

powering *imagination*

POWER
PHILE

CHU | UMANCO



Contents.

2



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About us.

We connect what you say with how you look.

We're a team of innovative and strategic thinkers who believe in doing the ground work first, so we better understand your brand and what makes you unique. Genuine in our approach, we really care about the outcome of every project. This comes from loving our craft and feeling extremely lucky to enjoy every aspect of the creative process.

Most importantly, we believe in staying true to our values and collaborating with responsible companies that help make the world a better place.

As a marketing agency, we utilize our resources of creativity in the specialization of ultimate branding marketing strategies, planning and implementation, digital marketing and social media as well as designing, events creation and management.

**AB
OUT
US.**

Who We Are.

Chulumanco specializes in strategic, digital & social media marketing.

We offer brands communication strategies and implementation of innovative marketing concepts.

Viral campaign creators and marketers.
Bespoke eventing specialists.

Creation of customized audio-visual content and it's business management/usage, as well as the business management of various talents in entertainment,

Simply put, we're an independent media communications agency, ensuring trusted advice and partnership without conflict of interest.



What we do.

Chulumanco offers a comprehensive suite of services designed to cater for the marketing and business needs of Mzansi businesses. Our mission is to help companies increase their bottom line by maximizing ROI derivable from their marketing efforts.

Messaging Branding Advertising

- Strategic Positioning
- Brand Development
- Message Development
- Advertising Campaigns

Design

- Creative Direction
- Graphic Design
- Website Design
- Illustration

WHAT
WE
DO



What we do.

Chulumanco offers a comprehensive suite of services designed to cater for the marketing and business needs of Mzansi businesses. Our mission is to help companies increase their bottom line by maximizing ROI derivable from their marketing efforts.

Copywriting

Advertising & Marketing Copy

Photography Videography Motion Graphics

Creative Image Library Shoots
Creative constant for all usage
TV, Corporate & Video Content

Digital

UI
UX Development
Email Marketing

Social Media

Media Planning and Buying
Events Management

WHAT
WE
DO



Our Brand Creation Process.

PRO
CESS

1

BRIEF

Client Briefing
Stakeholder Meetings
Return Brief
Q&A

2

RESEARCH & DISCOVERY

Discovery Session
Client Interviews
Product & Service Research
Competitor Analysis
Audience Profiling
Discovery Session Report

3

MESSAGING

Messaging
Core Values
Mission Statement
What space you own?
USP Definition Salient
Messaging Key
Messaging
Conceptual
Messaging
Tagline

4

CONCEPT DEVELOPMENT

Concept Development
Logo
Brand ID
Strategic Visual
Treatment
Font Selection

5

BRAND ASSET CREATION

Brand Book
Image Library
Templates
Grand Graphics and Textures

6

BRAND ASSET COLLATERAL

Website Marketing
Collateral Image
Library Stationary
Sales Tools

7

GO-TO-MARKET STRATEGY

Campaign
Development
Advertising Material
Social Assets Direct
Marketing
About Us

Branding.

A brand name and logo is what any company revolves on. Identify and empower your business, marketing, and advertising with an innovative brand identity:

- Brand Naming
- Logo Design
- Branding Strategies and Campaigns
- Graphical Innovation
- Innovative Slogans

WHY SHOULD YOU ALWAYS ASSOCIATE YOUR BUSINESS WITH A BRAND?

Legal and Copyrights

Protect your innovations with an Associated brand

Business Authority

Customers always have loyalty towards a brand with good services

Message Association

Send a message with your brand logo

Innovative Identity

Associate your name with an innovative logo to be easily remembered

BRAN DING



Photography.

We take photos that are worth a thousand words!! We catch the important details with an artistic approach at each and every photoshoot.

- Product Photography
- Events Photography
- Corporate Photography

WHY IS PHOTOGRAPHY ESSENTIAL FOR ANY GROWING BUSINESS?

VISUALLY THRILLING

Visually beautiful images to connect with your audience

PROFESSIONAL LOOKS

Professional looking images that boosts your business authority

CROSS PLATFORM

Flexible content that can be used across any type of marketing

SHARE A STORY

Convey a message to your audience with visually beautiful images



PHOTO
GRAPHY

Graphic Design.

