

urban soul

communications

1. COMPANY PROFILE “Where Passion and Intellect Meet”

U*rban Soul* is the creative mindset and vehicle of a group of individuals who utilize creative expression, cutting edge marketing and communication strategies to articulate the ideas and needs of our clients in the public and private sectors. Our rationale is grounded in understanding that traditional communications alone is no longer adequate in communicating pertinent issues in the ever evolving socio-political climate of the Southern African region.

2. OUR TEAM

U*rban Soul* Communications (PTY) LTD is an award winning Black Empowerment Communications Company established in 1999. It currently employs on a full and part time basis eight consultants with an equal gender and racial complement of skilled personnel. With a particular bias toward communications in the developmental arena, Urban Soul has been a fore leader in pioneering popular communications strategies and in utilizing ethnographic and visual anthropology techniques when articulating our client’s messages.

Urban Soul has 16 years experience in Public Relations, popular communication methodologies, and development communications strategies. With an in-house production division of film production, sound production and print facilities Urban Soul is self-contained to produce from concept to final product across the multi-media platform.

Our company has been the leading PR agency in the marine sector and to date has documented the building and launched 12 ships for the African continent. We recently documented the building of the 1.3 billion rand Polar Research Vessel in Rauma, Finland and launched the ship in May 2012 in South Africa.

Designed to provide turnkey communications & marketing solutions the Urban Soul team have worked together since 1998 and understand the importance of developing messages that are consistent, have continuity and

are relevant. Heading up our team is **Greg Davids**, our **Managing Director**, a writer, director and producer with 25 years in the communications and project management environment. It is Greg's role to conceptualize an approach, design a strategy, and related budget and implementation framework, and then to produce the final project. Greg has helped pioneer several popular communications strategies, which ensure that our client's projects are conceived with innovation and creative vision.

Trevor McPherson is our award winning **multi media Director** whose chief function is as video editor and motion graphic specialist. Trevor is a first call filmmaker and cameraman and pioneers in the latest digital editing arena. He interprets, designs and co-ordinates the audiovisual requirements for our productions and manages our production crew and outsource production associates to ensure flawless multi-media presentations.

Fiona Davids is our **event Director** and has 25 years of experience as a decor specialist and gourmet chef. She has owned her own catering business, Urban Soul sister companies, Soul Foods and decor business Notorious. Fiona is able to engage the industry to the best advantage of our clients when it comes to menu design and costing. Her decor skills and knowledge of fabrics has been the result of very creative yet still cost effective solutions.

Paul Sedres, is our senior **event manager** and coordinates our PR team. He has 20 years experience in high level music events and is part based at Urban Soul Cape Town and part based in Paris, France where he coordinates a number of music related projects. Responsible for implementing our unique PR strategies, Paul champions our approach that we are a PR and event company that is not content in just broadcasting the message, we are integral to its design.

Primrose Mrwebi is our **PR manager** and is responsible for our public relations activities. Her experience ranges from writing magazine copy, reviewing books and theatre, producing & performing poetry in productions, facilitating creative writing workshops and organizational development. She has contributed to Woman's titles such as Cosmopolitan, Fairlady, Abafazi, Bona, and many more.

Zane Carrim is our **logistics manager** and has a wealth of experience in managing some of the biggest events in South Africa for clients such as Coca Cola, Standard Bank Jazz, Mnet/ Supersport and The Cape Town Jazz Festival amongst many others. Zane is a multi-disciplinary professional, is well traveled and responsible for turning into reality the creative concepts Greg and the team design.

Evert Malijani is our **PA** and is also responsible for **project and production planning** and **manages** our **outsource suppliers**.

Mthuthuzeli Cuba is our audio studio **engineer** and manages the **Urban Soul SoundLab** voice databank which is the first designer casting agency for black voice artistes. We provide voice talents for radio, television and ad agencies and focus on developing the 'until now' scarce black professional voice.

