

gaïa
kreativ
agency

**Company
Profile**

Welcome to Gaia Kreativ

We take big ideas and complex problems and bring them to life through clever strategy, creative design and captivating experiences.

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Who are we

THE AGENCY
OUR METHODOLOGY
OUR CIRCLE OF TRUST

The agency

We're a team of multi-disciplined creatives that thrive on making brands connect with their tribes in exciting, visually-stunning, and meaningful ways.

At Gaia Kreativ Agency, we believe that every brand has a unique story waiting to be told. Our diverse team, composed of experts in various creative fields, is dedicated to crafting experiences that not only capture attention but also foster deep connections between brands and their audiences. Whether through compelling visual design, immersive event experiences, or strategic brand communication, we specialise in translating your brand's essence into memorable, impactful moments that resonate with your target market.

Gaia Kreativ Agency is the amalgamation of two leading agencies that decided to join forces to provide more robust, turn-key solutions to businesses in the South African, and global, markets.

Born from the merger of two innovative powerhouses—Gaia Event Design and MI Creative—Gaia Kreativ Agency is the result of a shared vision: to deliver comprehensive, end-to-end creative solutions that elevate brands to new heights. Our combined expertise enables us to offer a wider range of services, from brand strategy and design to event production and management, and marketing, all under one roof. This synergy allows us to tackle projects with a holistic approach, ensuring that every touchpoint of your brand is consistent, cohesive, and compelling.

Gaia Kreativ is passionate and committed, always looking for new, creative, and exciting ways to help brands create magic and lasting impressions.

Our passion for creativity and innovation is at the heart of everything we do. At Gaia Kreativ, we don't just follow trends; we set them. We're constantly exploring new ideas, techniques, and technologies to stay ahead of the curve and deliver cutting-edge solutions that captivate and inspire. Whether it's through breathtaking event production, engaging digital content, or strategic brand activations, we're committed to helping your brand make a lasting impact in a crowded marketplace. With our combined strengths, we're not just creating campaigns; we're creating magic—moments that leave a lasting impression and turn your audience into loyal brand advocates.



Our methodology

Our methodology is simple: be curious, think out the box, execute to perfection. This process is our guiding beacon in every project.

Curiosity

We start with being curious about your vision. We take time to ask questions and explore what you're trying to achieve and how the consumer will experience it.

1

Concept

After understanding it, we brainstorm concepts that align with your goals and resonate with your clients and customers.

2

Creation

Once we've settled on a concept, it's time for action. We use our years of experience in brand, design, digital and events to bring your vision to life.

3

Our circle of trust

We're proud to say that we've had the opportunity to work with leading brands from across the world. Helping them create, connect and conquer their markets.

It's the trust and relationships we build with our clients that enable us to work closely with them on creative and digital projects for years, and why they continue to choose us.



SEE OUR FULL CLIENT LIST ON PAGE 20

We're Brand Activators

Our expertise

WHAT WE DO
GAIA BRAND PYRAMID
BRAND
CONTENT
DESIGN
DIGITAL
EVENTS

What we do

First and foremost, we're a brand agency. We help brands connect. Through a combination of Brand Foundation, Brand Enhancement and Brand Activation, we are able to assist businesses and brands shine through the clutter and talk directly to their markets.

The Gaia Brand Pyramid

Brand Foundation

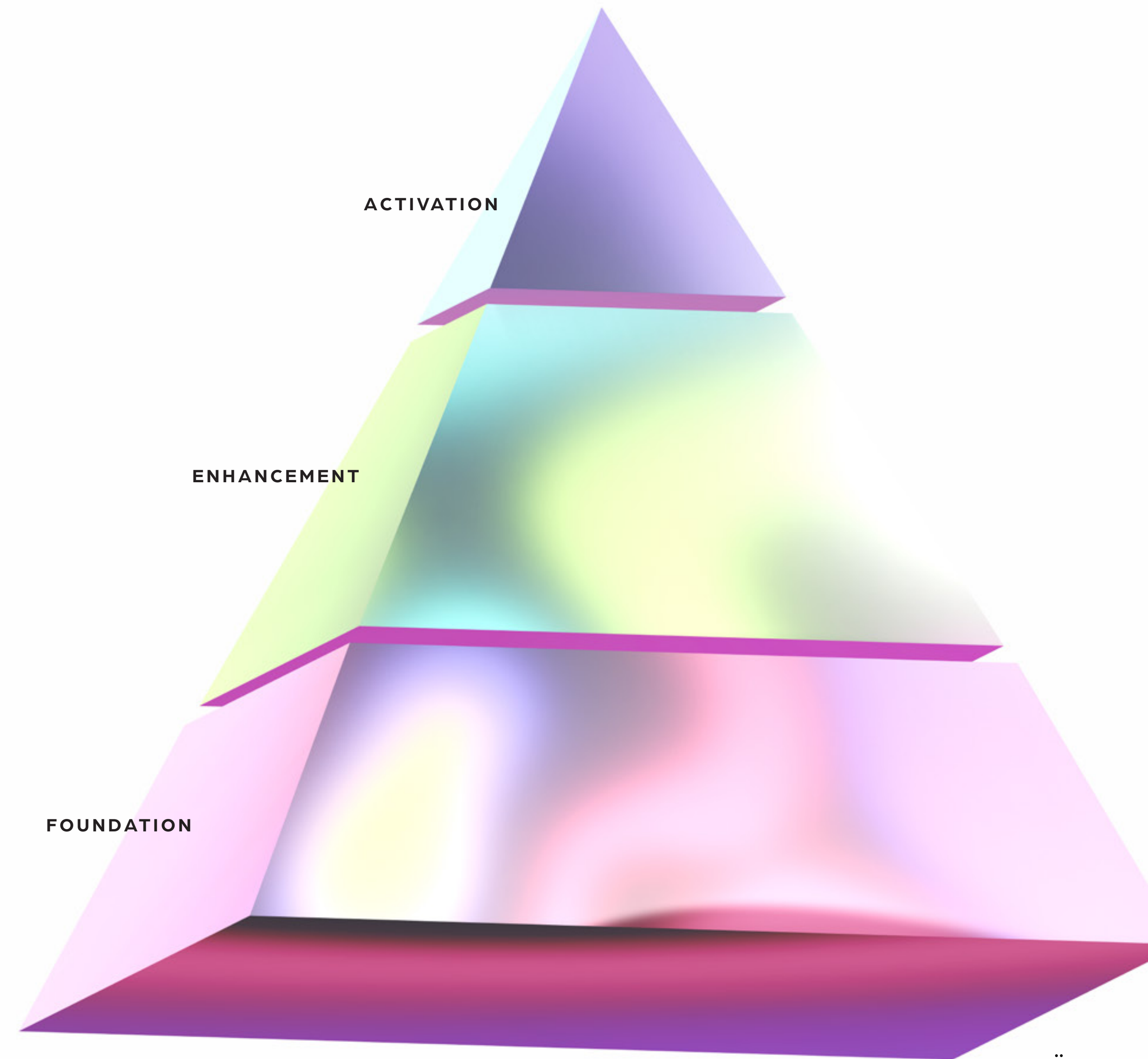
At the base of the pyramid, we delve deep into understanding the essence of your brand. This level is all about laying a solid groundwork by clarifying your brand's core values, mission, and vision. We focus on creating a clear and authentic brand identity that resonates with both your internal team and your target audience, ensuring that every future effort aligns with this foundational understanding.

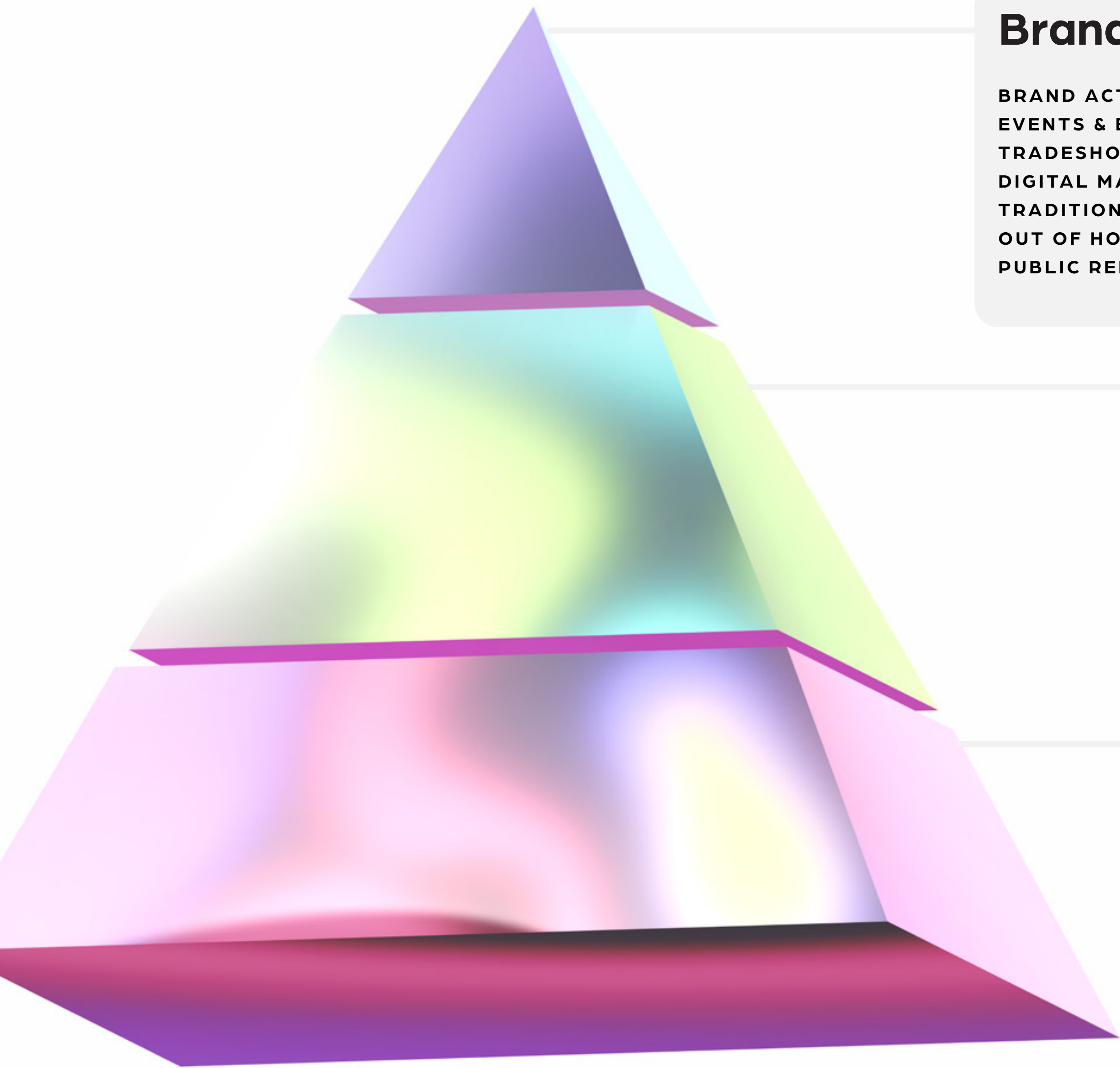
Brand Enhancement

Building upon the strong foundation, Brand Enhancement is where we refine and amplify your brand's presence. Through strategic insights and creative solutions, we enhance your brand's attributes and positioning to ensure it stands out in a crowded marketplace. This level is about strengthening your brand's unique voice and visual identity, making it more compelling and relevant to your audience, while maintaining consistency and authenticity.

Brand Activation

Finally, Brand Activation brings your brand to life in meaningful ways. This stage focuses on executing strategic initiatives and campaigns that engage your audience and drive action. By leveraging the insights gained from the previous levels, we create dynamic and impactful experiences that not only elevate your brand's visibility but also foster strong connections with your target market, turning your brand's potential into tangible results.





Brand Activation

- BRAND ACTIVATIONS**
- EVENTS & EXPERIENCES**
- TRADESHOWS**
- DIGITAL MARKETING**
- TRADITIONAL MARKETING**
- OUT OF HOME MARKETING**
- PUBLIC RELATIONS**

Brand Enhancement

- BRANDING & MERCHANDISING**
- DESIGN**
- DIGITAL MARKETING**
- TRADITIONAL MARKETING**
- PUBLIC RELATIONS**
- DIGITAL PLATFORMS**

Brand Foundation

- ART DIRECTION**
- BRAND AUDITS**
- BRAND STRATEGY**
- BRAND VOICE & MESSAGING**
- IDENTITY & POSITIONING**
- GUIDELINES & SYSTEMS**
- VISUAL LANGUAGE**

Brand

Crafting brands that people love.

