tackles investment with a specific focus on women empowerment. This year #JSESheInvests goes Virtual. Pre-register today at <https://web.jse.co.za/she-invests> #JSESheInvests 2020



She invests goes virtual.

let's connect **JSE**

www.jse.co.za

Unlock your potential.

let's connect **JSE**

www.jse.co.za


#JSESheInvests 2020

Pre-register today

let's connect **JSE**

www.jse.co.za

The JSE Group
Financial service

 Send Message

24,392
People reached

1,066
Engagements




Boosted on 16 July
By Nande Qwelane

People reached	10.1K	Messaging conversation...	30
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
[View results](#)

Boosted on 14 July
By Nande Qwelane

People reached	>
----------------	---

   129


41 comments 19 shares



The JSE Group

14 July · 🌐

#JSESheInvests is back! Our 2019 addition was hosted by an array of incredible women, for women just like you. For women that have strength, power and the ability to change the world. #JSESheInvests goes Virtual. Pre-register today at <https://web.jse.co.za/she-invests> #JSESheInvests 2020



Send Message

12,717

People reached

247

Engagements

Boost again

Boosted on 16 July

By Nande Qwelane

People reached

7.5K

ThruPlays

5.3K

View results

Completed

Boosted on 14 July

By Nande Qwelane

People reached

>

👍❤️


21

3 shares

The JSE Group
16 July · 🌐

#JSESheInvests is a movement that gives you the opportunity to learn from and engage with multiple brands, experts and offerings all in one space. #JSESheInvests goes Virtual. Pre-register today at <https://web.jse.co.za/she-invests>

#JSESheInvests 2020



4,694
People reached

418
Engagements

Boost again

Boosted on 16 July
By Nanda Qwelane

People reached	3.5K	ThruPlays	2.4K
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[View details](#)

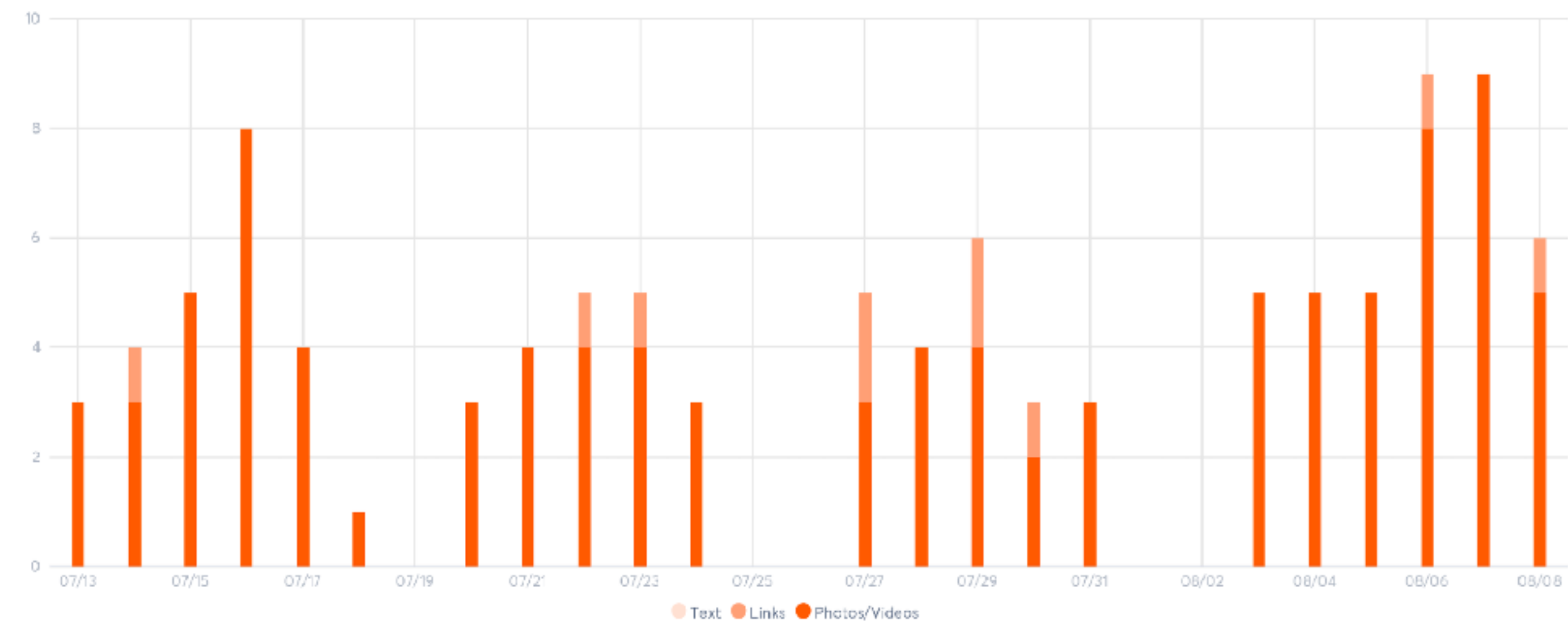
👍❤️😂 5

1 share

Twitter snapshot

Publishing

Number of Tweets published during the selected period- with breakdown by type.