Modern and innovative graphic designs that drive customers attention.
Our creative designs are meant to provide your business with the best type of uniqueness.

- Logo Design
- Stationery Design
- Web Design
- User Experience Design
- Brochure Design
- Packaging Design
- Newsletter Design

WHY SHOULD YOU SPEND ON CREATIVE GRAPHIC DESIGN?

VISUAL IDENTITY

Empower your identity familiarity with a constant message

RICH MESSAGE

Convey your message with one creative design

PROVEN RESULTS

The real meaning of "One Picture Worth Ten Thousand Words"

CROSS PLATFORM

Useable content across all social media platforms and traditional marketing



Website Design and Development.

Empower your brand and enrich your user's experience with a highly interactive and innovative website built to offer the best user experience.

- Content Creation
- Website and Design
- Website Development
- SEO Optimized
- Domain Registration
- Advanced Hosting
- Technical Support

WHY SHOULD EVERY COMPANY HAVE A UNIQUE WEBSITE?

BRAND IDENTITY

Build your website to revolve around your brand identity

HIGHLY INTERACTIVE

Deliver interactive messages to your customers on your own website

CENTRALIZED EffORTS

Streamline all your marketing efforts to your website for higher conversion rate

CUSTOMIZEABLE

Customize and personalize to your own business goals

WEB
DESIGN

Marketing Strategy.

"The most effective marketing campaigns are always built on a robust and data driven strategy. With our carefully planned approach we provide effective, sustainable, and market-oriented marketing strategies.

- Environment Recognition
- Market Analysis
- Predict Risks and Opportunities
- Empower Strengths And Eliminate Weaknesses
- Competitive Analysis
- Integrate marketing Tools
- Measure results Accurately

WHY SHOULD YOU DEFINE A MARKETING STRATEGY?

COST CONTROL

Never waste expenses on an already doomed to fail channels

HIGH EFFECTIVENESS

Leverage the power of data driven strategies made for success

TOP COMPETITION

Explore opportunities and excel where competitors fail

DATA DRIVEN

Make all decisions based on aggregated accurate data



Influencer Marketing.

We help locate the best-fit influencers in South Africa and work with them to promote brands, products, and messages to a highly targeted audience.



PORTALS

Media Planning and Buying.

Media Planning and Buying

Get access to experts that helps your company handle all media-related tasks, from planning to execution

We also monitor results to achieve the best possible ROI.

Media Planning and Buying

Strategy & Performance

Media Planning and Buying

Media Monitoring

Media Promotion and Activation

OOH



Videos and Animation.

Convey a rich message and catch your audience's attention with an eye-catching video and animation to stand out from your competition.

- Scripting and Conceptualization
- Campaign Adverts
- 2D & 3D Animation
- Montages
- Short video (15 - 30 seconds)
- Highlight video (1 - 10 minutes)
- Promo video
- Documentaries
- Social Media videos & Reels
- Live Shoots
- Live Editing
- Post Production

WHY SHOULD YOU ENHANCE YOUR EFFORTS WITH VIDEOS?

RICH MESSAGE

Wrap your story within a simple yet eye catching video

ATTRACTS ATTENTION

Effectively connect with your audience visually

TIME-EFFECTIVE

Tell your story within 1 minute or less

ON-THE-GO

Reach your audience wherever, whenever on their mobile phones"



Events Management.

A Bespoke Backdrop For Every Occasion

Whether you are throwing a corporate event, getting married, or simply celebrating life, our fabulous team can design, coordinate and execute your tailor - made celebration.

- Events Management & Design
- Event Design & Concept Creation
- Event Management & Consulting
- Hospitality & Guest Management / Registration

We craft extraordinary events

Chulumanco Lilitha is a full service, premier events company that specializes in event and product planning and management. Our seamless approach to all strategies and projects provides our clients with turnkey solutions.