Explore the essence of your brand through comprehensive strategy sessions and meticulous attention to detail. From defining your core values to establishing a consistent visual language, we lay the groundwork for a brand that not only stands out but resonates deeply with your audience.

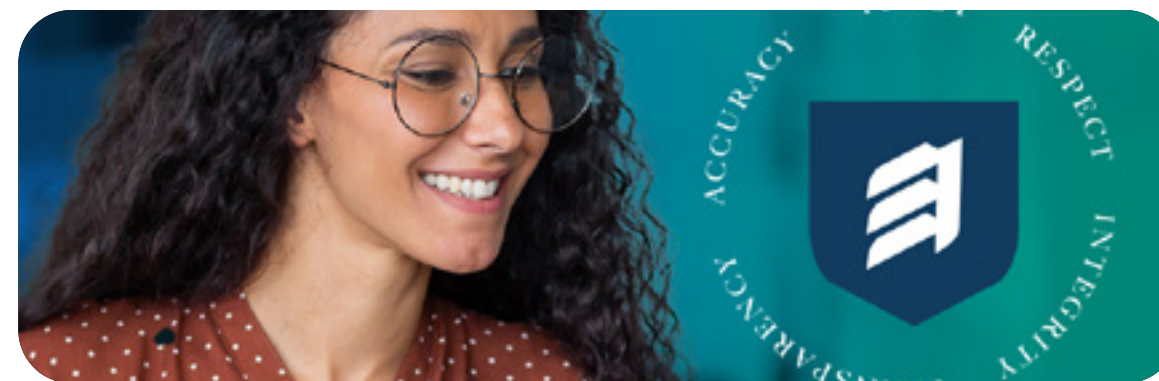
STRATEGY

IDENTITY & POSITIONING



VOICE & MESSAGING

GUIDELINES & SYSTEMS



ART DIRECTION

BRANDING & MERCHANDISING

ART DIRECTION

ACTIVATION

VISUAL LANGUAGE

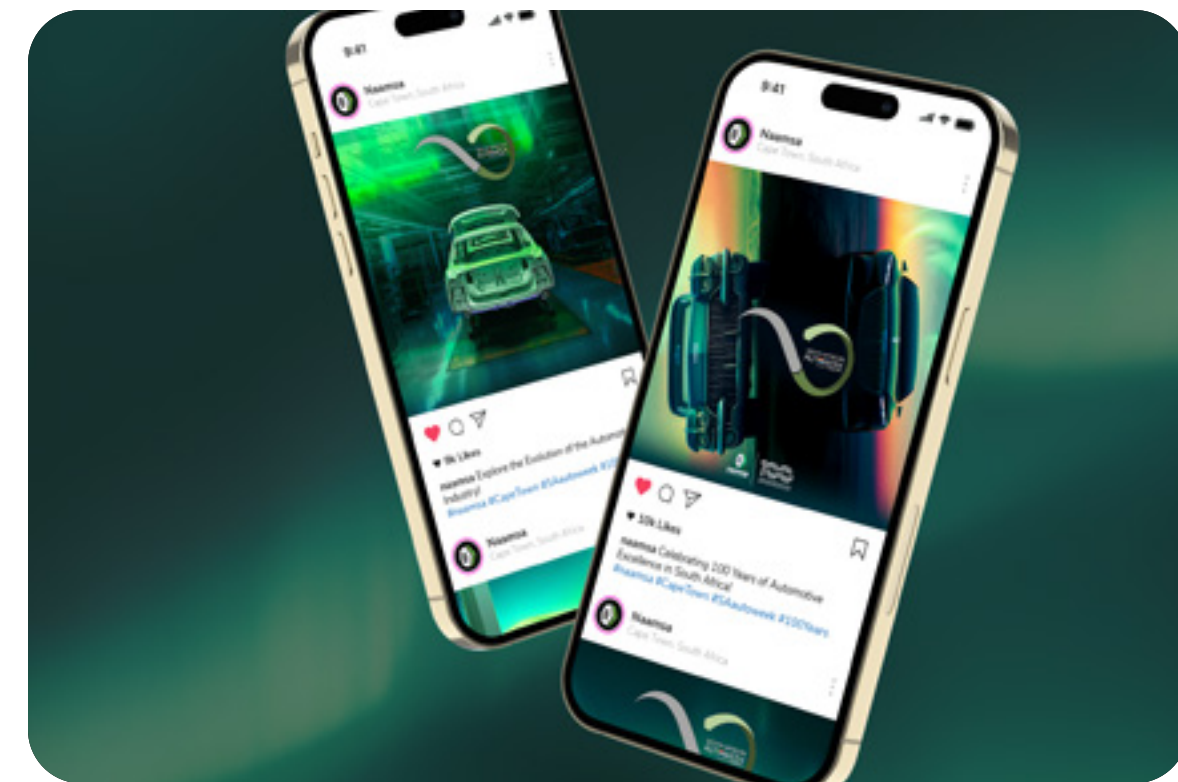


Content

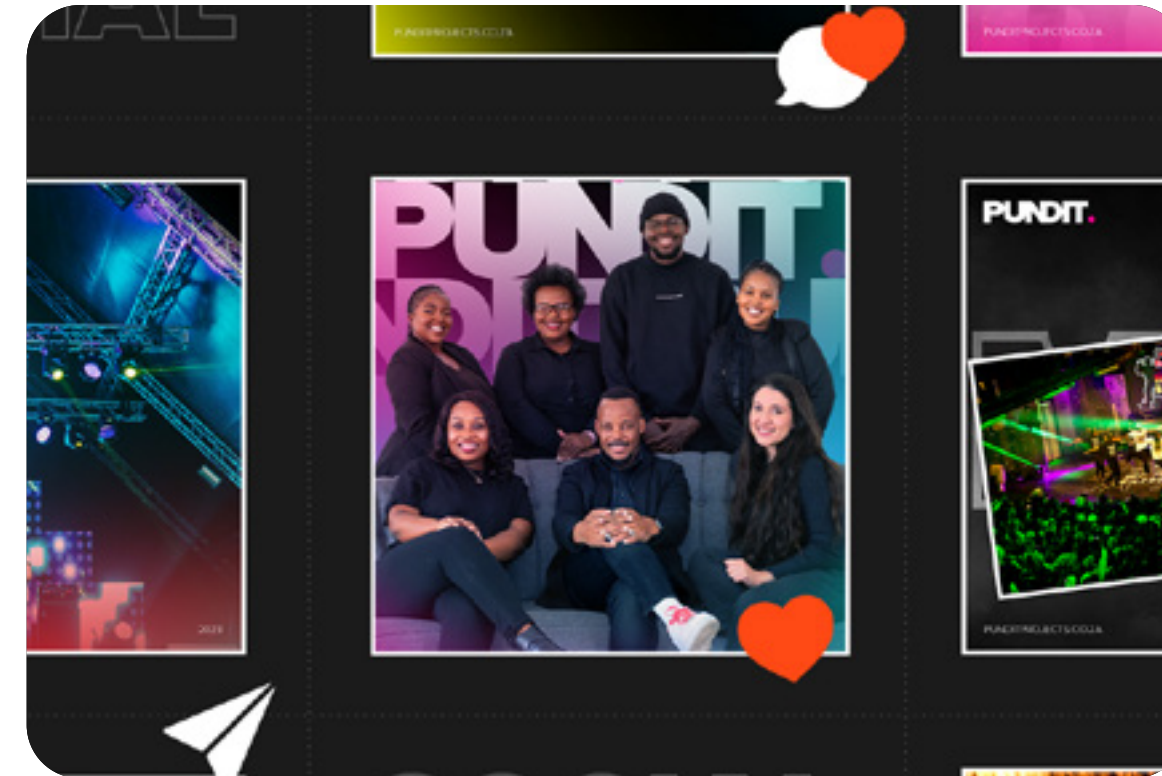
Storytelling with impact.

Delve into the art of narrative with our content creation services. Whether it's through finely tuned copywriting or dynamic multimedia productions, we breathe life into your message, ensuring it captivates and connects with your target audience on a profound level.

COPYWRITING



SOCIAL MEDIA CONTENT



VIDEOGRAPHY

PHOTOGRAPHY



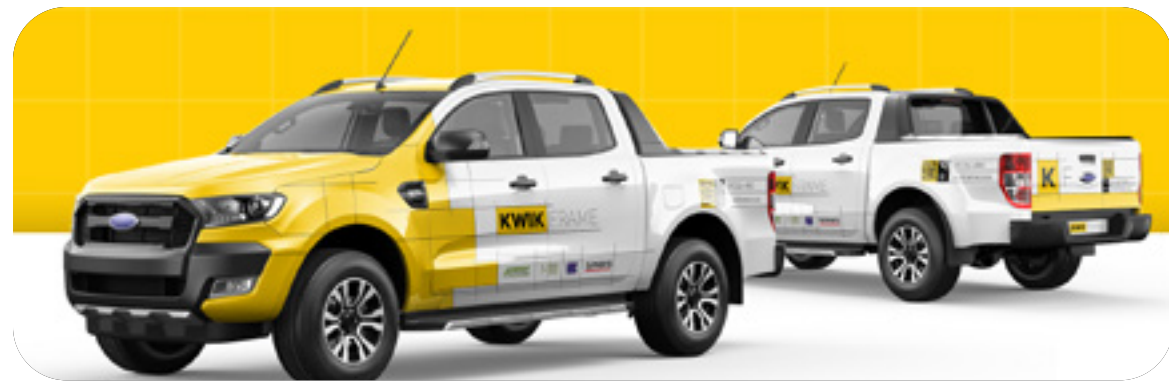
Design

Innovative visual solutions.

Embark on a journey of creativity with our design offerings. From ideation to execution, we push the boundaries to deliver visually stunning concepts that not only catch the eye but also leave a lasting impression, reinforcing your brand's identity and values.

VISUAL DESIGN SYSTEMS

GRAPHIC DESIGN



PRODUCT & PACKAGING DESIGN



PUBLICATION DESIGN

MOTION DESIGN

UI / UX

ILLUSTRATION



Digital

Crafting seamless user experiences.

Step into the digital realm with confidence, knowing that your online presence is in capable hands. From user interfaces that are intuitive and immersive to captivating digital marketing experiences, we elevate your digital footprint, making sure you leave a memorable mark on every person who interacts with your brand.

DIGITAL MARKETING

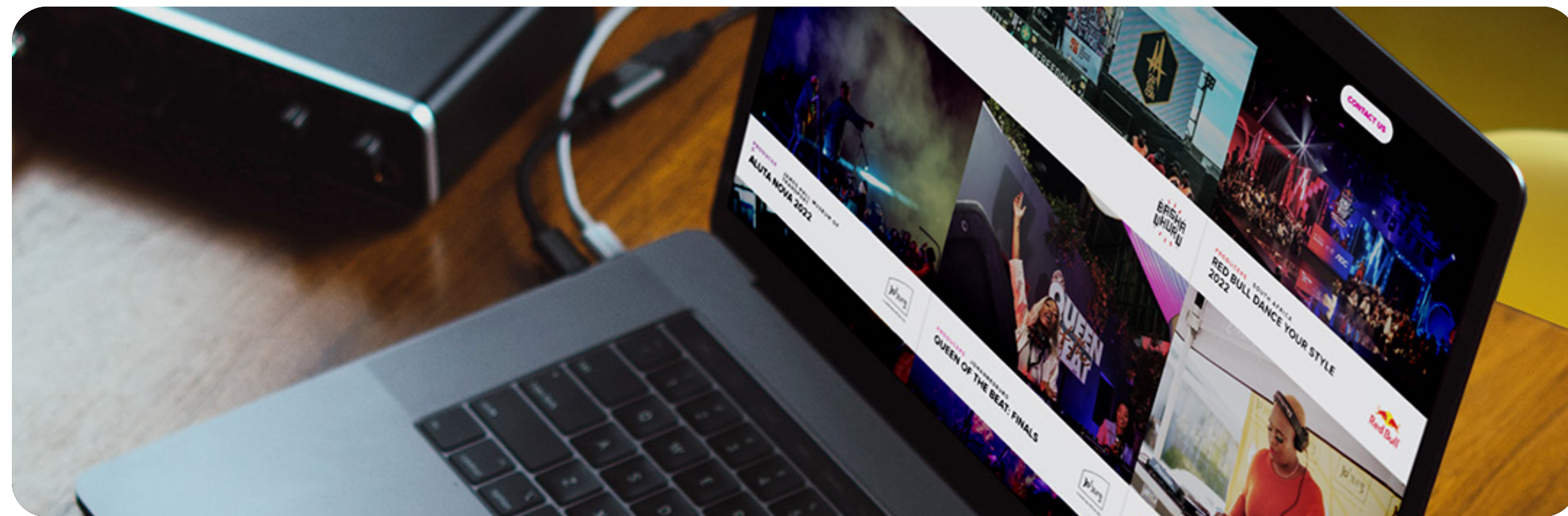
WEB & APP DESIGN



WORDPRESS & WEBFLOW

E-COMMERCE

SOCIAL MEDIA



Events

Creating unforgettable moments.