Text	0
Links	10
Photos/Videos	95
Total tweets published	105

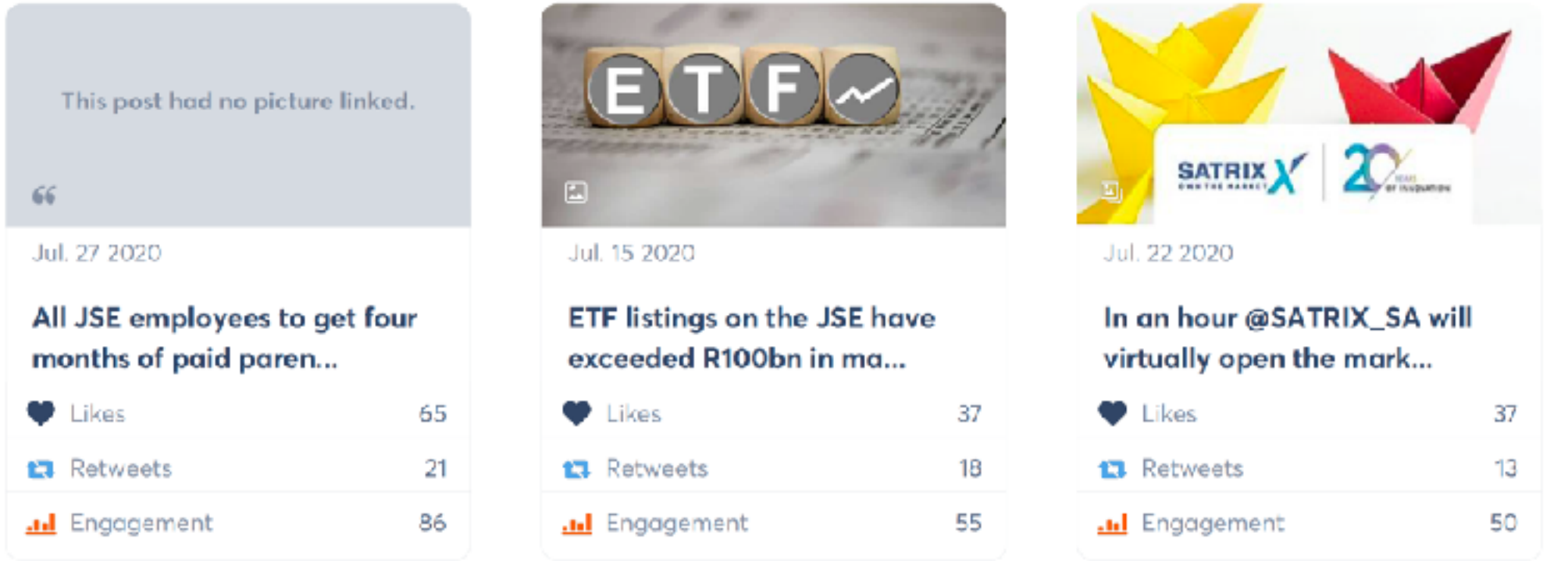
The total number of Tweets published is

105

representing a variation of **+15.3 %** compared to Jun. 16 2020 - Jul. 12 2020

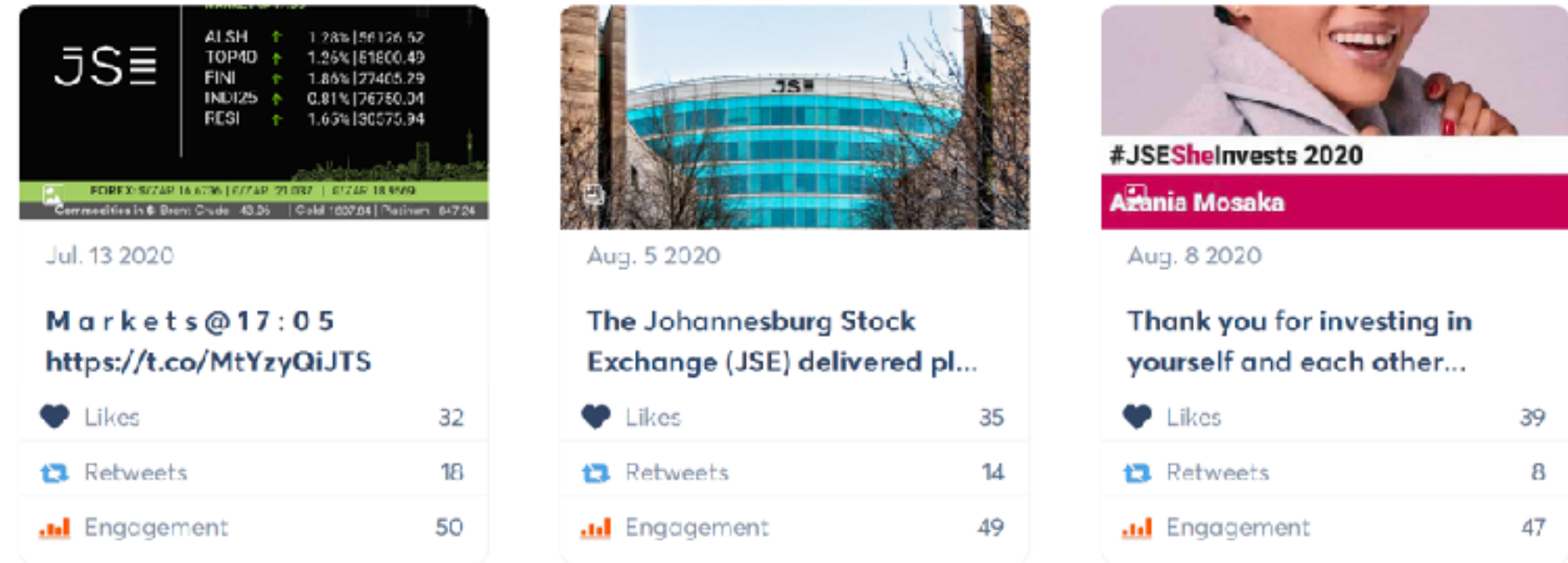
Top content

Best performing content published during the selected period. Based on engagement.