Lood van den Berg is our **assistant multi-media editor** and because of his training, he straddles both communications and post-production. He is a 2009 3rd year graduate from the CPUT and has majored in PR with a definite leaning toward film production. He is undergoing both film editor training with Trevor and communications management training with Greg. This all around

competency is a usual hallmark of Urban Soul staff and is what gives us our edge.

Our project team always includes one consultant who is a specialist on the subject/ area we are contracted to design interventions for and is sourced from our extensive and longstanding associate network base.

Our suppliers and outsource consultants are 100% PDI status and have a long history with Urban Soul which has been nurtured over many top profile projects. They are the best in their respective industries. Suppliers are selected for their specialization in specific areas and for the quality and suitability of product.

3. OUR UNIQUE SERVICES

3.1 Public Relations & Media Management

A *turnkey* operation, Urban Soul does not just broadcast the message we are integral to the development of the concept. We utilize our familiarity with and our extensive network in print, radio and television media and thus ensure the appropriate coverage of an event. We provide follow-up assessments to ensure that the core message of the event was successfully communicated and reinforced.

- ***Radio and Film*** production for educational, corporate or broadcast
- ***Conceptual Design and implementation*** of seminars, conferences and promotions
- ***Artist booking and Management***
- ***Road Show concepts***
- ***Communications Project Management***
- ***Incorporating*** communications for project management and communications for development strategies
- ***Business solutions*** design and implementation
- ***Organize and Implement*** – we arrange and manage the logistics and activities necessary to execute a professional PR event.
- ***Marketing Support*** – we assist companies in developing their marketing strategies and then implementation some of those strategies.
- ***Social Responsibility/Equity/Development*** – An integral aspect of Urban Soul’s involvement in development and its ties with diverse communities and grassroots projects puts it in a unique position in assisting government and the corporate sector in designing and managing its social responsibility programmes. We have an excellent understanding of historically disadvantaged communities, their interests and social requirements. The design of ideologically sound and workable social responsibility projects is vital for its desired impact and sustainability

3.2 FILM & RADIO PRODUCTION

3.2.1 Technical

U*rb***n Soul** has state-of-the-art in-house film production and sound facilities. We have fully equipped suites to produce broadcast quality cinematography. We are leaders in producing audiovisual material for various corporate formats (email; power point; web; cell phones or into the latest electronic media requirements).

We film utilizing: 1 x Sony HD EX1 digital camera 2 x Cannon XM 2 mini digital cameras

1 x Cannon 5D MkII DSLR

Seinnheiser ME 66 Professional sound kit

ProLab Lighting Gear

We edit on: 8 Core Apple Mac with Adobe CS 5 Premier Production edit suite

We have a state-of-the-art in house sound recording suite with voice booth and provide final mix and mastering facilities. Our Sound Suite is an Apple Mac with PRO TOOLS engineering software.

4. EXPERIENCE & QUALITY

U*rb***n Soul** designs communications and marketing solutions and produces documentaries, commercials, advertorials and infomercials for some of the largest companies/departments in the corporate, retail and government sectors. Urban Soul has been preferred external production house for a number of SABC current affairs programs.

Our productions are utilized internationally for public broadcast, closed circuit advertising and in corporate communications & marketing requirements. Amongst these the SA Government, Damen Shipyards Netherlands, STX Shipyards Finland, Sanlam, Engen, Woolworths, Alu-Safe International, SABC and several departments within the Provincial Administration of the Western Cape are a few of our regular clients.

Since Greg Davids and Trevor McPherson's pairing in 2000 as director/producer and cameraman/editor, they have become renowned and sought after for their style of product. The success of their concept is that they form the core competency of the film unit and are able to conceptualise and produce our clients' objectives through these combined abilities. Greg sees the bigger picture, whilst Trevor and team see the detail.

We believe that the greatest challenge facing SA communicators is to produce products that are designed in a way that tells our story from a South African perspective, taking into account the very broad cultural base and divergent conditions prevalent in our country. In order to achieve these technical and conceptual standards we have allied ourselves with a nationally and

regionally based, forward thinking, professional set of multi media experts and enablers of creative and technical solutions.