Experience the power of live engagement as we transform your events into unforgettable brand experiences. Whether it's an intimate gathering or a large-scale production, we orchestrate every detail to ensure your brand shines bright, leaving a lasting impression on everyone that attends.

IDEATION & CONCEPTS

ACTIVATIONS



TRADESHOWS

PRODUCT LAUNCHES



CORPORATE FUNCTIONS

PRODUCTION & MANAGEMENT

PROMOTIONAL TEAMS



Our work

FEATURED PROJECTS
CLIENT LIST

FEATURED PROJECT

South African Auto Week 2024

In 2024, naamsa is celebrating its centenary. To commemorate this auspicious milestone, this year's South African Auto Week had to showcase their journey through the years as well as give the industry a glimpse of what's to come.

Being the third SA Auto Week we have worked on, we were given the opportunity to completely revamp the Event visual identity and create something new, fresh and exciting. We created a full identity that covered everything from the colour palette and typography through to event signage, marketing materials and more. We put together a seamless identity that conveyed the importance of the centenary milestone and that incorporated memorable moments from our automotive past and previews of the future.





Unlocked 2023

Red Bull Unlocked explores local nightlife in a fresh new way by bringing multiple venues under one roof.

Our goal was to bring the event to life and help consumers understand the concept of Unlocked through engaging consumer activations leading up to the event.

This meant we focused on creating event collateral, design and interactive experiences to help introduce the concept of some of South Africa's best nightlife spots in one unique location.



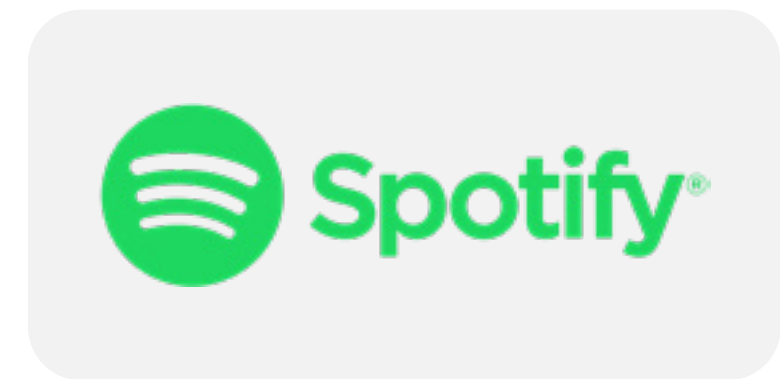
FEATURED PROJECT

Spotifest

Spotifest is about celebrating the Spotifiers themselves.

We were honoured to create a holistic experience for the Spotify team to enjoy.

From sound-baths, games drives and a fun quiz to a private dinner under the stars. The team then spent the evening dancing to music from the best Spotify playlist—we created a memorable day for all.



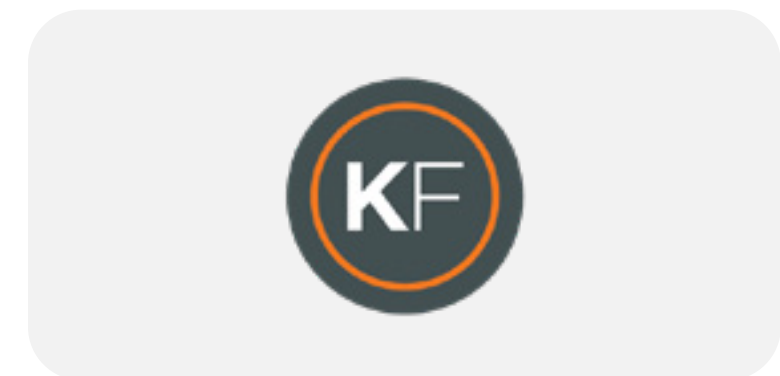
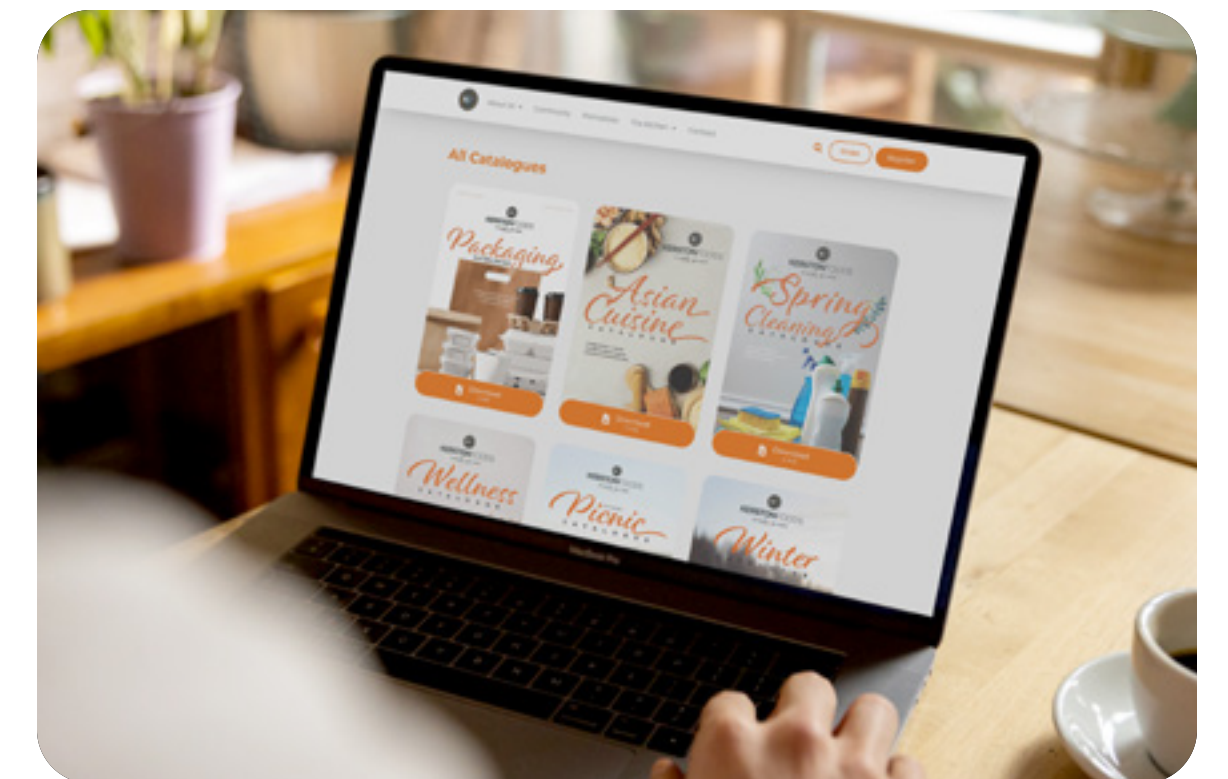
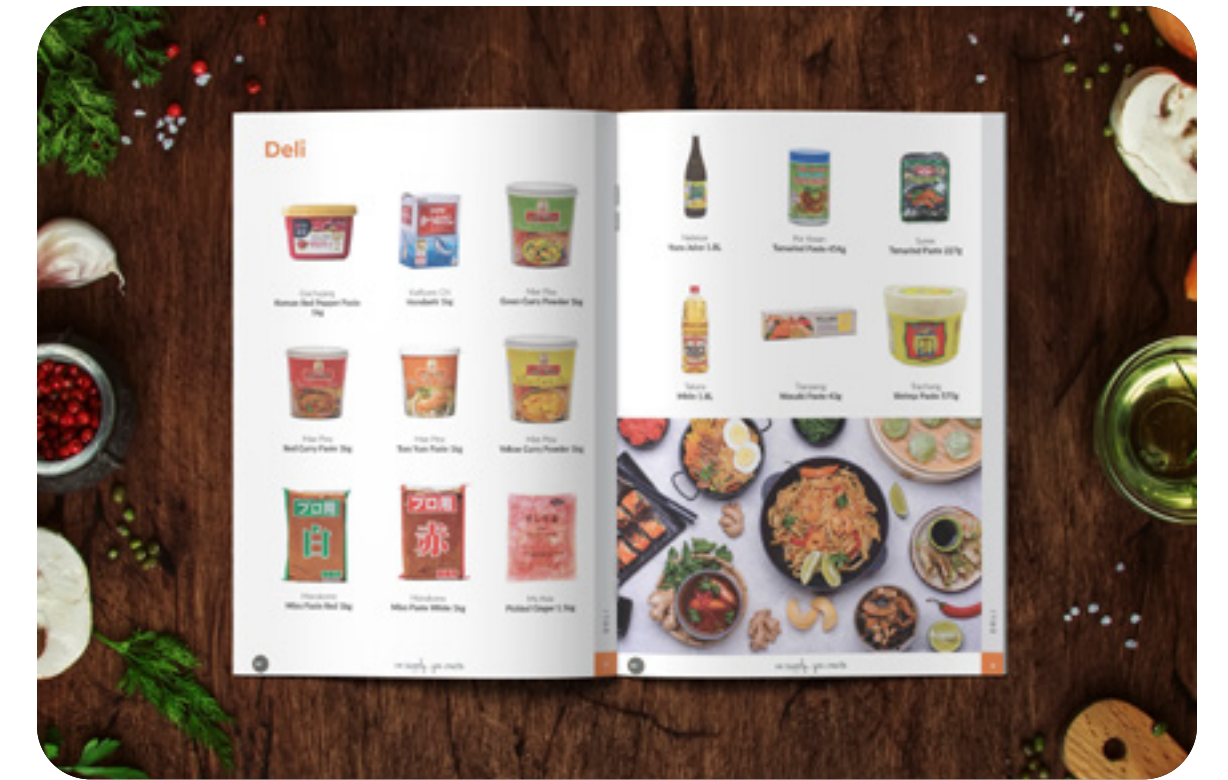