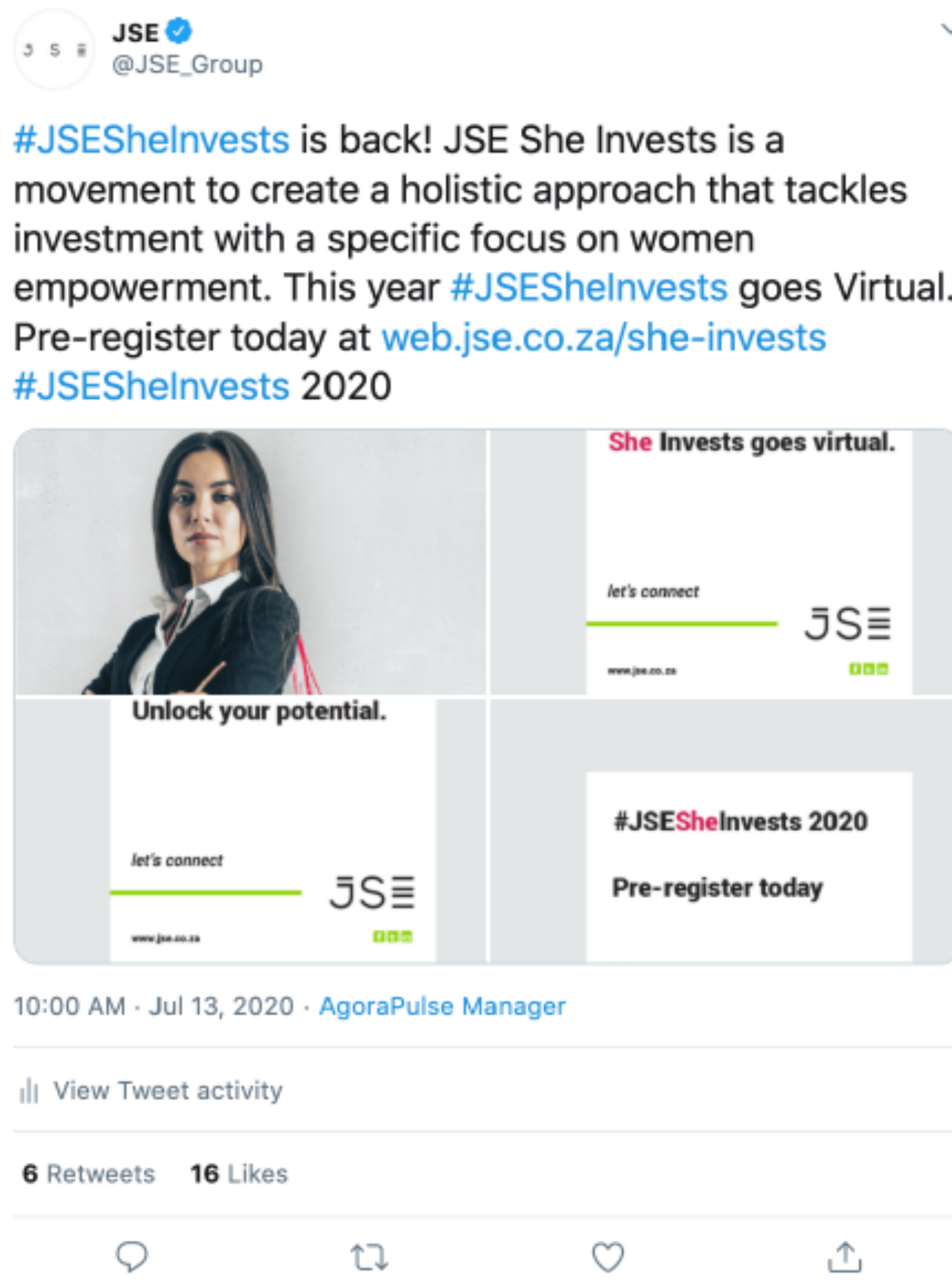


Top content

Best performing content published during the selected period. Based on engagement.