Exceeding Expectations

As a 100% young black owned events company, we have developed great rapport and connections with our clients over the years, and projects provides our clients with turnkey solutions.

From start to finish, we strive to plan and implement the perfect event experience that communicates the client's vision and exceeds their goals.



Events Management.

A Touch Of You ... In Your Event!

Chulumanco Lilitha strives to enhance the theme of your event and add a unique, glamorous touch.

From selecting the perfect venue to an imaginative theme, we event and add a unique, glamorous touch.

From selecting the perfect venue to an imaginative theme, we take care of every detail to make your event a stress free, seamlessly managed occasion for you and your guests to enjoy.

Unparalleled Eventing Experience

Chulumanco Lilitha offers a dynamic duet of expertise etched with a passion exception into tailor-made solution, spearheaded by style and sophistication.

The passionate professional at Chulumanco Lilitha honor their ethos of excellence by creating unparalleled eventing experiences that personalize our clients "BigPicture"



Events Management.

Personalized Bespoke Stationery & Gifting

If you are looking for a stationery set for your self, menu cards for your special dinner party, or to surprise your clients with something unique, we have the perfect package for you, suited to your preference and your purse-strings.

With simple, stylish designs and superior quality products, you'll make a lasting impression on your guests, friends, family and colleagues with our customized, bespoke stationery and gifting products.

Let's eat!

STARTERS

Italian selection – ciabatta, panini, focaccia, herb infused cheese sticks

Asian calamari salad

Smoked chicken with paw-paw and bean sprouts

Marinated peppers with buffalo mozzarella

MAINS

Mojo lamb shoulder, black peppercorn sauce

Roasted garlic gnocchi with braised pork ragu

Crisp fried line fish topped with prawns with sweet chilli and spring onion

Butterbean & sweet pepper salad with sweet chilli sauce & fine herbs

Chicken, walnut & red grape salad with curry dressing

Corn on the cob in seasoned butter

Roasted pumpkin with cinnamon sugar

Steamed aromatic basmati rice with cinnamon & star aniseed

DESSERTS

Millefeuille with lemon curd and cream

Malva pudding served with vanilla custard

Selection of ice creams & sorbets



Events Management.

Entertainment & Programme Directors

Finding the right programme director and entertainment to dazzle your guests and create a truly memorable experience is our forte.

Through our wide network of experienced and professional entertainment, we will create an experience that will captivate your guests from guest form the arrival to last dance.

“For unrivalled attention to detail, first class customer service and creative event ideas, we are your one stop shop”

Our Production portfolio includes events such as

- Bespoke Celebrations
- Conferences
- Award Ceremonies
- Farewells and Graduations
- Gala Dinners
- Networking & Product Launches

If you would like to accent our affair with excellence, allow Chulumanco Lilitha to spearhead your soirée with style, sophistication and a sprinkling of sensationalism.



Company Experience + Projects.

2025

- Marula Festival
- Metro FM Music Awards
- SABC SOCA
- SABC ALS Workshop
- Metro FM Fitness on the Beat
- SASSA CEO Stakeholder Engagements x9 Provinces
- SASSA Womens Forum
- SASSA (Postbank Card) Activations

2024

- Metro FM Awards
- Limpopo Marula Festival (Tourism Career Expo)
- Department of Tourism (National Tourism Careers Expo)
- SABC (Channel Africa)

2023

- Metro FM Awards
- Mapungubwe Arts Festival
- Limpopo Marula Festival (Tourism Career Expo)
- Gauteng Tourism Authority (Africa's Tourism Indaba)
- Nelson Mandela Youth Dialogue
- BRICS Youth Summit
- Limpopo Investment Conference
- Limpopo Tourism Agency (Heritage Month Launch)
- Phalaphala FM Royal Heritage Festival
- Institute of Directors SA
- NYDA (Nelson Mandela Youth Dialogue)



Company Experience + Projects.