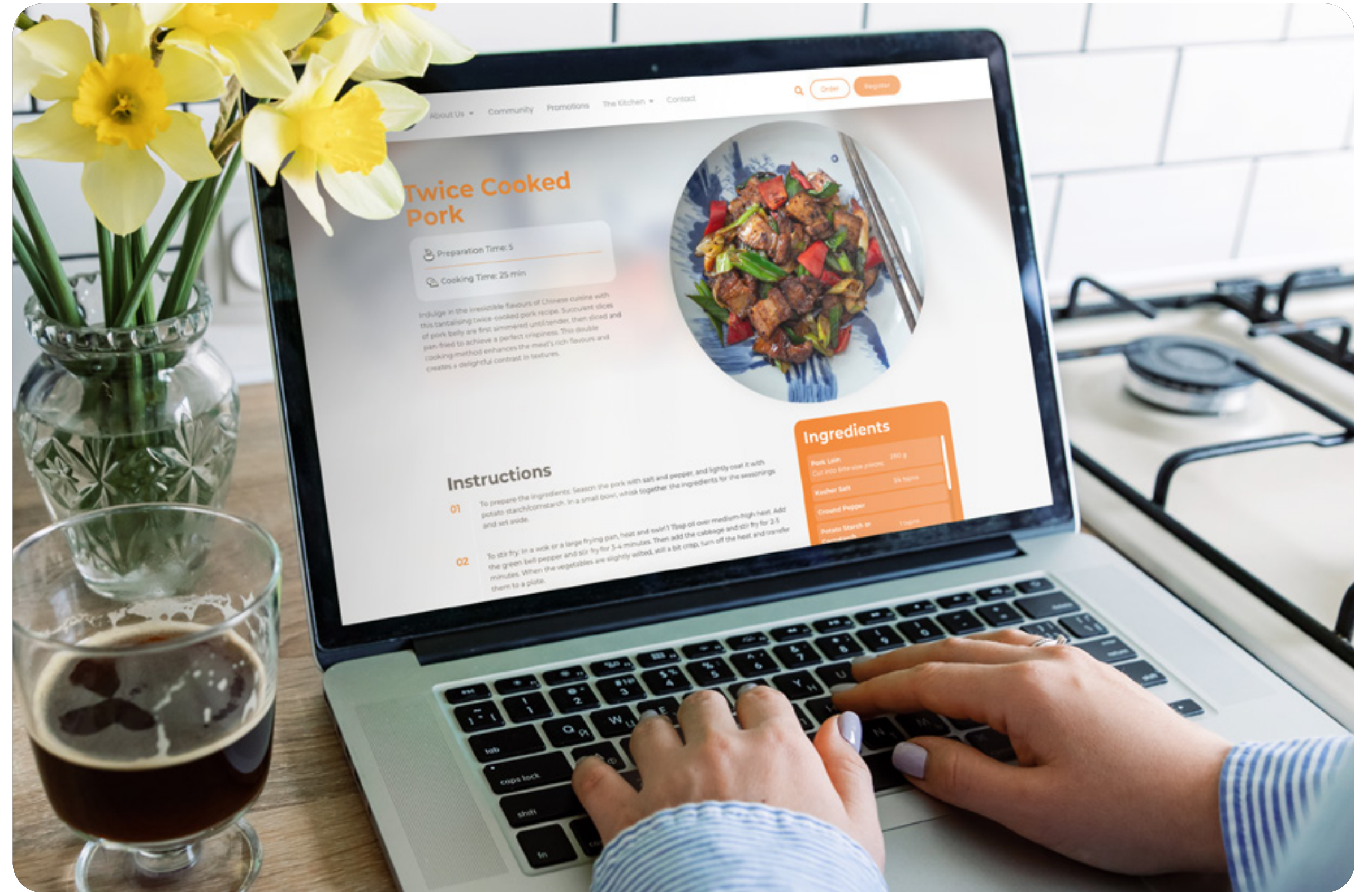
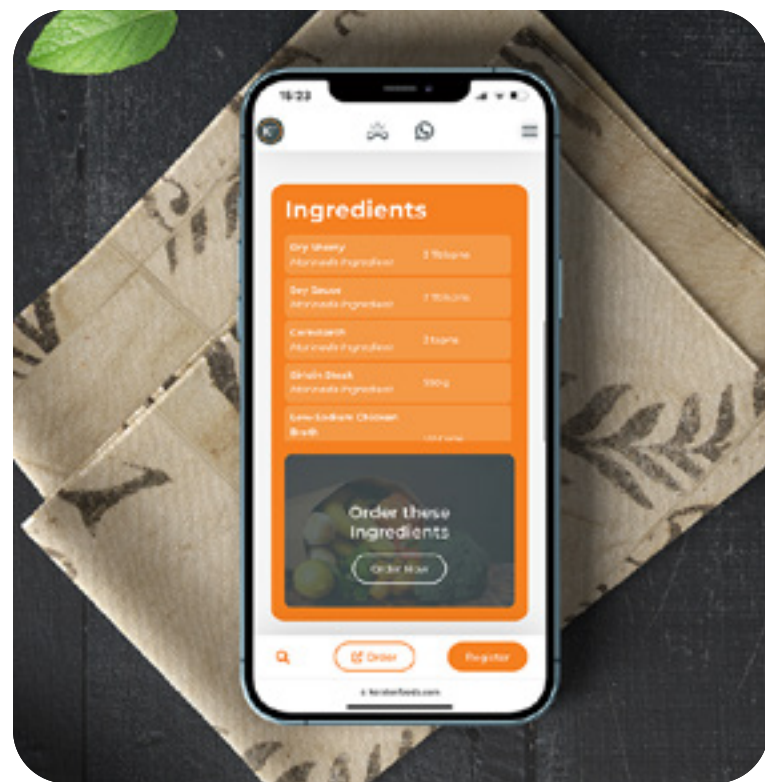
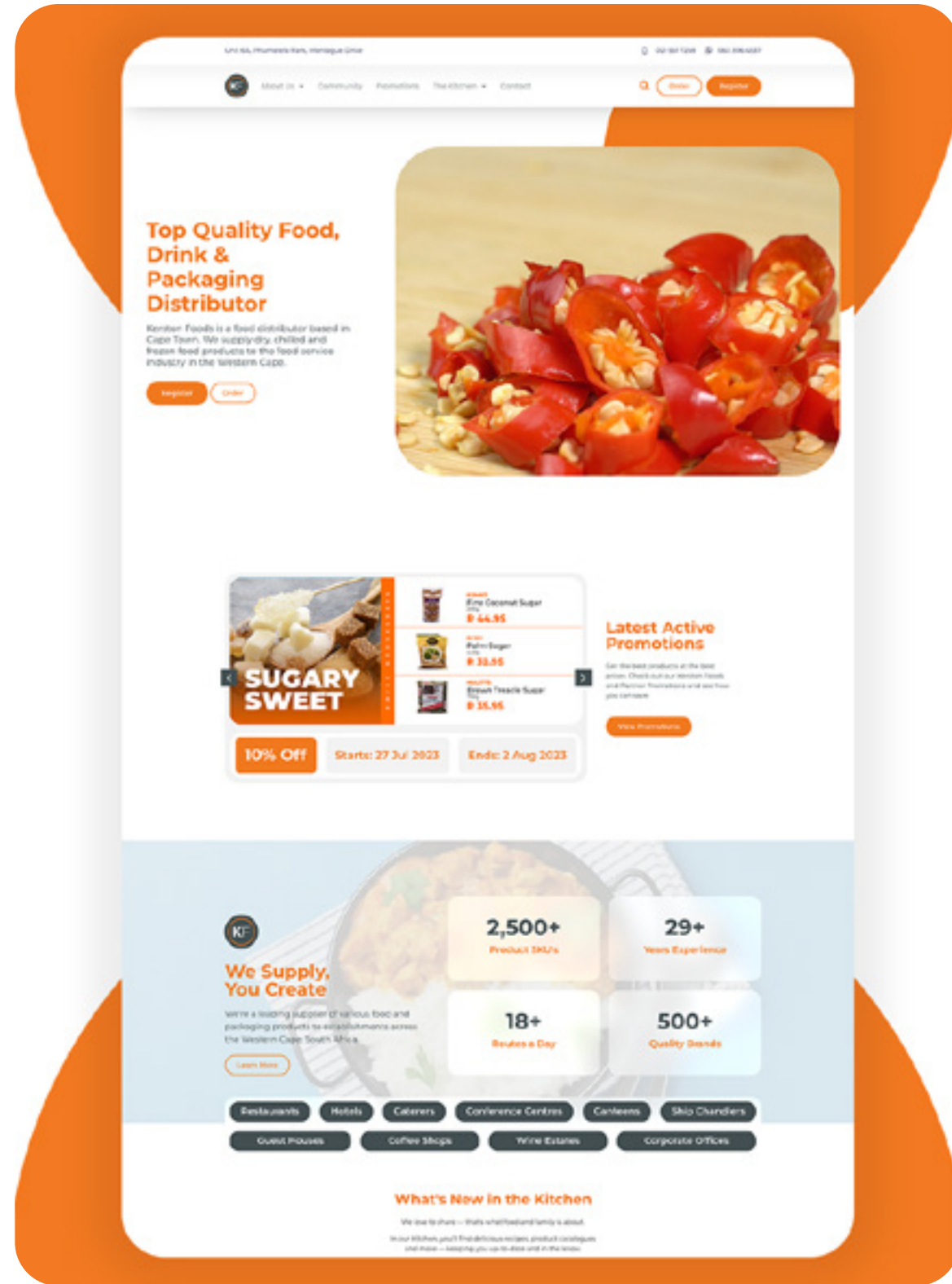
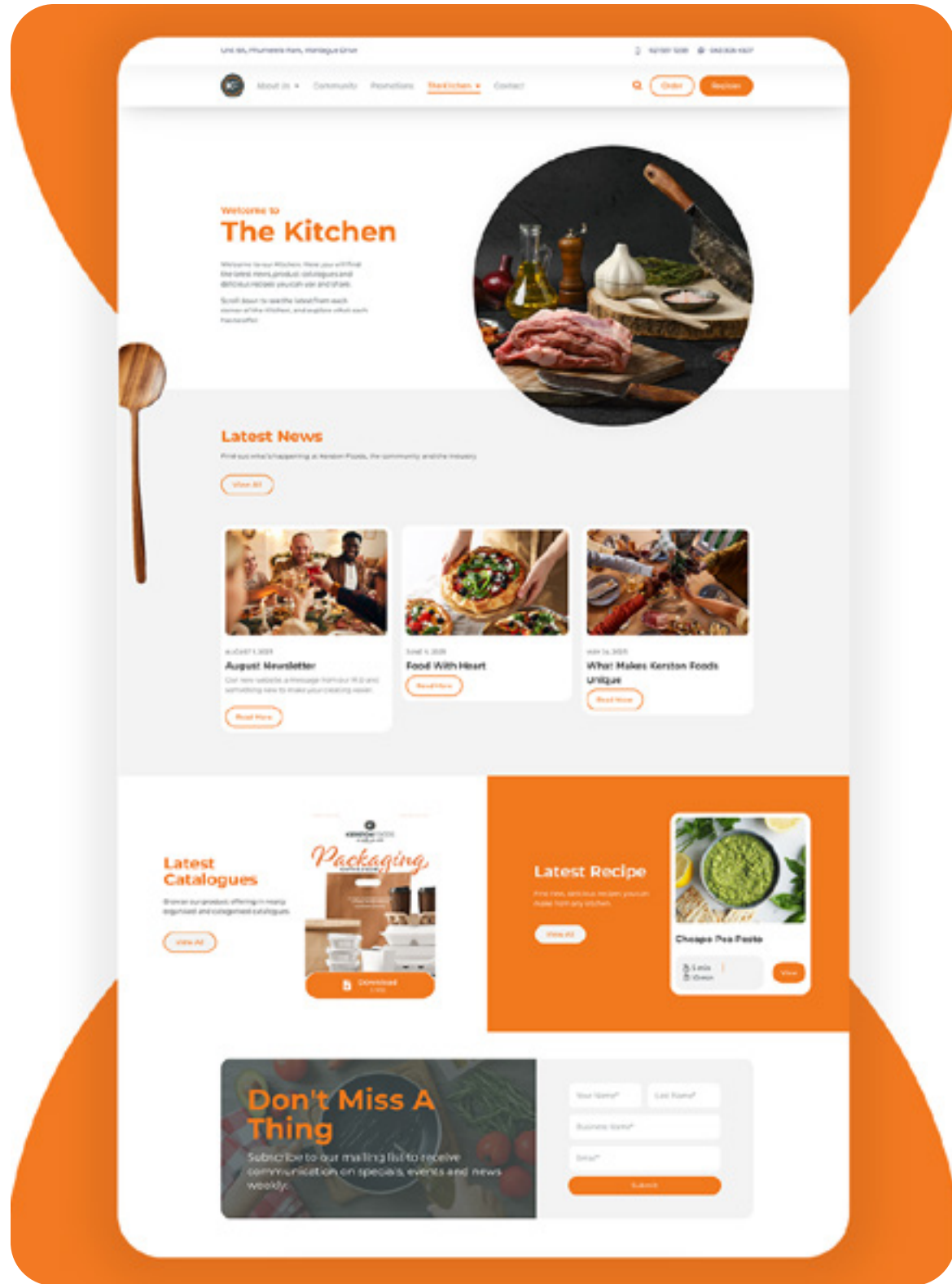
FEATURED PROJECT

Kerston Foods

Kerston Foods, a distinguished food distributor headquartered in Cape Town, has been catering to the needs of the food service industry in the Western Cape since its establishment.

Led by a shared vision of growth and excellence, our agency embarked on a mission to revitalise Kerston Foods' website and marketing. The task at hand was crystal clear: create a user-friendly, interactive website that reflects the company's ethos and values while enhancing their marketing materials to attract and engage customers effectively.