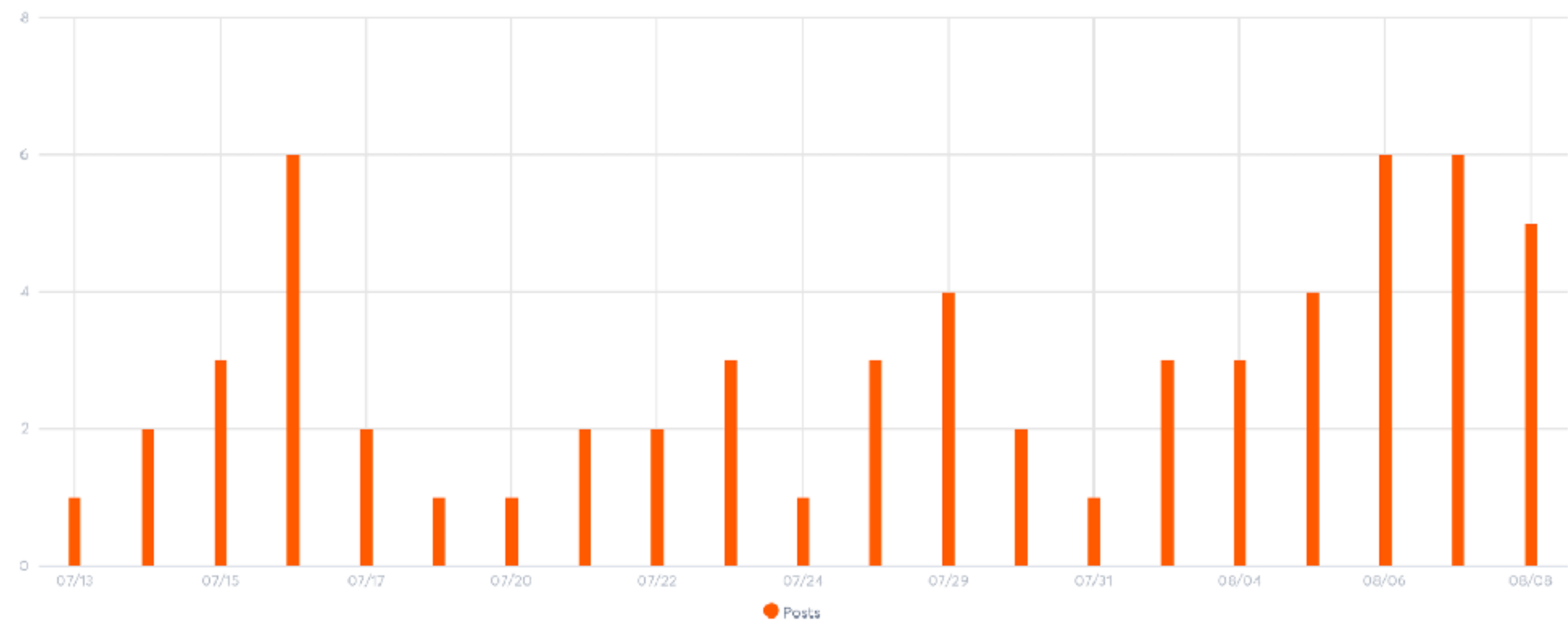
Twitter snapshot



LinkedIn snapshot

Publishing

Number of Posts published during the selected period.