5. OUR COMMITMENT

To provide our clients with timeous and consistent service levels

- To deliver superior value added service
- To be innovative, creative and qualitative in our execution
- To approach every project with conviction and clarity of vision
- To offer opportunities to those, who like us, were deprived in the past because of gender, race, creed or any other perceived disability.
- To be cognisant and respectful of our diverse cultures
- To build our clients and our own capacity in a manner which ensures sustainable and competitive advantage in the market place.
- To conduct our business with loyalty, integrity and transparency

6. OUR COMPETITIVE ADVANTAGE

Our creative ability

- 40 years combined corporate and community experience in communications
- 6 High-profiled individuals with specialist skills honed in Government, Business and community environments.
- Vital links & strong networks
- Diverse cultural experiences reflective in business approach and marketing solutions
- Event and project management solutions for all market sectors

7. DOCUMENTATION OF PAST VIDEO & RADIO PRODUCTIONS, PR COMMUNICATION STRATEGIES & EVENTS

7.1 VIDEO & RADIO PRODUCTIONS

WESTERN CAPE TOURISM BOARD

MARKETING VIDEO

METRORAIL

12 x 25 min VIDEO NEWSLETTERS

CAPE FISH

CORPORATE VIDEO

SWEET ORR & LYBRO

CORPORATE VIDEO

WOOLWORTHS

CORPORATE VIDEO

PROVINCIAL ADMINISTRATION of the WESTERN CAPE

"RECONCILIATION DAY"

AZANIAN FISHING

CORPORATE VIDEO

SABC: ACTUALITY STORIES 2001-2003

- FOETAL ALCOHOLIC SYNDROME
- KUS
- ONS IS GATVOL
- WIE SE KUS IS DIT? -
- ELANDSKLOOF
- A NEW DAWN – ANGOLA
- POWER IS IN HEALING

TOURISM DIRECTORATE

MARKETING VIDEO

ACHIEVEMENT AWARDS

MARKETING VIDEO

WALKTHROUGH VIDEO

SMIT AMANDLA

MARKETING VIDEO 2005 & 2008

THE BUILDING OF THE SMIT LA PUMA

SALVAGE OPERATIONS STILL & VIDEO

PROTEA GROUP

MARKETING VIDEO

SANLAM

SANLAM PRIDE VIDEO 2009

SANLAM GROUP MARKETING VIDEO 2010

SANLAM DIVISIONAL CORPORATE VIDEOS

COMMUNITY PROJECTS – MINI-DOCUMENTARIES

§ CERTIFICATE OF YOUTH TRAINER PROJECT – MITCHELLS PLAIN

§ MAMELA MUSIC PROJECT - MANENBERG

§ AFRICAN MUSIC PROJECT – CAPE TOWN / ZIMBABWE

§ TRAINING VIDEO

§ WE-SHOP DISABLED PROJECT – KUILS RIVER

§ GOLDEN ARROW BUS FOUNDATION – PORTFOLIO OF OUTREACH PROJECT

§ CHORAL PROGRAMME – ARTSCAPE COMMUNITY PROJECT

DEPT. OF SPORTS, ARTS & CULTURE – NORTHERN CAPE

MAYIBUYE – DOCUMENTARY: 50TH COMMEMORATION VIDEO

ARTSCAPE

§ ARTSCAPE SCHOOL ARTS FESTIVAL VIDEO

§ VLOOI VIDEO

BIO MATRIX MARKETING VIDEO

INTERNATIONAL MARKETING VIDEO (JAN '02)

SABC: ACTUALITY STORIES

- QUICKSILVER
- PERLEMOEN & LINKS
- An average of 3,9 minute stories for Focus (SABC 3) per month

DEPARTMENT OF TRANSPORT & PUBLIC WORKS

§ MOBILITY STRATEGY VIDEO DOCUMENTARY (MARCH. '03)

QUAYSTONE PROJECTS LAUNCH VIDEO

- LAUNCH VIDEO DOCUMENTARY (APRIL. '03)