2022

- GEPF Thought Leader Conference
- Annual Rail Safety Conference
- TETA Road to Immunity Community Campaign
- Heritage Careers Expo
- DSAC Youth Connect Heritage
- Limpopo Marula Festival (Tourism Career Expo)
- MTN Activations
- OR Tambo Homage Concert

2021

- EAPASA Conference
- Heritage Careers Expo
- MTN Stakeholders Breakfast
- SANDF (A Force For Good TV Series)
- NYDA (Exhibitions, Youth Seminars + Workshops)
- Limpopo Tourism Agency (SMME Exhibitions)
- DSAC Youth Connect Heritage
- Bleep App (Digital Marketing)

2020

- Phalaphala FM Royal Gospel + Heritage Concerts
- Limpopo Marula Festival (Tourism Career Expo)
- SANDF (A Force For Good TV Series)
- NYDA (Exhibitions, Youth Seminars + Workshops)
- DSAC (MEC, HOD Artists + Sports Talent Covid-19 Messages)



Company Experience + Projects.

2019

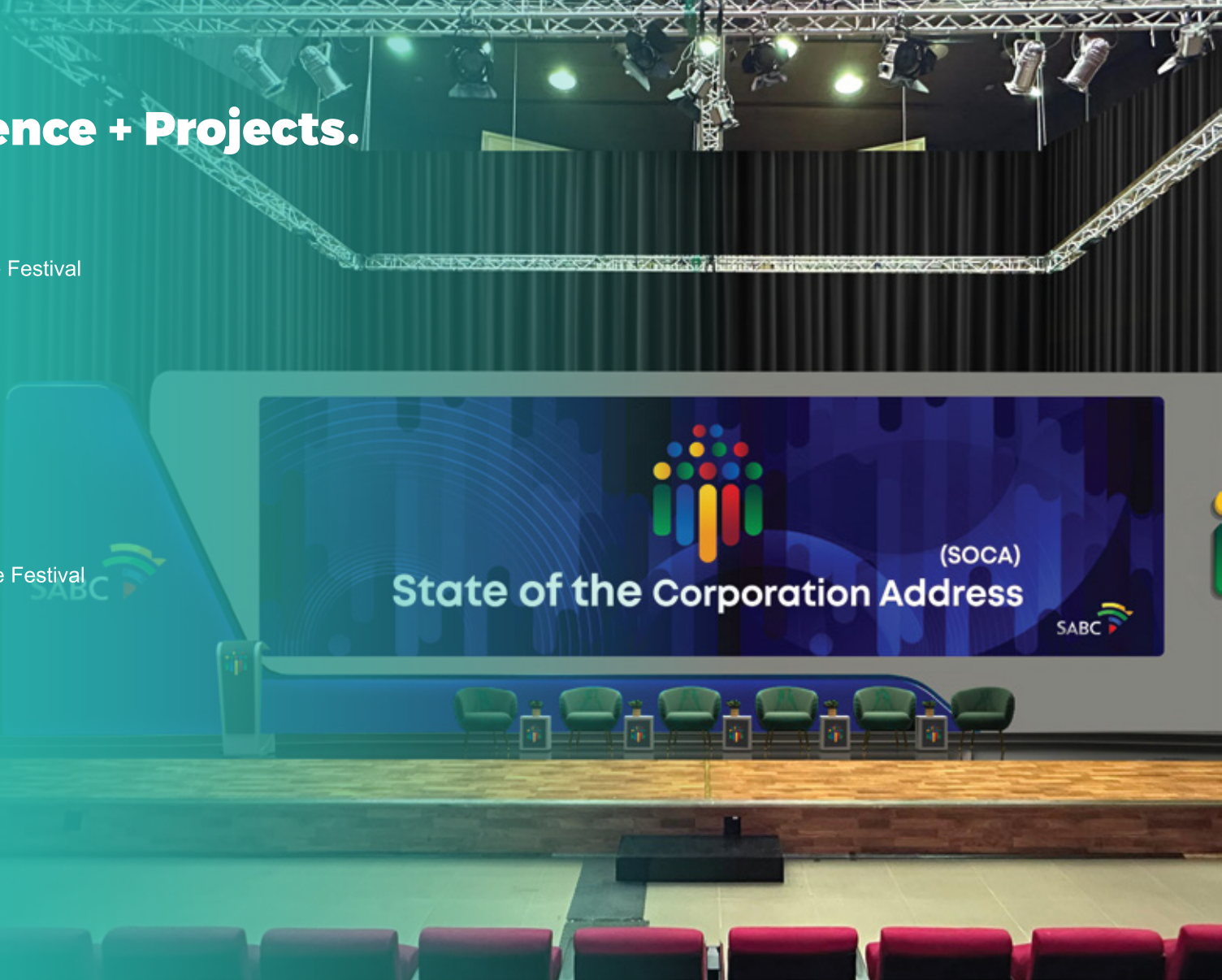
- Kelloggs World Food Day Breakfast
- SANRAL Road Safety Breakfast
- Phalaphala FM Royal Gospel + Heritage Festival
- Barlworld Year End Function
- SANDF (A Force For Good TV Series)
- NYDA (Business Management Training)
- Buyel'Ekhaya (Event Consulting)