The total number of Posts published is

61

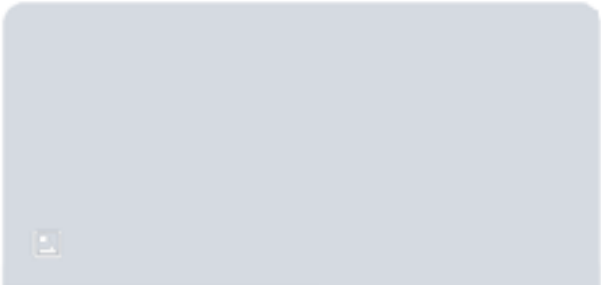
representing a variation of **+24.4 %** compared to Jun. 16 2020 - Jul. 12 2020

Top content

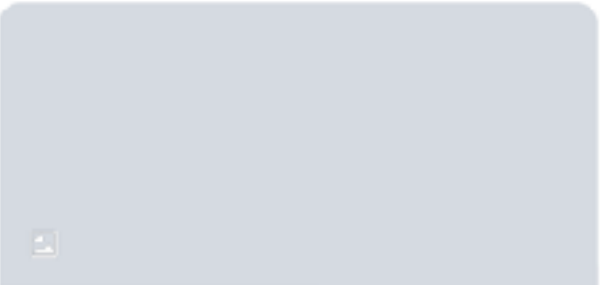
Best performing content published during the selected period. Based on engagement.



Aug. 6 2020	
Leila Fourie speaks to Bloomberg about the JSE and...	
Impressions	2.4K
Clicks	114
Likes	36
Shares	1
Comments	1
Engagement	152



Jul. 13 2020	
#JSESheInvests is back! JSE She Invests is a movem...	
Impressions	3.5K
Clicks	99
Likes	39
Shares	11
Comments	0
Engagement	149



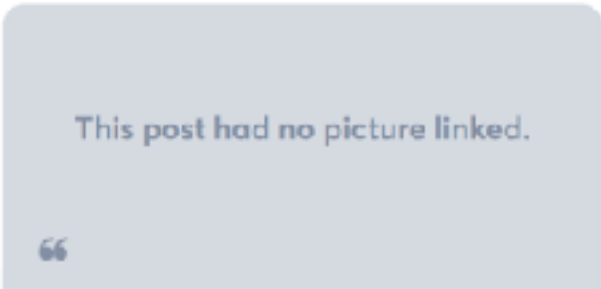
Aug. 8 2020	
Thank you for investing in yourself and each other...	
Impressions	3.2K
Clicks	74
Likes	49
Shares	1
Comments	1
Engagement	125

Top content

Best performing content published during the selected period. Based on engagement.



Jul. 27 2020	
All JSE employees to get four months of paid paren...	
Impressions	23K
Clicks	794
Likes	555
Shares	62
Comments	28
Engagement	1.4K



Jul. 27 2020	
We have introduced a gender-neutral parental leave...	
Impressions	9.4K
Clicks	250
Likes	159
Shares	36
Comments	8
Engagement	453



Aug. 5 2020	
The Johannesburg Stock Exchange (JSE) delivered pl...	
Impressions	7K
Clicks	136
Likes	114
Shares	9
Comments	1
Engagement	260


LinkedIn snapshot

JSE

44,443 followers

1mo •

#JSESheInvests is back! JSE She Invests is a movement to create a holistic approach that tackles investment with a specific focus on women empowerment. This year #JSESheInvests goes Virtual. Pre-register today at <https://lnkd.in/gk7aDxP> #JSESheInvests 2020




#JSESheInvests 2020

She Invests goes virtual. Unlock your potential.

Pre-register today

let's connect

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39

JSE

44,443 followers

1mo •

#JSESheInvests is back! Our 2019 addition was hosted by an array of incredible women, for women just like you. For women that have strength, power and the ability to change the world. #JSESheInvests goes Virtual. Pre-regist ...see more




#JSESheInvests 2020

She Invests goes virtual. Unlock your potential.