GOLDEN ARROW FOUNDATION

- GOLDEN ARROW FOUNDATION CORPORATE VIDEO (MAY '03)

AJ CHARNAUD & CO

- INTERNATIONAL MARKETING VIDEO (JULY '03 & FEB '07)

PARLIAMENTARY MILLENIUM PROJECT

§ Video Interactive CD Rom commissioned by the Frene Ginwala on the Perspectives in and of Africa Parliamentary Exhibition (AUG 03- current')

FAROCEAN MARINE

- Documenting of MCM Patrol Boat building process, marketing video and sea trails (NOV 03- JULY 2005)

- Documenting of RIM ferry - Shikukulele

THE DEPARTMENT OF TRANSPORT AND PUBLIC WORKS

- GEORGE MOBILITY STRATEGY VIDEO DOCUMENTARY (FEB '04)

THE CITY OF CAPE TOWN

- CITY OF CAPE TOWN MOBILITY STRATEGY VIDEO DOCUMENTARY (MAY '05)

- VELO MONDIAL CONFERENCE PROMOTIONAL VIDEO (MAY '05)

THEBE TOURISM

- THEBE TOURISM INTERACTIVE MARKETING VIDEO (JUNE '05)

ARTSCAPE

RECORDING, FILMING, DOCUMENTING AND PACKAGING ALL OF THE AUDIENCE

DEVELOPMENT PRODUCTIONS FROM JAN '05 TO DECEMBER '05 INCLUDING;

- NOSEL' EYIBETHILE AKAKAYOJI

- TOORBERG

- TIRISANO SCHOOL PROJECT

- YOUTH JAZZ CONCERT

- EISTEDDFORD

- JAZZ WORKSHOPS

SABC

- SPECIAL ASSIGNMENT POST PRODUCTION - ANNEISE BURGHESS (2 awards)

- FOCUS - FREEK ROBINSON (3 awards)

- ONS STUKKIE HEMEL-24 MINUTE MINI DOCUMENTARY (STORY & FULL PROD)

- MCM EXPOSE (STORY & FULL PROD)

DEPARTMENT OF ENVIRONMENTAL AFFAIRS & TOURISM

- LILLIAN NGOYI MINI DOCUMENTARY

- RUTH FIRST MINI DOCUMENTARY

- VICTORIA MXENGE MINI DOCUMENTARY

- SARAH BAARTMAN MINI DOCUMENTARY

MASKEW MILLER LONGMAN

Educational Video

7.2 COMMUNICATIONS STRATEGIES, LAUNCHES, EVENTS & CONFERENCES

SPIER

- Conducted quantitative marketing research
- Developed marketing strategy

PAIGES SECURITY INTERNATIONAL

- PR strategy & communications
- Launch of company

WESTERN CAPE TOURISM BOARD

- Developed ten year marketing strategy
- Devised meander programme for Western Cape Tourism Routes

GENDER ADVOCACY PROGRAMME

- Conducted market research

NATIONAL DEPARTMENT OF WATER WORKS

- Managed Water Week Programme – Cape Town

CAPE FISH

- PR strategy & communications
- Launch of company

TUNA MARINE

- PR strategy & communications
- Launch of new factory

COMPASS TRAWLING

- PR strategy & communications
- Media management
- Launch of company

SILVERSANDS HOUSING PROJECT (GERMAN)

- Managed a market research project in various suburbs of Cape Town

LAND CLAIMS COMMISSION

- Managed the land claim process submitted by the Dysseisdorp community. (1-year contract)
- Organised workshops (Crisis Management & Land Development Forum)
- Published a monthly newsletter
- Designed an implementation framework for area and LCC
- Designed and managed conflict resolution process for stakeholders

SHELL

- Managed 6-month market research programme – “Shell Mystery Shopper Programme” – local and national as far as Namibia & Botswana

MELISSA STEYN – UCT FACULTY OF HUMAN RIGHTS

- Managed book launch
- Media management
- T-shirt design
- Marketing of “Whiteness is just what it used to be” book