2018

- DStv iRock Media Festival
- SANDF (Suppliers Day)
- SANRAL (Road Safety Breakfast)
- SASSA (New Card Swap Activations)
- Phalaphala FM Royal Gospel + Heritage Festival
- MTV (MTV Mammamas Event Consulting)

2017

- FNB (Activations)
- Macufe (Event Management)
- NYDA (South African Youth Awards)
- SANDF (Armed Forces Day)
- DStv iRock Festivals
- Metro FM Heatwave (Event Consulting)



PORT
FOLIO

Works.

 CHUMANCO



Works.

EPPF logo design.

Collaborated with KNS on the design of the EPPF logo formerly known as Eskom Pension and Provident Fund

PORT
FOLIO



eppf

Caring Beyond Tomorrow





Works.

EPPF Corporate Identity Manual



PORTFOLIO

Works.

Summer of Togetherness
Creative Design

PORTFOLIO



Works.

National Tourism Careers Expo
Information Booklet Design





Works.

National Tourism Careers Expo
Information Website Design





Works.

SAA Airscape Magazine Design

PORT
FOLIO





Works.

NMYD Information
Booklet Design



PORT
FOLIO

Works.

Annual Report Design





Works.

EPPF website design

PORTFOLIO



Works.

NYDA
Media Buying



Street Lamp Pole Posters



Outdoor Billboard

Works.

NYDA
Media Buying



Newspaper Advert



Wall Mural

Works.

SASSA
Media Buying



ATM Adverts



TV Storyline Integration

Works.

SASSA
Media Buying



Newspaper Advert



Outdoor Billboard

Works.

Channel Africa
Creative Design
Media Buying

PORTFOLIO



Works.