Pre-register today

let's connect

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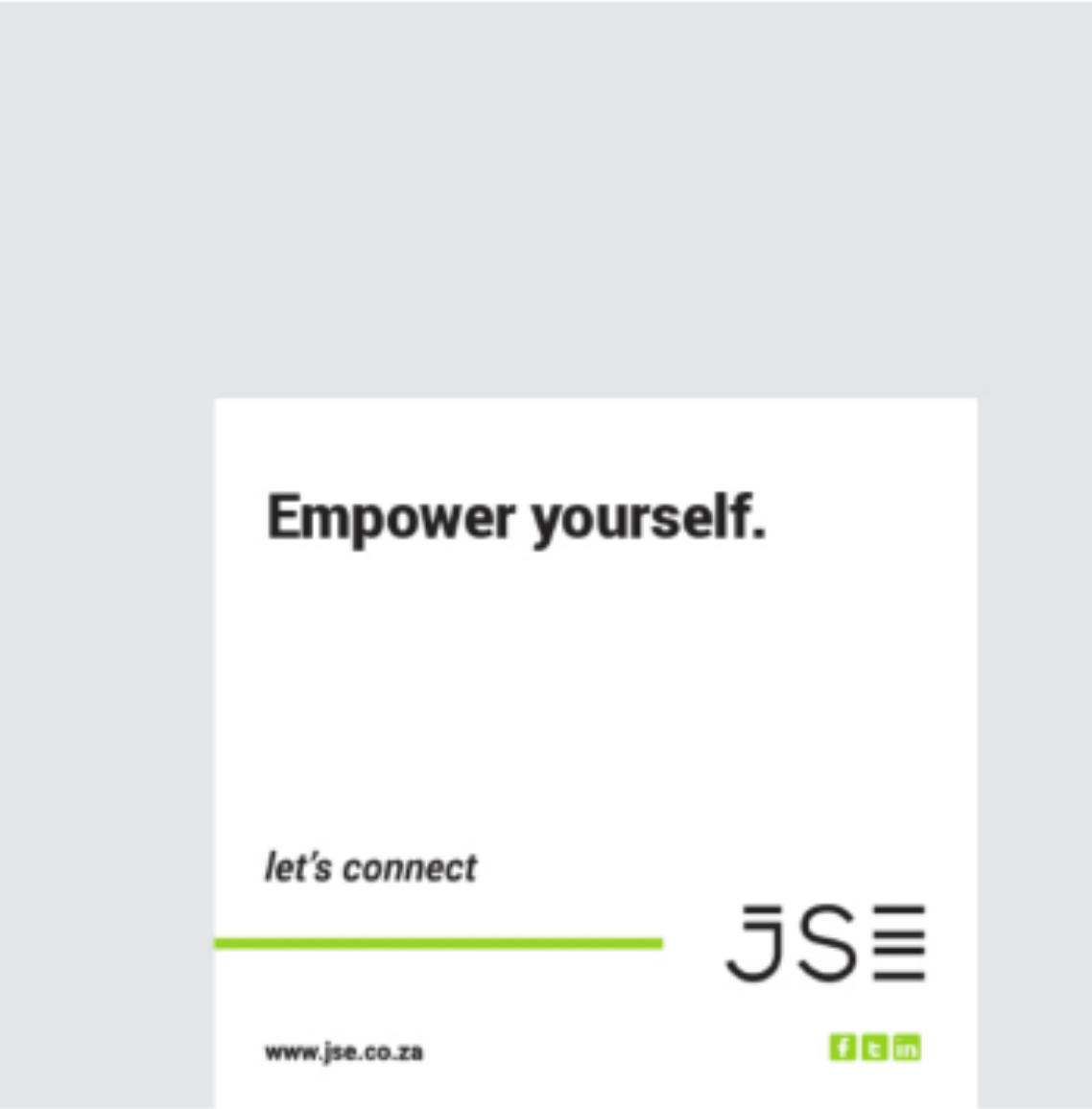
33 • 1 Comment

JSE

44,443 followers

1mo •


#JSESheInvests is a movement that gives you the opportunity to learn from and engage with multiple brands, experts and offerings all in one space. #JSESheInvests goes Virtual. Pre-register today at <https://lnkd.in/gk7aDxP> ...see more



Empower yourself.

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11



CONVERSE
#Clashwall



CHALLENGE

Inspired by the Winter 2014 Converse All Star sneaker collection, a series of vibrant, colourful and creative installations were produced worldwide. Converse approached SPACE to assist them in executing the final leg of this global campaign that was aimed at establishing the brand as the leader in its category by using a non-traditional activation to generate publicity by means of public relations and social media.

SOLUTION

SPACE recruited renowned street artist Rasty and his crew to embark on the creation of the largest Converse Clashwall in the world - A 53-meter-tall, 14 story work of art in the heart of Braamfontein and simultaneously developed a social media campaign to drive consumers to the activation.

RESULT

Converse supporters flocked to the city and tweeted their suggestions for the Clashwall. After 31 hours it was done, and the final execution was absolutely jaw-dropping. The activation became a trending topic on social media platforms, which saw Converse become a National talking point. The social media traction also resulted in a sales boost for the brand.

<https://youtu.be/-ZaDhHNp2iM>



ARC
GCARD3



CHALLENGE

GCARD3 is an inclusive, participatory process and an opportunity to shape the future. It encourages conversations for change in setting a new agenda for agricultural research for development and new pathways for uptake. SPACE was tasked with conceptualising and implementing the GCARD3 global conference in Johannesburg, South Africa. The conference hosted 300 delegates with participation from the wider academic and policy community through digital and social content production and distribution, including global live streaming of conference events.

SOLUTION

With content being at the centre of the campaign, SPACE utilised the conference as a content generation platform with live-streamed, pre-recorded and packaged sessions in addition to daily topical updates. Content distribution mechanisms allowed the world-wide community of experts to contribute to the discussion. SPACE delivered full conference organisation and logistics services, as well as marketing and content development, packaging and distribution.