FEATURED PROJECT

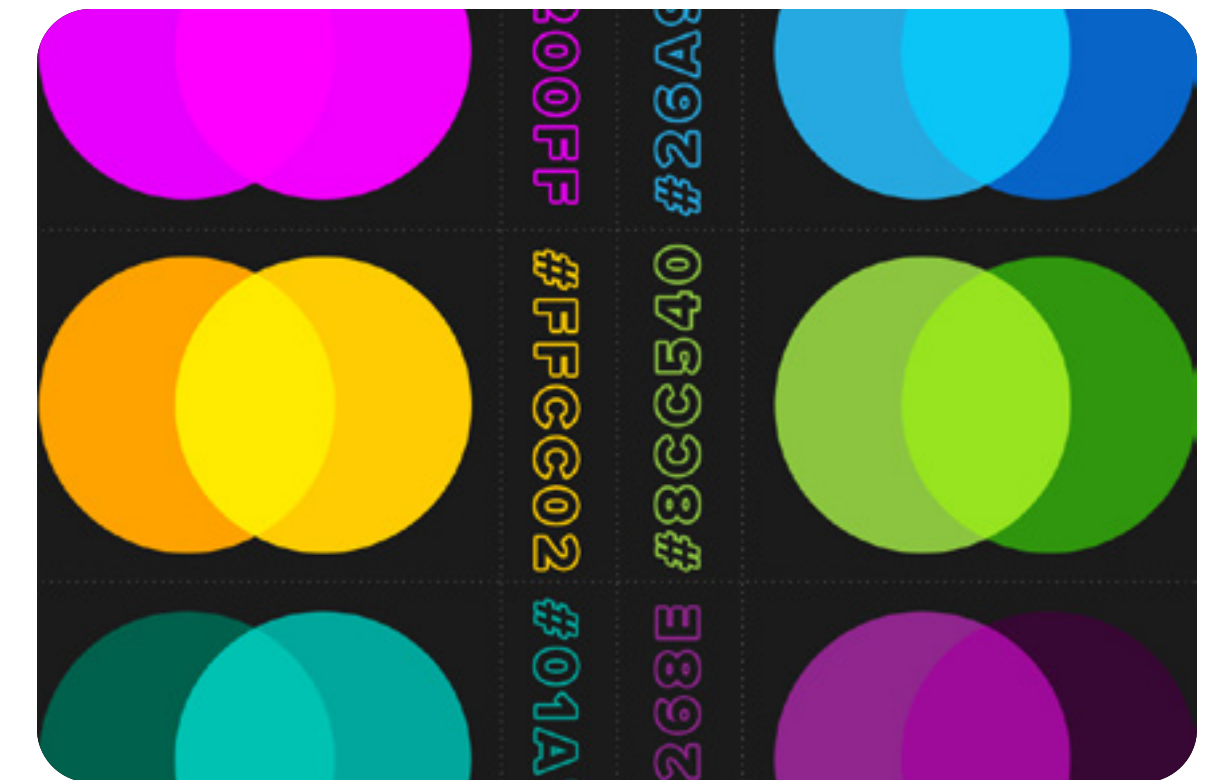
Pundit Projects

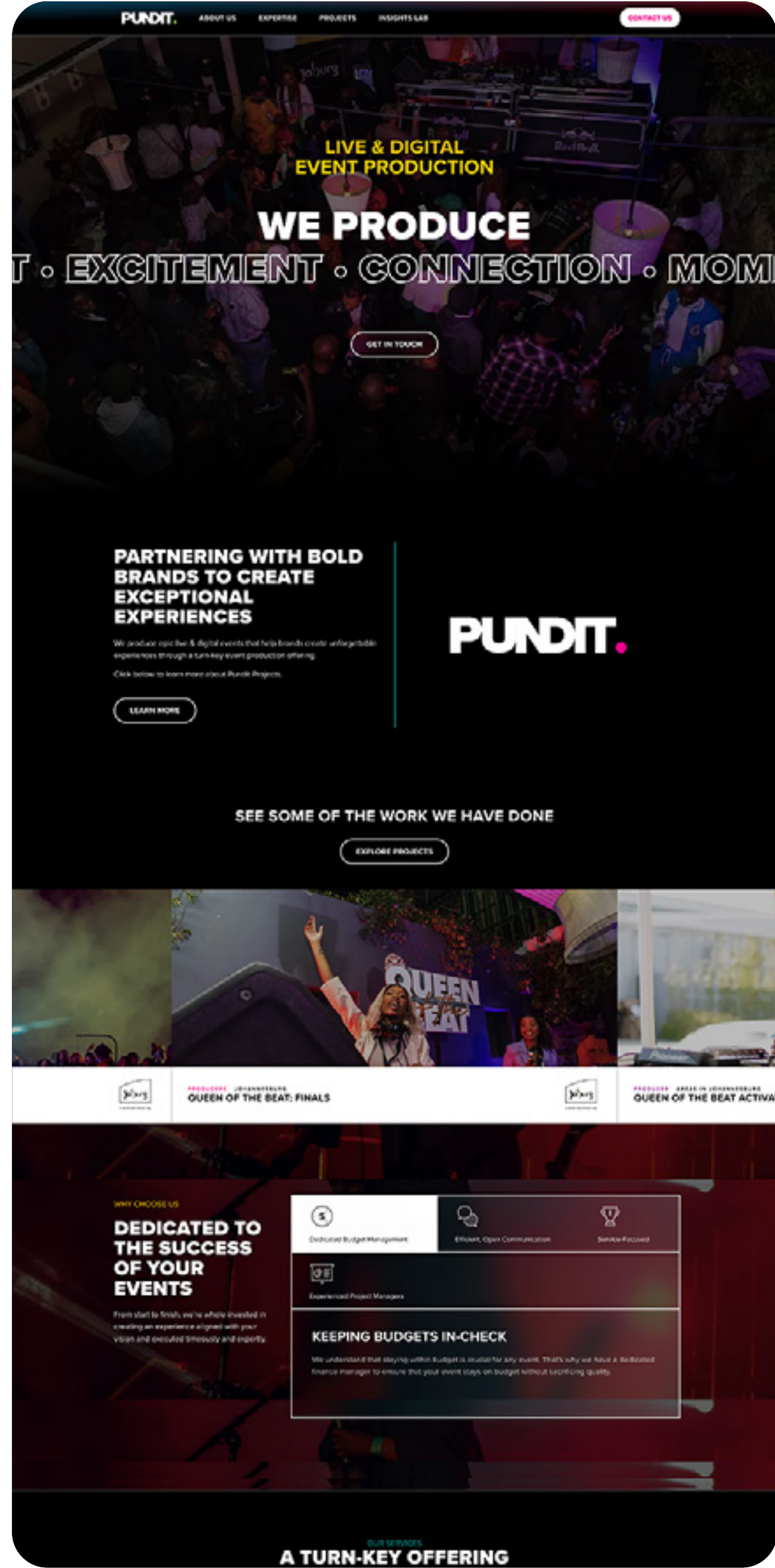
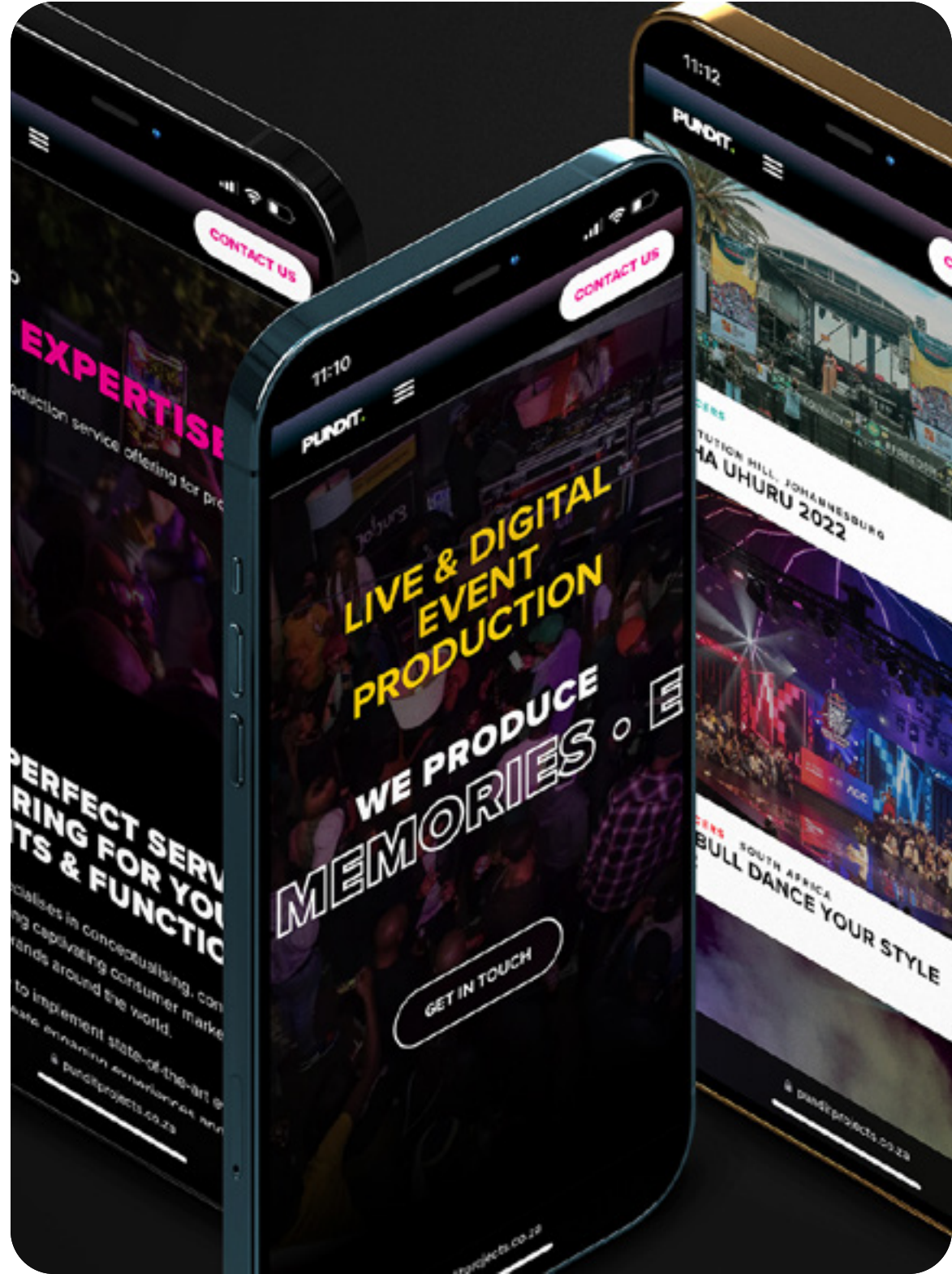
As Pundit Projects continued its amazing trajectory of growth, they realised it was time that their business got a well-deserved upgrade. Something that would resonate with the stellar work they were doing, and something that appealed to their ever-growing repertoire of high-end clients.

This was a full rebrand and upgrade for Pundit. The brief entailed modernising the brand and giving it a strong, but minimal presence, putting focus on the events and projects they work on. One of the main requests was to keep the variety of colour and incorporate it more throughout the identity (their old logo was very colourful).

After getting the Brand Identity established, the next task would be creating a pretty unique website that involved no scrolling – a tricky one, but one that was executed with much success.

And finally, once the first two were established, the marketing could begin. We would eventually be tasked with taking over their social media platforms. Managing their accounts, developing a content strategy and calendar, creating the content and more.