ATM Adverts

PROFIT

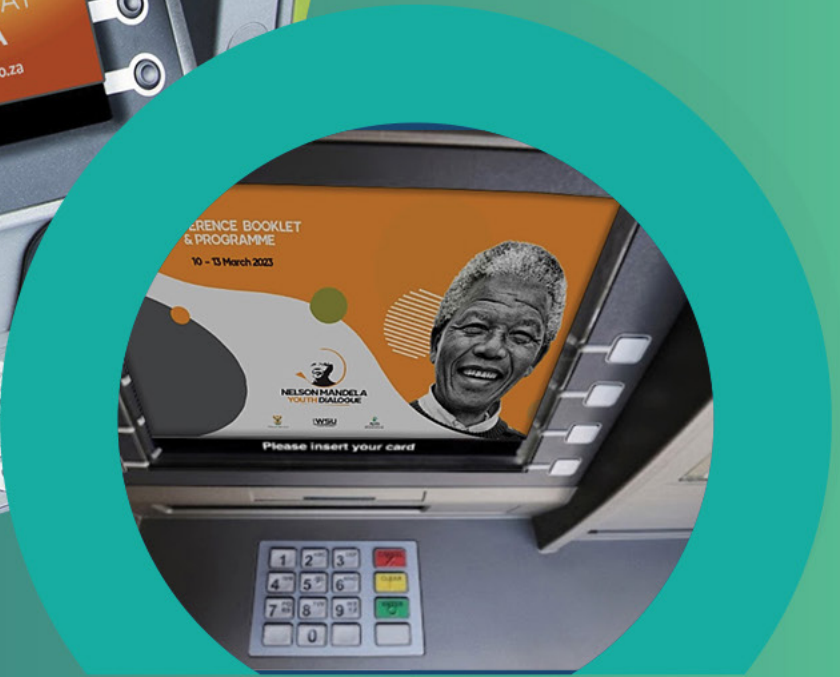




Works.
ATM Adverts

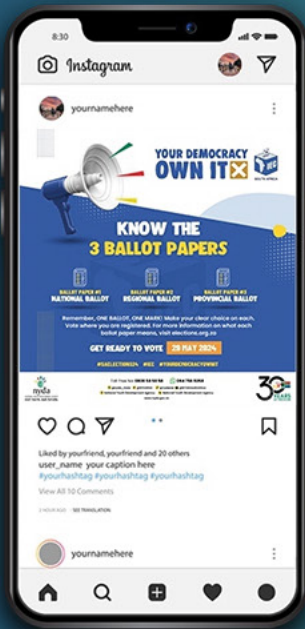


ART
LIO



Works.

Social Media Post Boosting



YOUR DEMOCRACY OWN IT IEC SOUTH AFRICA

KNOW THE 3 BALLOT PAPERS

Remember, **ONE BALLOT, ONE MARK!** Make your clear choice on each. Vote where you are registered. For more information on what each ballot paper means, visit elections.org.za

GET READY TO VOTE 29 MAY 2024

#SAELECTIONS24 #IEC #YOURDEMOCRACYOWNIT

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YOUR GATEWAY TO AFRICA

SCAN ME

WWW.CHANNELAFRICA.CO.ZA

The African Perspective
Your gateway to Africa.

Zanele, Jethro733 and 2K others · 26 Comments 2 Shares

Like Comment Share

Works.

Digital Media Buying

The screenshot shows the BusinessDay website interface. At the top, there is a navigation bar with the BusinessDay logo, social media icons, and a search bar. Below the navigation bar, there are several menu items: MARKETS, OPINION, NATIONAL, POLITICS, COMPANIES, ECONOMY, BUSINESS, WORLD, SPORT, LIFE, BUSINESSDAY TV, E-EDITION, PARTNERS, and OUR NETWORK. The main content area features a large banner for 'BEE ALIGNED SKILLS DEVELOPMENT PARTNER.' with the tagline 'LEADERSHIP | FOCUSED | PASSIONATE'. The banner includes images of paper airplanes and origami cranes. Below the banner, there are sections for 'Politics National', 'Companies', and 'Markets'. The BusinessDay logo is visible in the bottom right corner.

The screenshot shows a close-up of the BusinessDay website. The top navigation bar includes the BusinessDay logo, social media icons, and a search bar. The main content area features a large banner for 'BEE ALIGNED SKILLS DEVELOPMENT PARTNER.' with the tagline 'LEADERSHIP | FOCUSED | PASSIONATE'. The banner includes images of paper airplanes and origami cranes. Below the banner, there are sections for 'Politics National', 'Companies', and 'Markets'. The BusinessDay logo is visible in the bottom right corner.

Technology firm Aclara has reported a strong set of results at the halfway stage, increasing profit more than 100% primarily driven by the performance of the platform segment.

The group reported profit after tax for continuing operations for the six months to end-August of \$286m from \$155m a year ago, while basic earnings per share (EPS) of 76c, were also up more than 100%.

An interim dividend of 40c per share was declared, up 60%.

Revenue for continuing operations was 2% lower at \$4.8bn. The AT&T Business was sold in July 2023, with four months trading included in the second-half results. It will be announced on 10 October.

Works.