DEPARTMENT OF SPORTS, ARTS & CULTURE – NORTHERN CAPE

- PR strategy & communications

- Managing workshops
- Managing & production of African Rendezvous Concert
- Consulting & progress design for Northern Cape artist development.
- Consulted and designed Arts development programme

DEPARTMENT OF SOCIAL SERVICES

- Communication & Event strategy for Budget Speech
- PR Contract
- Media Management
- Design of brochure
- Organising media breakfast & NGO luncheon

ROOTS & VISIONS

- Organising of conference on Africa Day
- Sending of invitations and managing RSVP process

FAROCEAN

- PR strategy & communication
- Media management
- Event management
- ∅ Launch of Angolan patrol vessels
- ∅ Keel-laying ceremony of R300 million government contracts for MCM Patrol Vessels (2002)
- ∅ Launch of Lillian Ngoyi Marine Protection Vessel (2004)
- ∅ Launch of Ruth First Marine Protection Vessel (2005)

ARTSCAPE

- Consulting services for the Resource Centre: designed and implemented business plan, designed a marketing and promotional strategy, co-designed developmental programmes
- Designed and produced a brochure for Artscape's Development Department.
- Ongoing strategic consultation in Arts Development

MEDICAL RESEARCH COUNCIL

- Project management and conceptualisation of Afro Aids Info Portal Launch
- Media management
- Production of entire event
- Public Relations i.e. drawing up of press releases

DEPARTMENT OF TRANSPORT & PUBLIC WORKS/CITY OF CAPE TOWN

- Western Cape Public Transport Summit 2003
- Conceptualisation, design and implementation
- All aspects of this two-day conference was managed and developed in-house.
- Manage audiovisual requirements and document Taxi Indaba Series of meetings
- 12 Page booklets on Mobility Strategy for communities, stakeholders & interested parties

TOURISM DIRECTORATE OF THE PAWC

- New Driver of The Tourism Economies Safety & Security Conference 2003
- Conceptualisation, design and implementation
- All aspects of this two-day conference of was managed and developed in-house.

LEARNING CAPE FESTIVAL

- All Learning Cape Material Graphic and Concept Design and Production Management to final delivery stage (2002,2003)

PROVINCIAL PROCUREMENT IMPLEMENTATION PLAN

- All PPIP Material Graphic and Concept Design and Production Management to final delivery stage (2003)

SAKAZA COMMUNICATIONS

- All SAKAZA Material Graphic Design and Production Management (2002-2003)

DAMEN SHIPPING NETHERLANDS

- PR strategy & communication
- Media management
- Event management

Ø Launch of Sarah Baartman Offshore Marine Protection Vessel 2006

Ø Launch of Damen Shipyards SA 2008

Ø Launch of The MV Osayame 2009

FAROCEAN MARINE

- PR strategy & communication
- Media management
- Event management

Ø Launch of Lillian Ngoyi Marine Protection Vessel 2007

Ø Launch of Ruth First Marine Protection Vessel 2007

Ø Launch of Victoria Mxenge Marine Protection Vessel 2007

CERTIFICATE OF YOUTH TRAINER (ALLIANCE FRANCAISE)

- Newsletter – Copy, layout design and production
- Brochure - Copy, layout design and production
- Event Presentation Material

DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND TOURISM

- The provision of Strategic Communications Services for the allocation of 15-year Long Term Rights Fishing (July05-Mar06)

- Environmental Scanning

- Media Management – Production of media statements, press releases and media briefings with in a wide range of media: Electronic & Print

- Planning and managing media interaction and intervention processes

- Tailoring and packaging communication messages through posters, newsletters, radio & TV

- Event management

TRANS CALEDON TUNNEL AUTHORITY (TCTA) - BERG WATER PROJECT

- The production of multi-media annual Berg Water Project Videos

- Capturing and filming the developments on the Berg Water Dam on still and motion photography and video