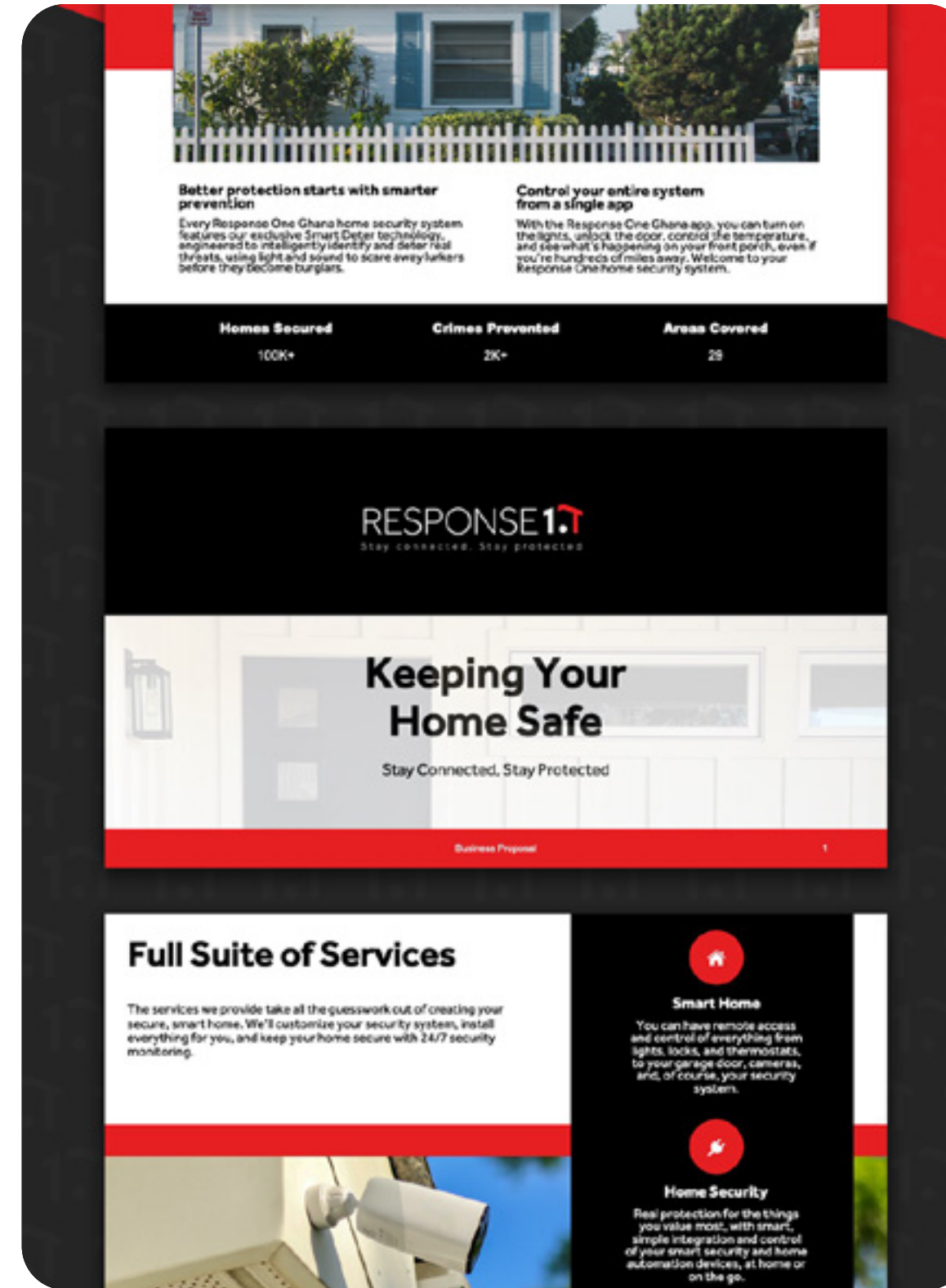
FEATURED PROJECT

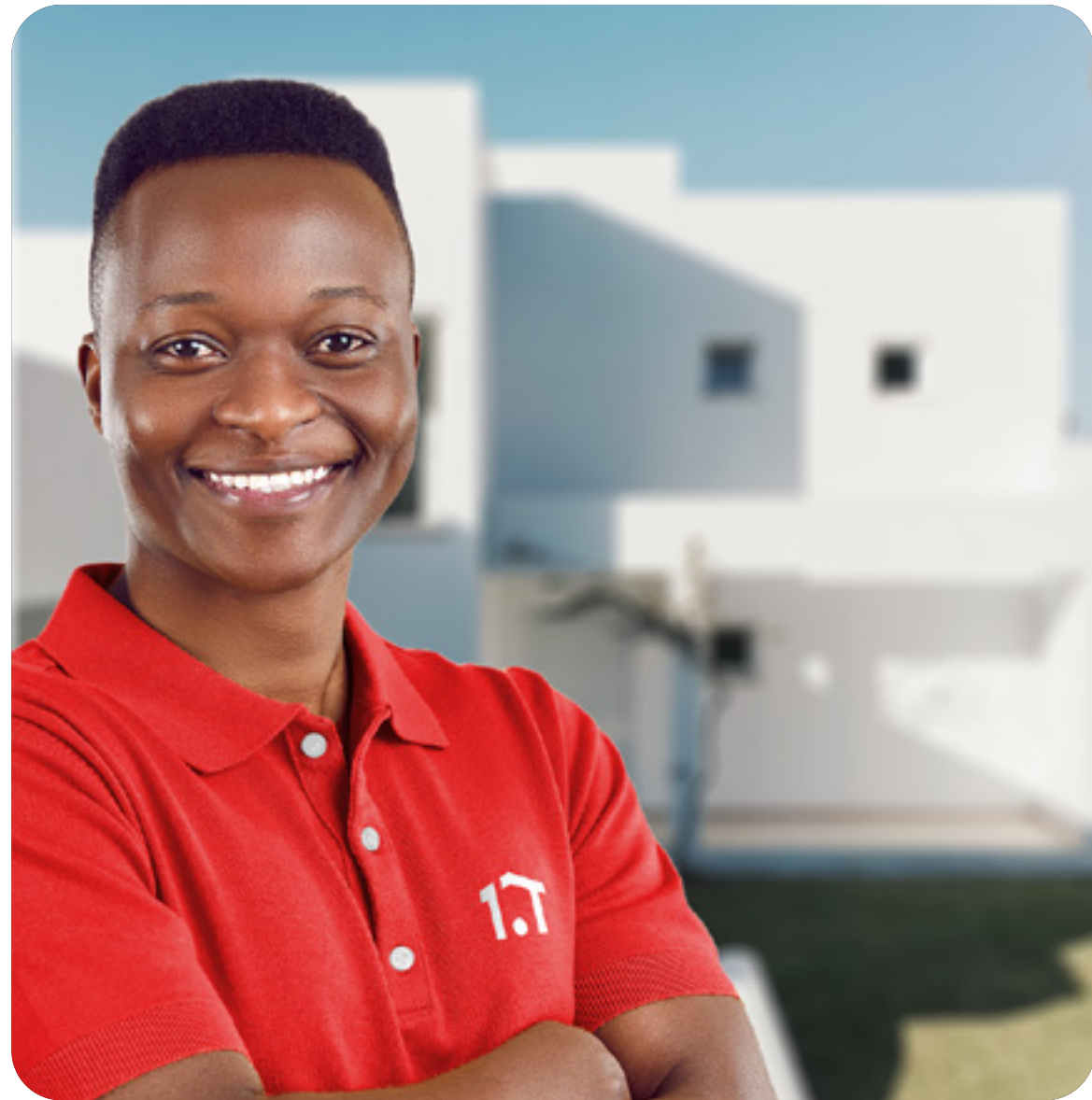
Response One

Response One is a leading provider of fire and security solutions for homes and businesses in Ghana.

We were tasked with expanding the Response One Brand Identity. This meant creating new marketing collateral, updating their vehicle fleet branding and getting new uniforms and merchandise, among other things.

We delivered a robust brand and marketing package for Response One that helped accentuate their identity and solidify their presence as a market-leader in residential and commercial fire and security solutions.



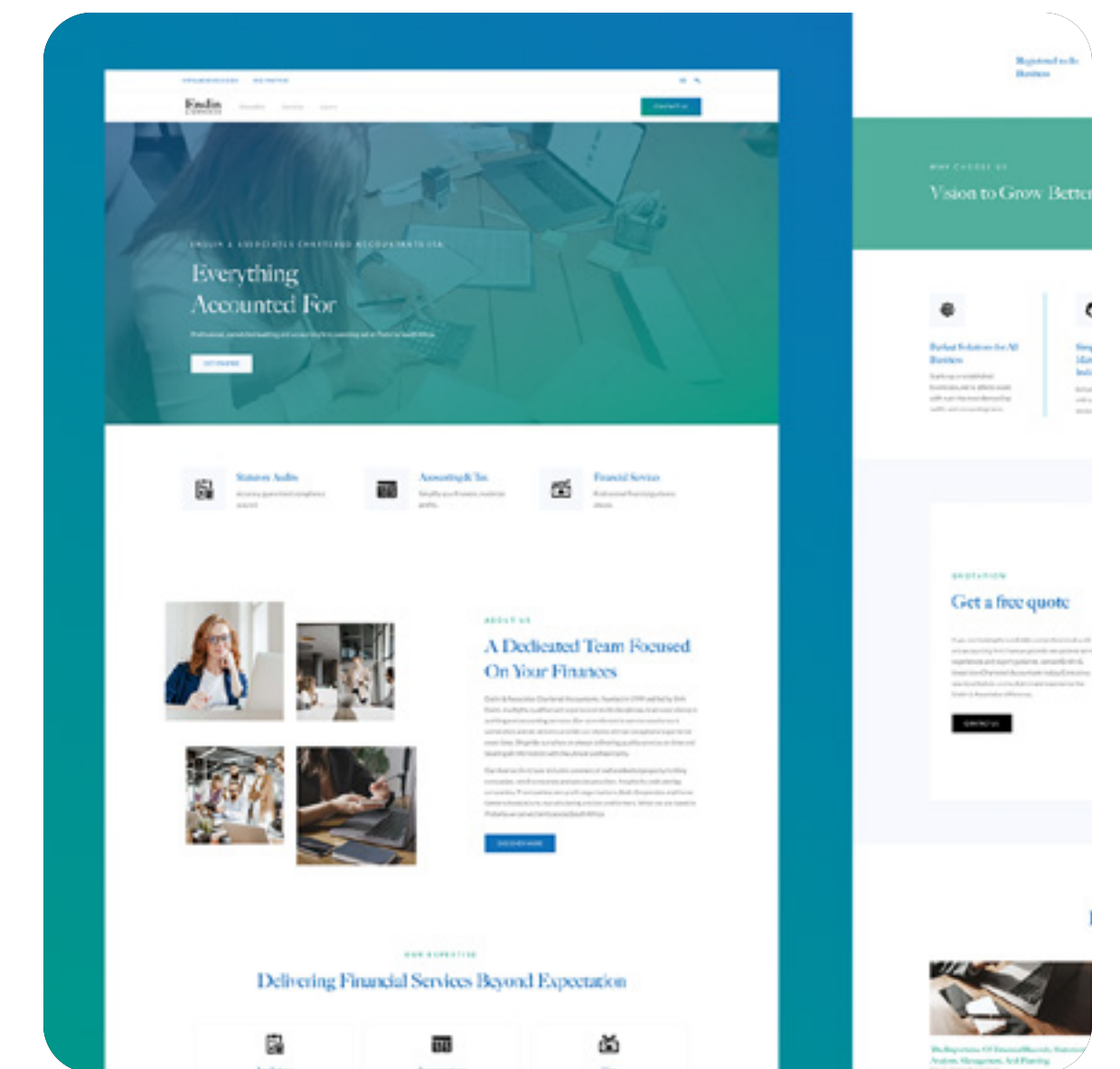
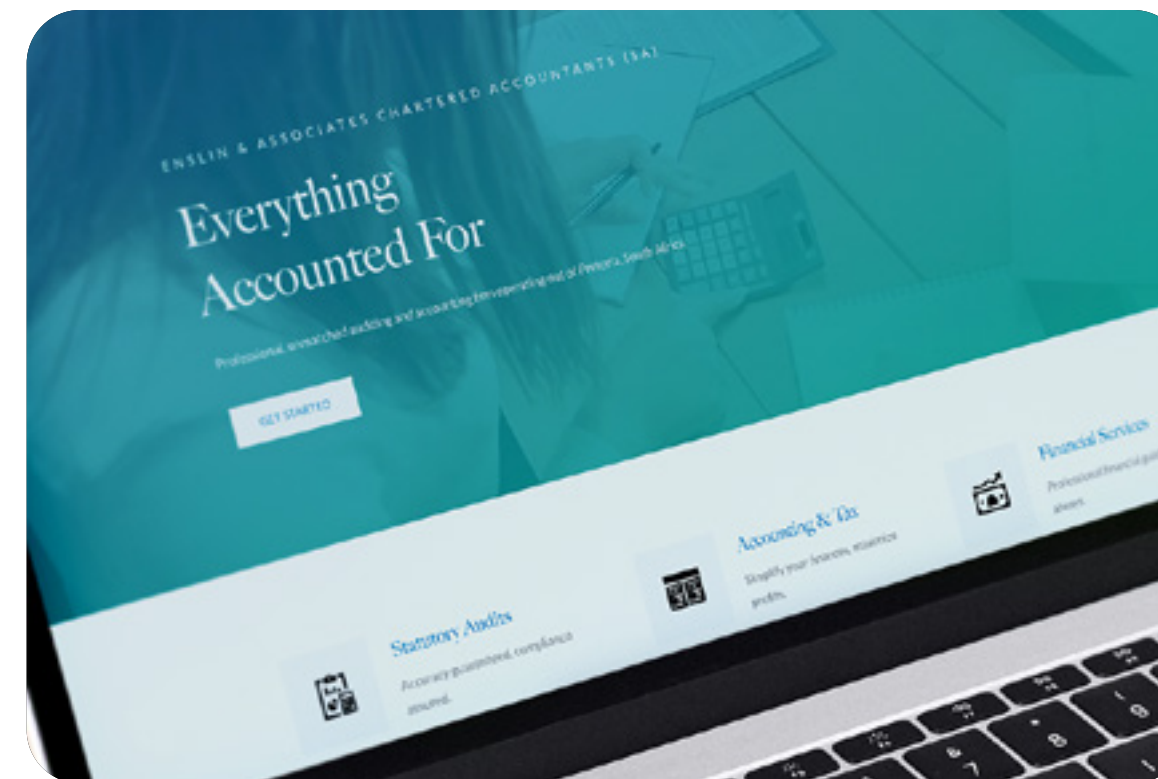
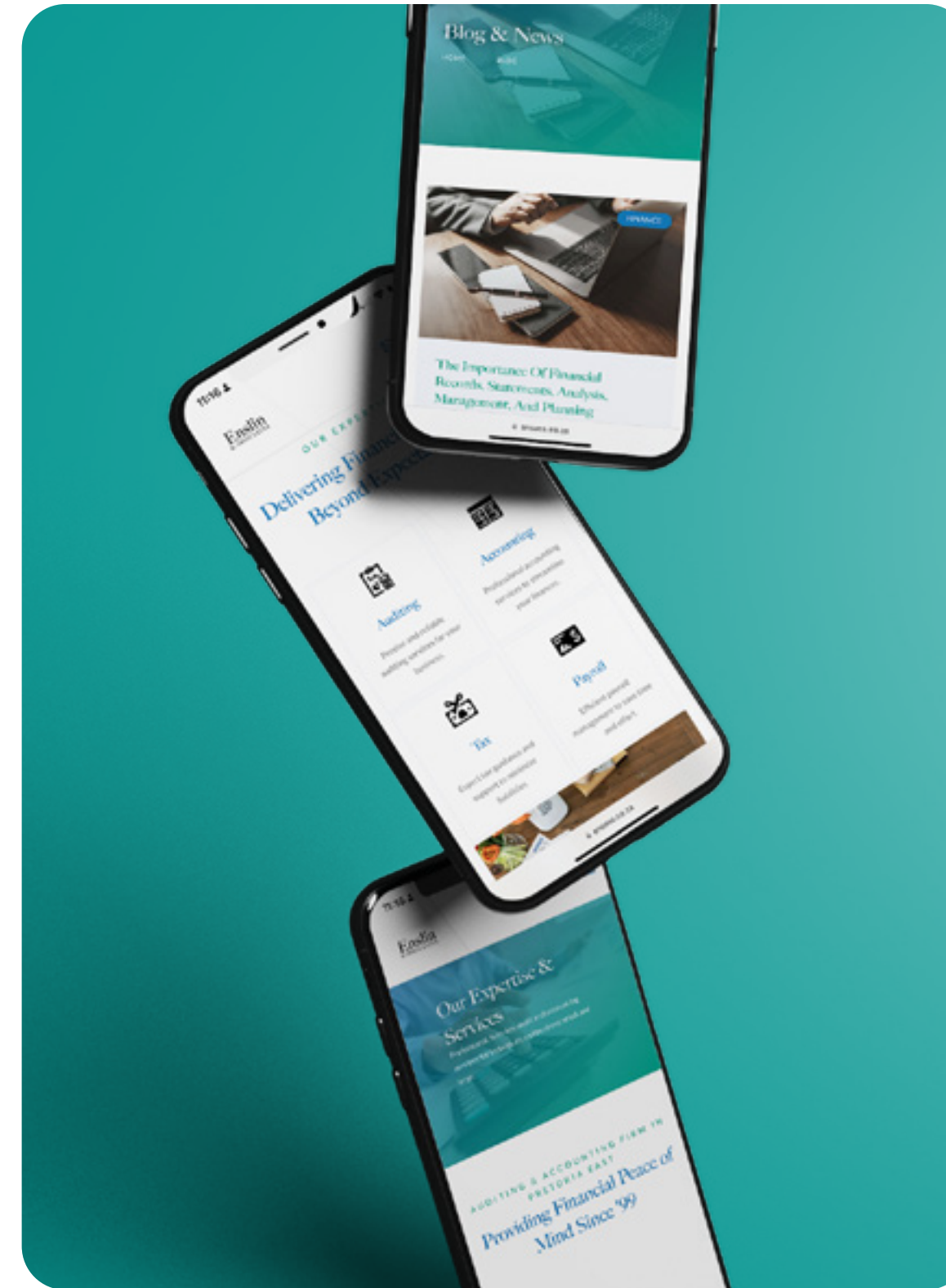