RESULT

SPACE successfully created an opportunity for stakeholders across different sectors and regions to come together to confirm their commitment to a new sustainable development agenda and to tackle critical issues in agri-food research, food security and innovation. GCard became a trending topic online, with additional publicity generated by various media houses.

[https://youtu.be/ 3BZVXMSyL8](https://youtu.be/3BZVXMSyL8)



WHIRLPOOL
6th SENSE Media Dinner



CHALLENGE

Whirlpool's 6TH SENSE cooking range contains intelligent sensors and features that make life simpler, and revolutionise cooking. Leading up to the launch, Whirlpool required SPACE to conceptualise and execute an innovative media solution that would communicate Whirlpool's 6th SENSE range in a memorable way, consequently generating positive publicity on traditional as well as digital platforms.

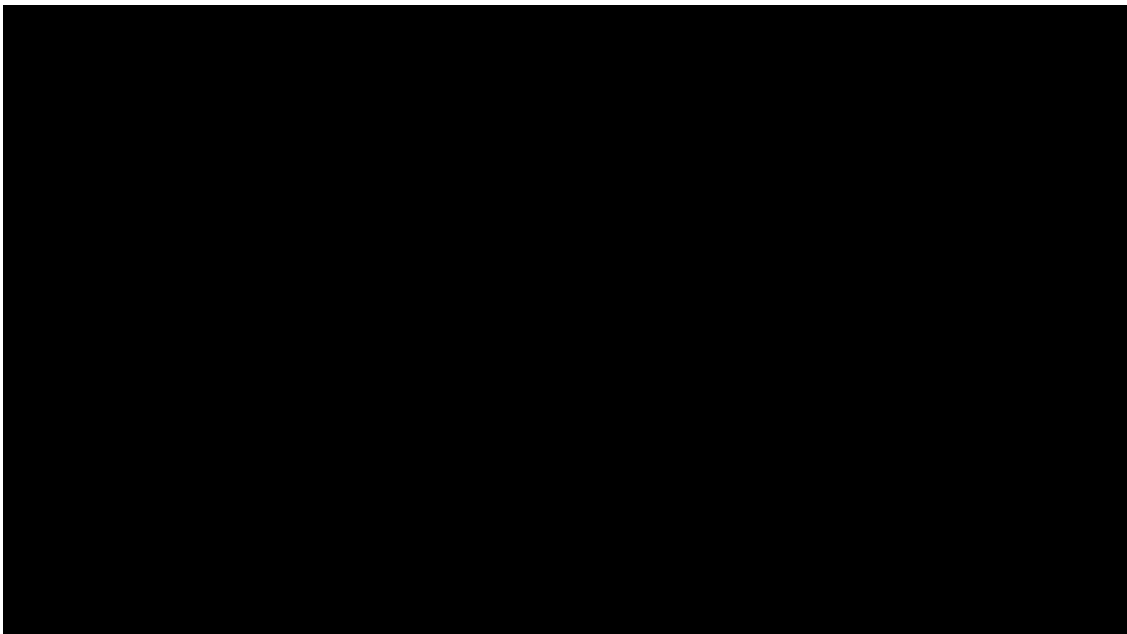
SOLUTION

SPACE wanted to give media guests a unique experience that would stimulate all their senses. Chef Matt Manning created a ten-course menu inspired by different regions in South Africa. As the different courses were served, the environment was transformed through various smells, sounds, tastes, textures and 360-degree visual projections.

RESULT

The #Whirlpool6thSENSE topic gained national traction with contributions from attending guests as well as members of the public. Whirlpool SA's online reach increased by 500% during the event, acquiring unique impressions from influencers like Sue-Ann Allen and chef Matt Manning. Mentions increased by 175% and digital publicity showed a return on investment of approximately R130,000.00.