Digital Media Buying



Search IOL



NEWS

OPINION

BUSINESS

LIFESTYLE

ENTERTAINMENT

SPORT

TRAVEL

NEWSPAPERS

SUBSCRIBE

**YOUTH DAY
COMMEMORATION EVENT
& OPPORTUNITIES EXPO**
16 - 17 JUNE 2023
DR PETRUS MOLEMELA STADIUM
MANGAUNG, FREE STATE
KEYNOTE ADDRESS
MR EXCELLENCY DEPUTY PRESIDENT
PAUL MASHATILE

Accelerating youth economic emancipation for a sustainable future

Logos: Republic of South Africa, NDP, myda, LEADING ONE ENERGY, Department of Education, Department of Basic Education

News

MORE >



Four arrested for pitch invasion, selling fake tickets at Kaizer Chiefs

Former financial officer at Lekwa Teemane municipality arrested for R167,000 fraud

By Sinenhlanhla Masilela | Published 2h ago

Parliament warns of revenue loss and security risks as meter update deadline looms



SAIPA launches groundbreaking initiative - elevates access to accountancy with complimentary 12-month membership

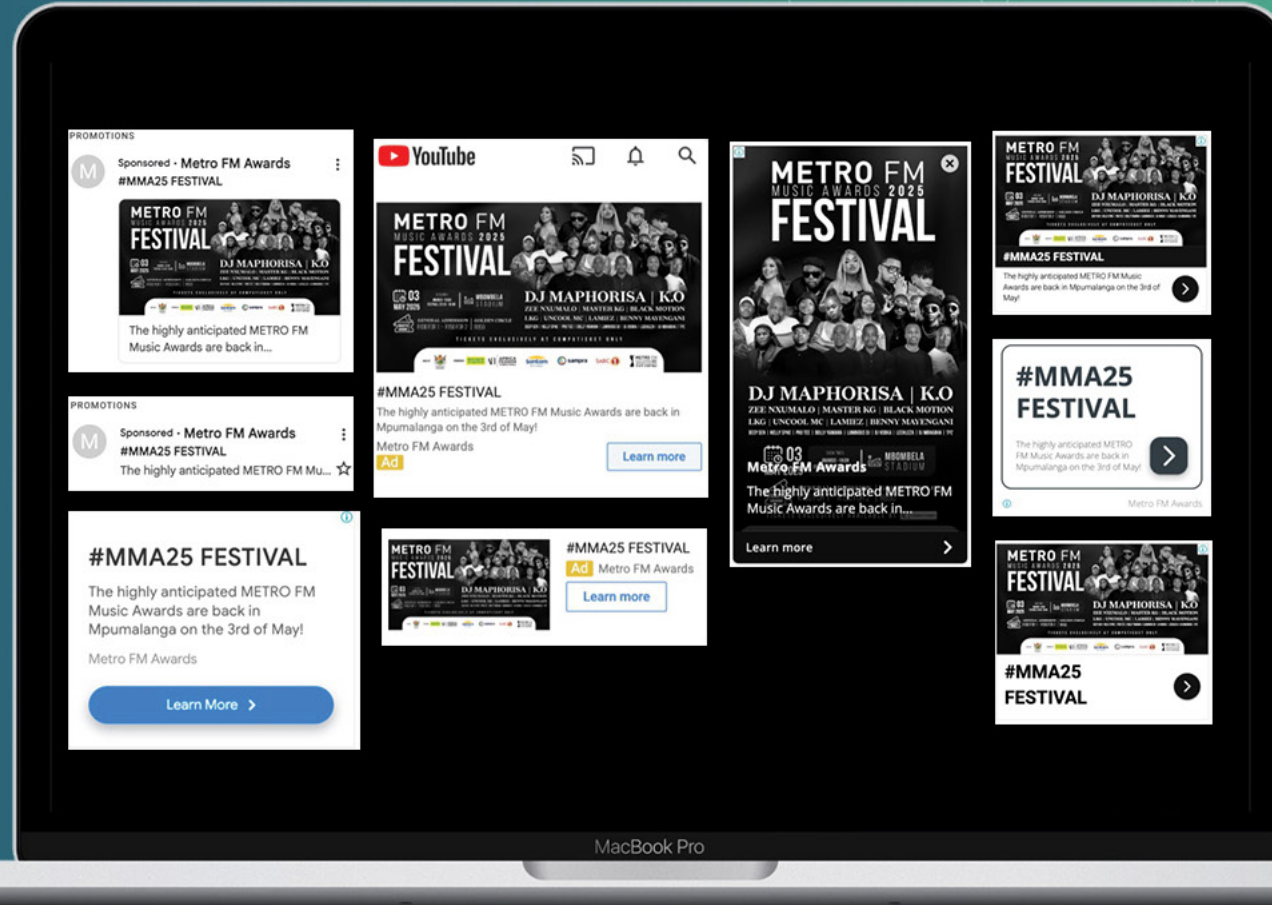
By IOL Reporter | Published Oct 16, 2024