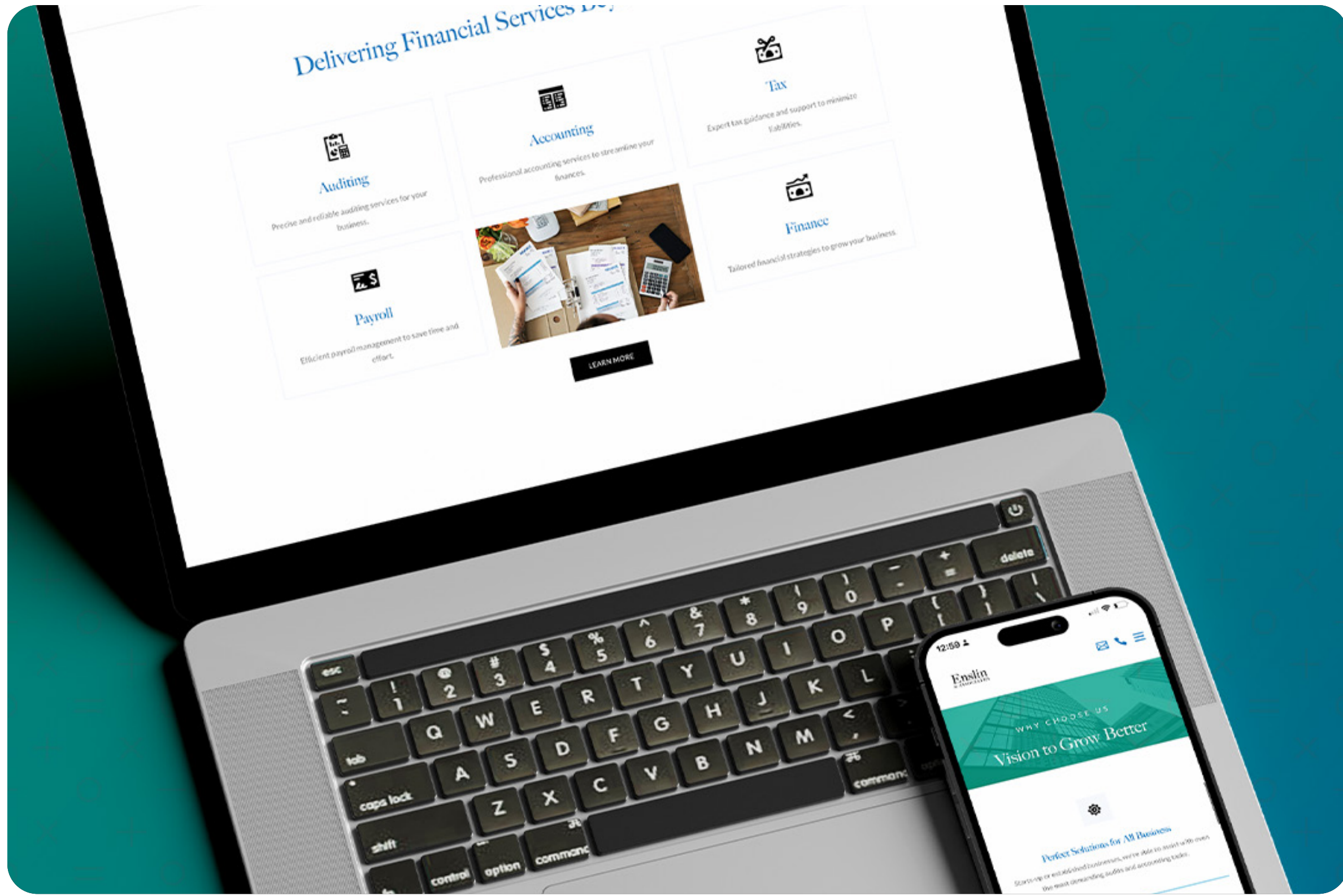
FEATURED PROJECT

Enslin & Associates

Enslin & Associates has been helping people and business with their finances for over 20 years. We were tasked with expanding the Response One Brand Identity. This meant creating new marketing collateral, updating their vehicle fleet branding and getting new uniforms and merchandise, among other things.

We delivered a robust brand and marketing package for Response One that helped accentuate their identity and solidify their presence as a market-leader in residential and commercial fire and security solutions.