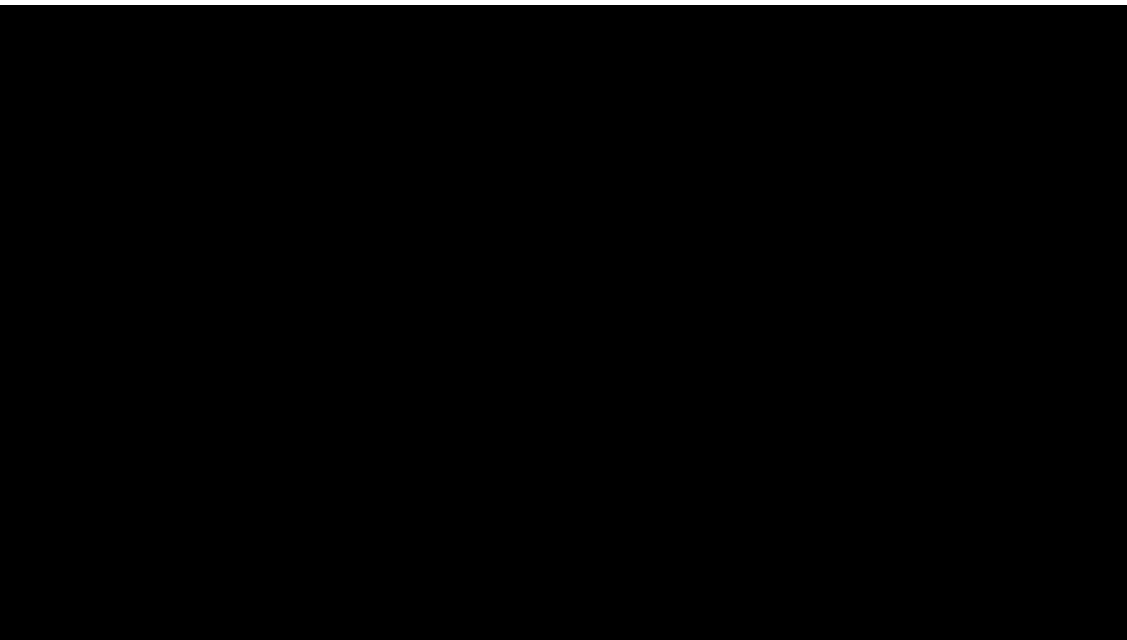
Video Production Examples



BMW - Next Generation Anchor Video

When BMW decided to launch their journey towards a new BMW plant, we advised that a strong narrative is set through an anchor launch video. This video would ne used in all future BMW Plant Rosslyn communication.

YouTube Link
<https://youtu.be/oBv2hLBRMDw>



BMW - Announcement Video

Using elements from the anchor video, we expanded footage into a media announcement video.

YouTube Link
<https://youtu.be/rTt6pmBCNGc>

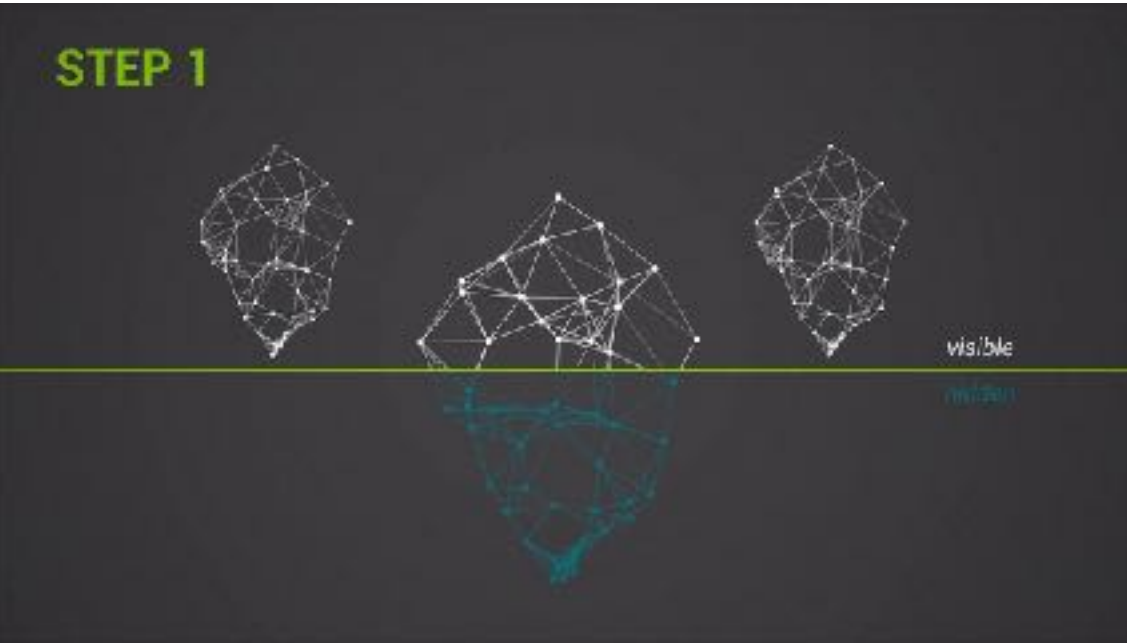


JSE - SHE Invest Highlights Video

SHE invest is a JSE project which takes place annually. This is an example of a highlights video.

YouTube Link
<https://youtu.be/qiavl0KUe5Y>

Video Production Examples



JSE - Iceberg Animation

The JSE introduced a new product and used 2D animation explain the features.

YouTube Link
<https://youtu.be/KtLOzEgo2PI>



Department of Labour - TV Ad

Department of Labour used 2D animation to explain some of their website features.

YouTube Link
<https://youtu.be/jQIELqQJ77Y>



JSE - Mailbox Concept

JSE used video as how-to guide on a new product.

YouTube Link
<https://youtu.be/1xUWcjaEG0g>