



| Tailored creative solutions to achieve  
| clear business communications

# 2017 a year of changes

It's been an exhilarating year for Invicomm as we turned four years old and became an established SME.

A special thank you to all our clients and advocates. May 2018 bring you continued growth and opportunity.

Best wishes  
Sophie-Marie Steenkamp  
Managing Director

# 2018 a year for growth...

Join us in our year of transformation.

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...Reaching into new territories ...New faces ...New clients

## ...New offering

**Information visually communicated** evolved into **tailored creative solutions**.



We've added consultancy (workshops and strategy planning), content generation (digital and print), launch and post-launch marketing support to our trusted creative development offering.

## ...Fresh identity

With our new offer... we put our processes to the test and found out just how productive a brand refresh can be.



We're excited to launch our new logo, website and credentials. (see feature piece)

## ...New partnerships



### IR Society UK

Partnering to support clear, consistent and professional communications in the IR space.

Silver sponsor/presenter, Best Practice Awards 2017 - Best Annual Report (Small Cap & AIM).



### IR Society SA

Co-produced research report: Investor Relations in South Africa - Key career trends, benchmarks and industry commentary. (publication February 2018)

Hosted informal networking events in the relaxed surroundings of our founder's home town.



Investing in Africa Mining INDABA, Cape Town (February 2017).



Africa Oil Week, Cape Town – co-hosted with partners (October 2017).

We look forward to seeing you at these events in 2018.

**New Shoreditch location:**  
Bigger and brighter with room to grow



### Eli Collis

Client Services Director

Eli is responsible for client services and ensures that the client's strategy and creative brief are understood, developed and implemented throughout the lifespan of a project.



### Joel Garthwaite

Head of Marketing and New Business

Joel develops and implements marketing and business development strategies for Invicomm and our clients that successfully navigate international brands through fickle markets.



### Michele Duplessis

Senior Creative

Michele is a creative conceptualist with a wealth of graphic design & marketing experience, especially within the corporate sector.



# Branding:

## Embracing change and creating results

**Our own recent brand refresh showed us just how attached individuals can be to a brand identity – even when they know the old brand/name are no longer fit for purpose.**

Put simply, it's an emotional time with multiple vested interests from key stakeholders. We found that taking a tried and tested approach to rebranding enabled our consultants to respect feelings and interests while at the same time, moving the client into a space where the new branding felt right.

Working with a broad range of clients at different points in their business lifecycles, we realised that a rebranding activity requires an element of education. A brand is more than a visual mark, it is something that needs to be communicated from the inside out.

It is an investment in the value structure and all forms of internal and external communication. It is about taking a consistent approach and communicating a clear message of who you are.

Creating bespoke solutions tailored to client's circumstances and rebranding needs is both challenging and rewarding – no two client journeys or brand identities are the same.

With our own brand refresh, we approached the project in the same way we would approach all of our client work – a simple yet effective process...



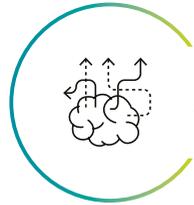
### ...Our process

#### Research – knowing you, your product and your service.

Facilitated workshops and Q&As to develop an in-depth knowledge of your business: past, present and future. In-depth knowledge allows our consultants to build a rebranding strategy tailored to your specific short, medium and long-term goals.

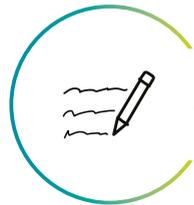
#### Understanding – knowing your market and target audience(s)

Competitor analysis, audience profiling and marketing audits to identify your brand's USPs and placement niche in relation to your benchmark competitors, peers, advocates, investors and customers.



#### Story-telling – your corporate story and key messages. Shaping your brand in relation to your market.

We identify and develop key themes and values to underpin clear, easily consumable content and messaging. Our theme-work is based on the informed evaluation of your organisation's objectives, mission and vision statements. It also draws on our wealth of experience-based intuition. We produce messaging fit for current purpose.



#### Information visually communicated – creative strategy, communication worlds and design.

We think deeply and imaginatively about the best way to approach and deliver your designs. From custom fonts and colour palettes to complex infographics and texture treatments, we consider every detail of your print, digital and web-based media.



#### Roll-out and Launch

We devise and produce ready to use tailored creative solutions for your specific branding needs. Our brief and scope ranges from provision of custom made logos and trademarks to the creation and supply of artwork for roll out across all your collateral needs including repurpose and rebuild of websites. We work with you to plan, organise and deliver your launch event.



#### Post launch activities – vigilance, support and marketing.

We're a stickler for rules when it comes to your brand. We create easy to use brand guidelines to ensure that your new identity reaches the market exactly the way you want it to. We provide 'How to?' training days for master template users and webmasters. We advise on, develop and implement marketing strategies suited to your pace and budget. Post launch services are available on a consultancy and or 'in-house' basis.



## From SacOil to Efora: Rebranding post acquisition and management restructure

### Challenge:

SacOil entered a new chapter in its company story with the acquisition of a controlling interest in Afric Oil. As such, the company required a rebranding exercise to create a brand, which reflected its metamorphosis as a pan-African energy supplier.

### Solution:

Invicomm generated a name for this new phase in the company's equity story – Efora (Efora Energy Limited). Based on the company's goal to provide "Energy for Africa" and to promote its pan-African, cross-industry portfolio of operations.

We designed and develop the brand identity for roll-out across all collateral.

*“Invicomm did an incredible job of rebranding our company and creating our new brand story, which has been well received by our various stakeholders. Working with them was delightful and effortless. They were friendly, patient, engaged and responsive throughout the whole process.*

*Thank you all so much for your persistence, hard work and dedication. We definitely made the right decision in choosing Invicomm! ”*

**Damain Matroos**  
Chief Financial Officer



## Photo-Me

### A new look to align with key business streams

#### Challenge:

To help showcase Photo-Me's technological innovation to investors through the 2017 Annual Report and new Investor Relations website.

#### Solution:

Invicomm designed a new look and feel to introduce Photo-Me's key business streams: Identification, Laundry and Kiosks.

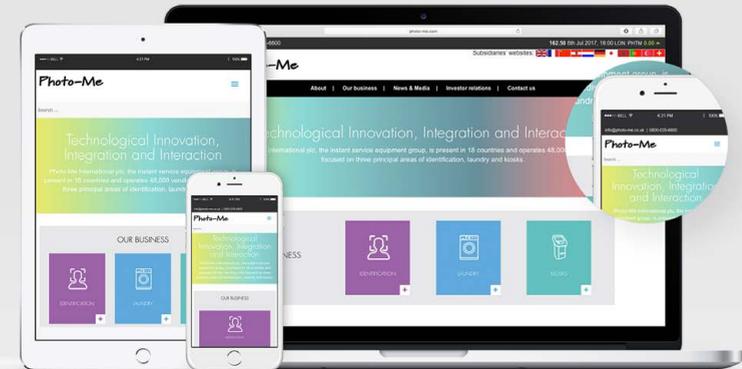
The Annual Report and new IR website were developed simultaneously to communicate a clear set of corporate objectives: Innovation and Integration of technology across consumer and employee communications.

The easy to use investor website combined Invicomm's optimisation of body copy, photo library development, UX design and graphic design services within a single platform. The CMS was developed for in-house management by a non-technical user – reducing ongoing web management fees.



*“The team at Invicomm deployed phenomenal energy and enthusiasm to meet a very ambitious deployment timeline. They are that kind of people who will never let you down, no matter how hard the challenge.”*

**Gabriel Pirona**  
Group Finance Director



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