Advocate and two cops granted bail for soliciting R400,000 bribe from arrested businessman

By Sinenhlanhla Masilela | Published 4h ago



Works. Google Ads

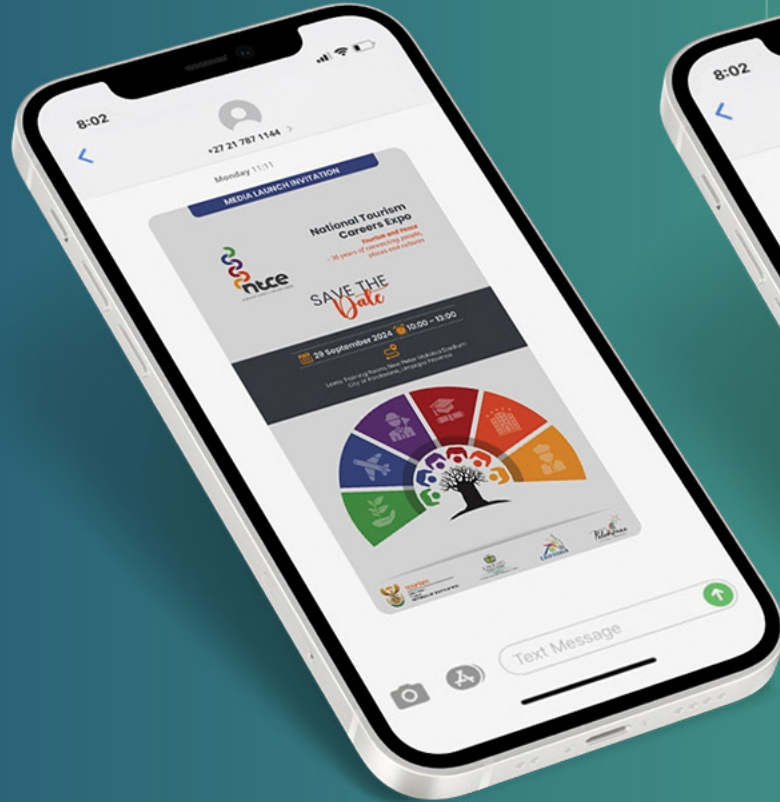




Works.

Mobile Compliant Ads

PORTFOLIO





Works.

EPPF Bulk eMailers design and Processing



PORTFOLIO



Works.
Newspaper Adverts



PORTFOLIO



Works.

Video Production

PORTFOLIO





Works.
Video Production

PORTFOLIO





Works.

Video Production

PORT
FOTO



14

14

15

15

16

16



**MZANSI
MAGIC**
CHANNEL 161
MZANSIMAGIC.TV



Ogodweni Rd
Vehicular Bridge

The Welisizwe Bridges Project,
a beacon of hope and connectivity



THABISO JEFFREY MOFOKENG
STAFF SERGEANT

From the beginning of the bridge
until the bridge is done.



Works.

Video Animation

PORTFOLIO





Works.
Video Animation

PORT
FOLIO





Works.

Corporate Branding and Printing

PORT
FOLIO





Works.

NTCE Creative Design

PORTFOLIO





Works.

Car Branding



PORTFOLIO



Clients.

CLIENTS





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LET'S
TALK



powering *imagination*

PROFILE

CHU | UMANCO