- The production of a quarterly 4 page Newspaper Insert on progress on the BWP and aligning the BWP to the current socio-economic imperatives in South Africa

- The production of an annual BWP Brochure

- Tailoring and packaging communication messages through videos, posters and newsletters

DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND DEVELOPMENT PLANNING

- Event Management – planning, conceptualization and thematic implementation of the

Western Cape Provincial Spatial Development Framework (WCPSDF) Launch
- Planning and managing media interaction and the media intervention process

- Production of media statements and press releases for Electronic and Print Media

- Tailoring and packaging the event for Electronic Media – ETV & SABC

SMALL BUSINESS WEEK

- Planning, conceptualization and implementation of the marketing and communications strategy of SBW 2006

- Production of media statements and press releases for Electronic and Print Media

- Tailoring and packaging the event for Electronic Media – Radio, ETV & SABC

STATS SA

- Conceptualisation, Design and implementation of popular communications project involving photographing 6500 stats field operatives in 122 centres nationwide.

- Designed and implemented a distribution plan to dispatch 65000 posters to 9 Provinces

- Total Project Time: 10 days

WCED (EMDC SOUTH)

- Designing learning methods to assist dept and teachers in using multi-media and the latest

LOOK AT ME (Disabled Women's Project)

-Choreographed, directed, produced, photographed and filmed production for Look At Me book, marketing DVD's and DVD documentary.

EXTRA MURAL EDUCATION PROJECT (EMEP)

Designed workshop "From a Social Toy To A Learning Tool" and held workshop in multi-media training for educators

PROJECT HOPE

Designed, Filmed and Produced 30" Viral Cellular Video Ad for Youth At Risk

EDUCATION, DEVELOPMENT, GOVERNMENT & CORPORATE SECTORS

Urban Soul is pioneering the design and production of new media to communicate short, thought provoking and direct to user video viral messaging using via MMS and Blue Tooth to cellular phones.

ENGEN PEROLEUM LTD

Conceptualised, managed and implemented the technical component of the 2009, 2010 & 2012

Annual CEO Roadshows/satellite broadcast in Cape Town, PE, Bloemfontein, JHB and Durban

Produced Engen "Values" Corporate DVD 2009

Lighting Technical Design for Petronas Annual Report 2009

Produced Engen 2010 CEO Review DVD

SMIT AMANDLA MARINE

All below the line multi-media production since 2005 including:

- 2007 Corporate DVD

- 2008 Building of the Smit Lipuma DVD

- 2009 Salvage of the Seawind Sapphire DVD

- Consulting & lobbying on behalf of repositioning

- 2011 Corporate DVD

- Documenting of significant interest salvage jobs

STX SHIPYARDS EUROPE AND DEA SOUTH AFRICA

Documenting of the building of the DEA Polar Research vessel been in Rauma, Finland between September 2010 - January 2012. Urban Soul travels to Finland & the Antarctic over a series of 12 trips to film the building of the R1.3 billion ship for the Antarctic programme and to produce a series of documentaries for international television networks. Urban Soul also launch the ship in SA in 2012.

STX SHIPYARDS EU & NAMIBIAN DEPT. OF SEA FISHERIES

- Documenting & building of a new fisheries research vessel

UCT MEDICAL SCHOOL & SOWETO CARDIOVASCULAR CLINIC

- Designed and produced popular communications multi media tools to educate youth at risk on dread diseases (Rheumatic Fever, HIV, Obesity, Heart Disease)

HELSINKI MEETS CAPE TOWN

- Planned and organised a series of events in Cape Town between a delegation of Finnish designers, Helsinki officials including the mayor, a Finnish Minister and the Ambassador to SA and AALTO University students and staff and their counterparts in Cape Town.

- Managed the logo, branding, social media, website and publicity for the project

<p>NB: All of the above are turn key projects where all the processes of production are designed, managed and produced by Urban Soul Communications, at our premises. The only exception is litho & digital printing, which are outsourced to a print service provider with who we own an equity interest and where print management and where Urban Soul undertakes quality assurance.</p>
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