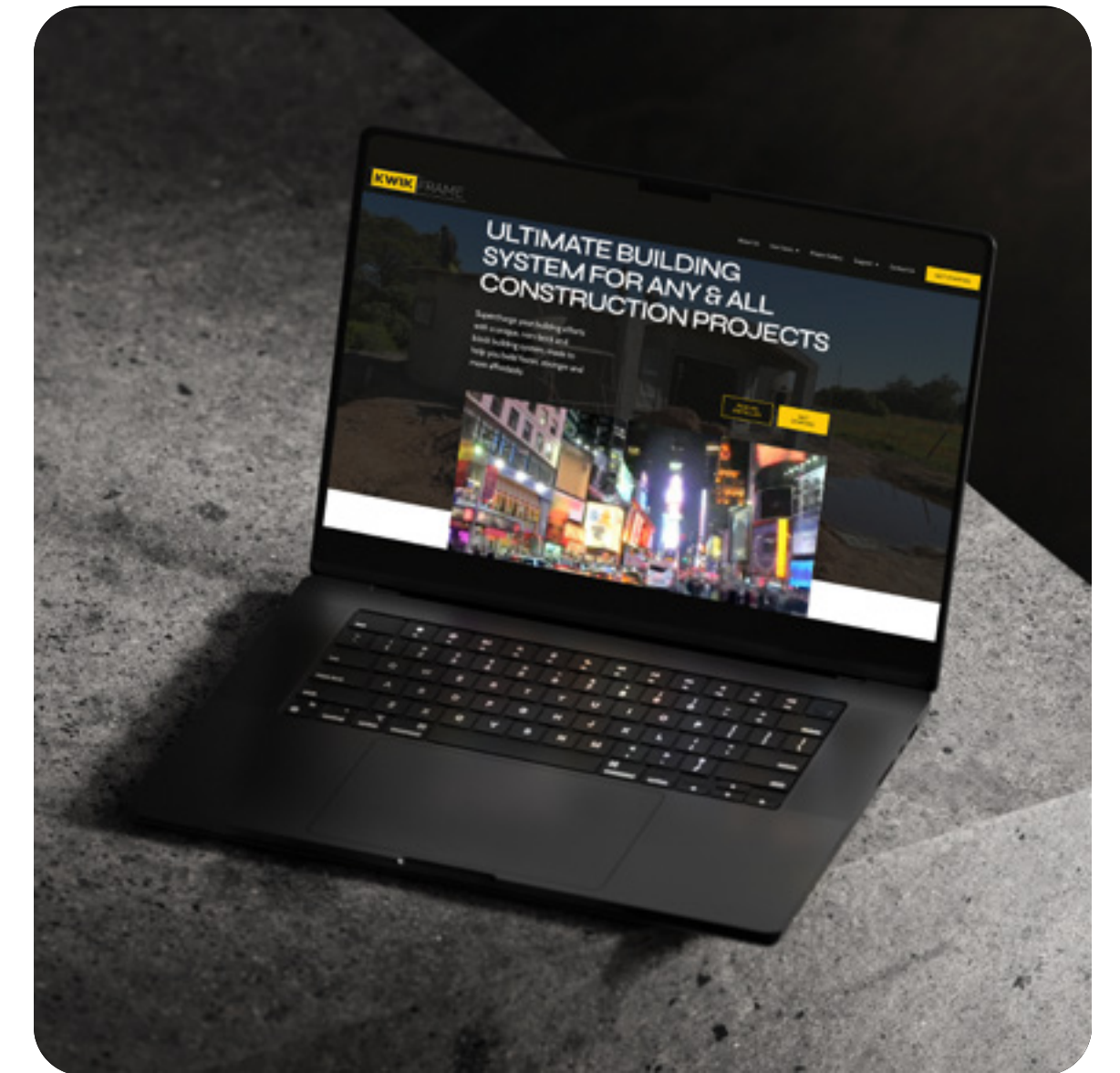


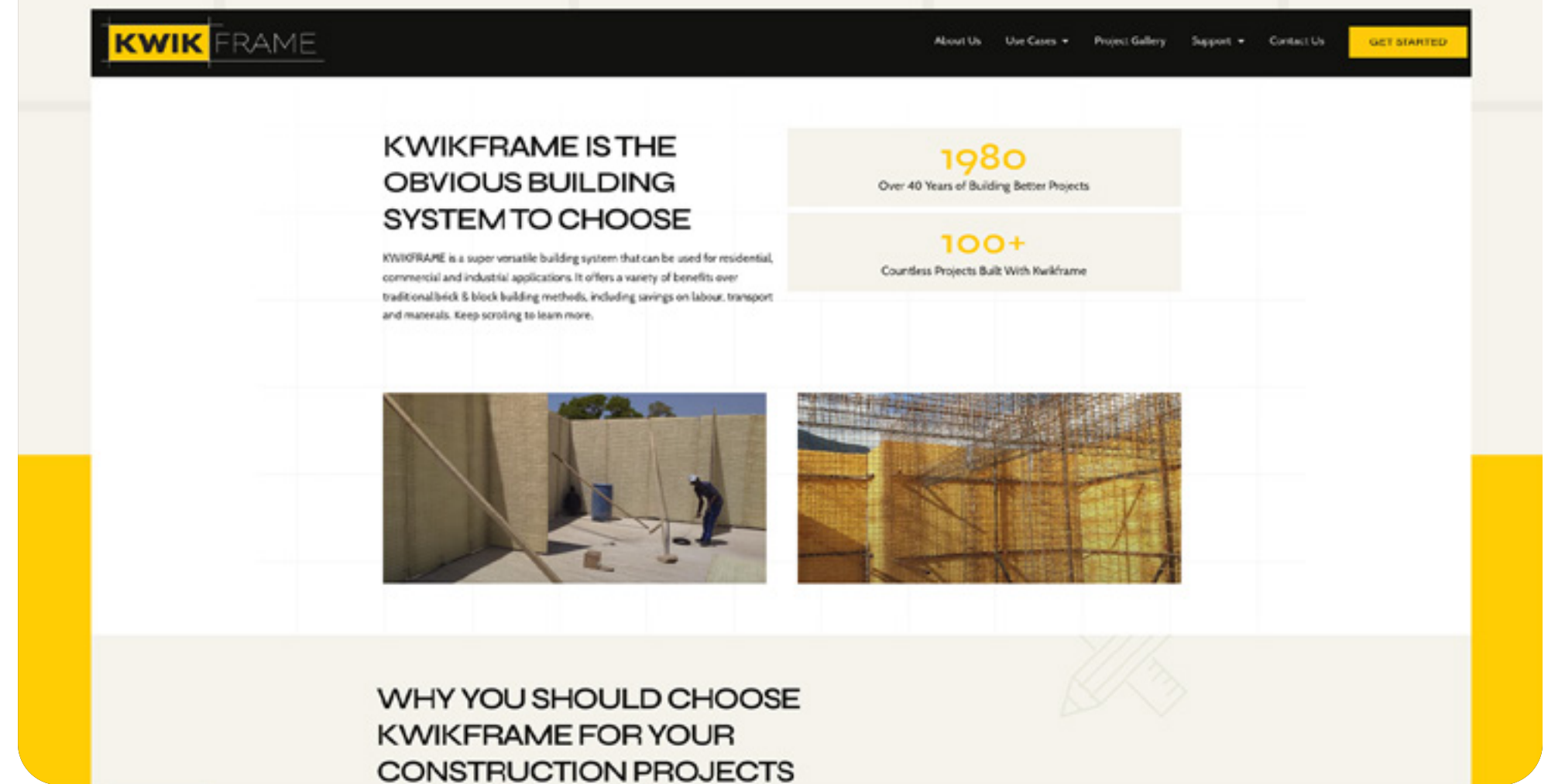
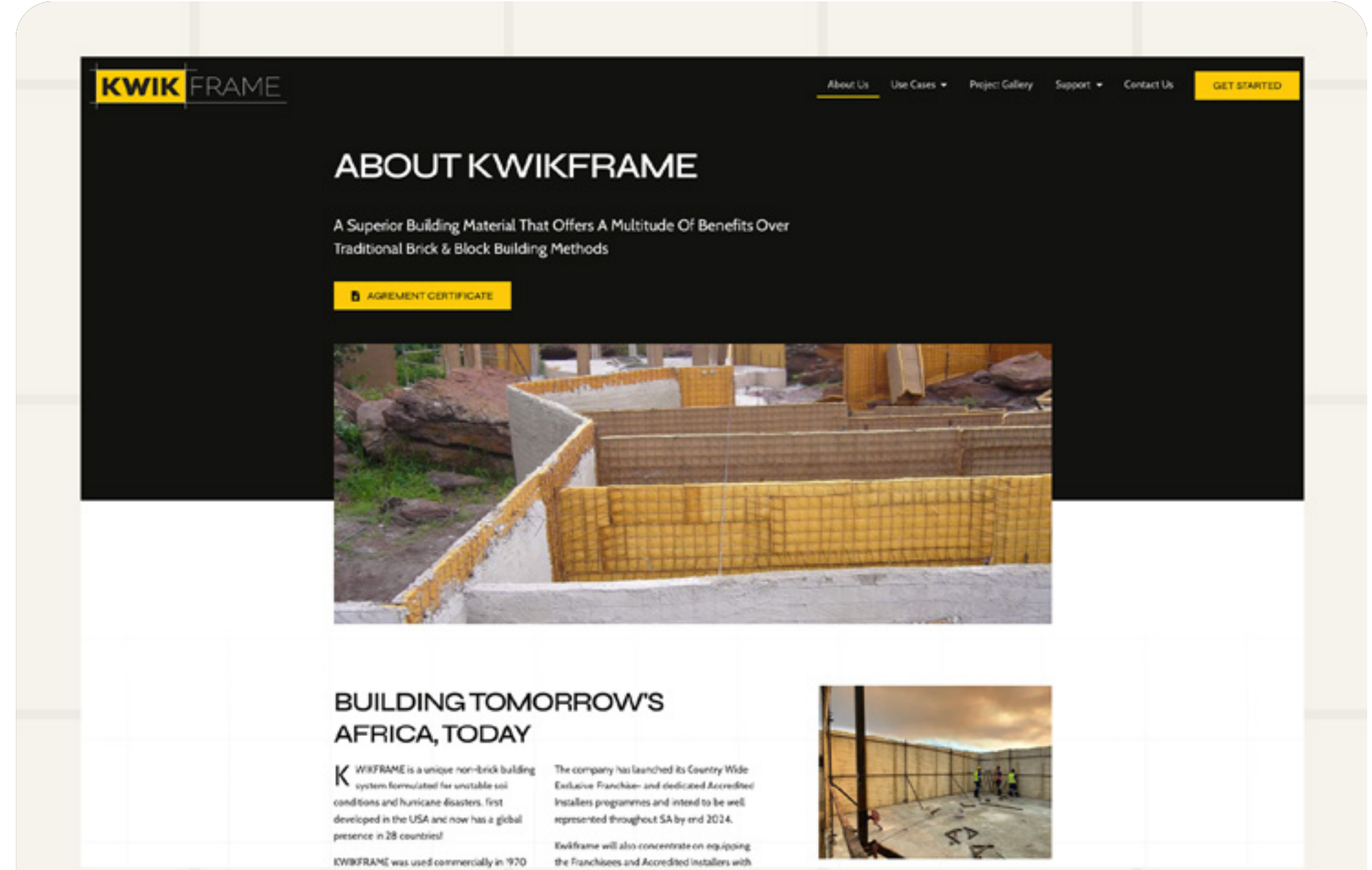
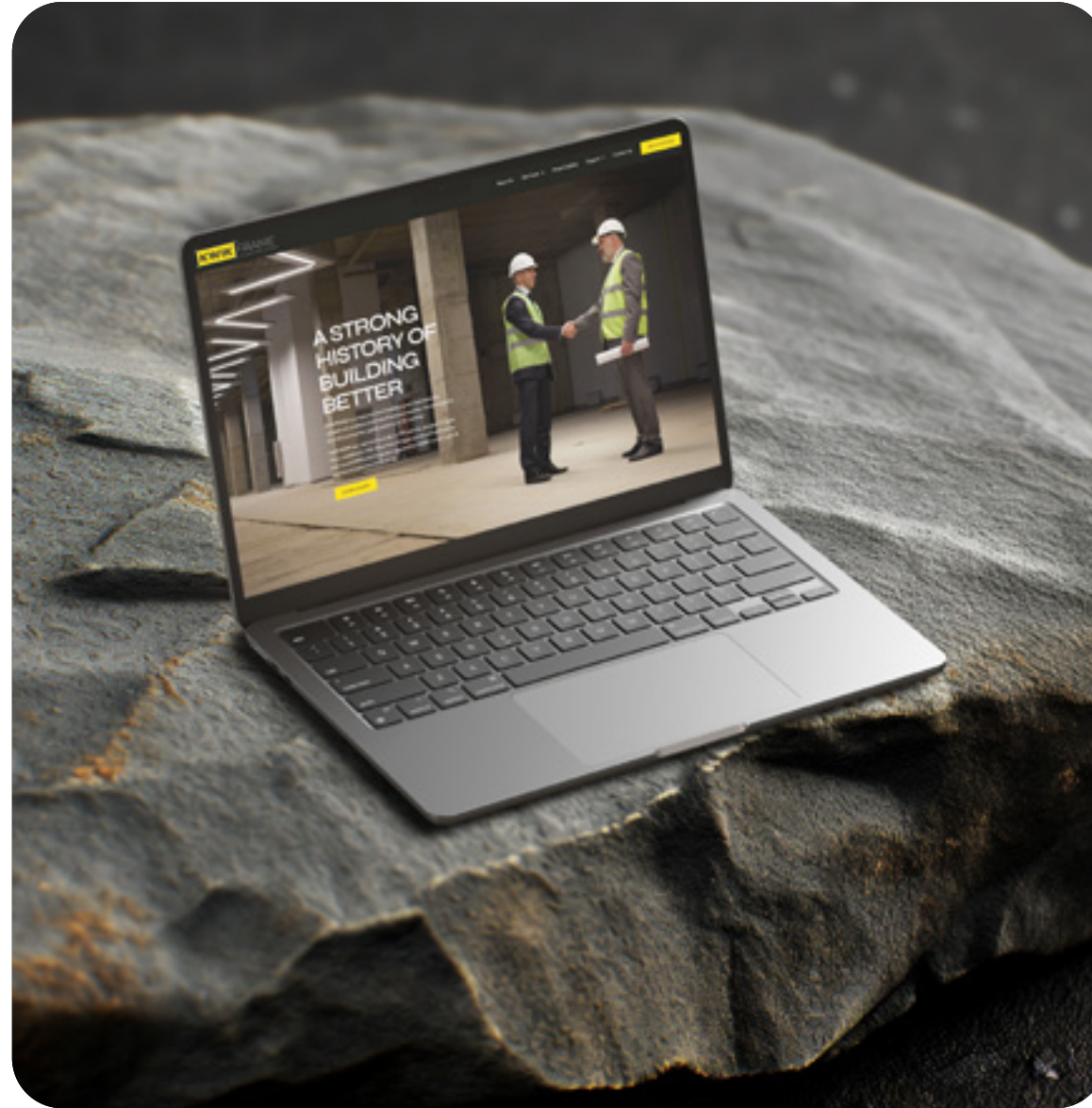
FEATURED PROJECT

KwikFrame

The KwikFrame building solution aims to revolutionise the way we build by providing an innovative alternative building material that helps contractors build better, faster and stronger structures.

We were tasked with establish their brand strategy, voice and visual language. Once that was done, we were given the opportunity to build their website with the aim of attracting new contractors and educating the public on their alternative building material, enticing them to opt for KwikFrame instead of tradition block and brick solutions.





Client list

ABSOLUTE PADEL
AZURA BODY MIND SOUL
BARCADE
BLUSH TIMES
BOXFUSION
CANNAHEALTH
CENTRE PACKAGING
CLEAR THE CLUTTER DUBAI
COPA HABANA
DIBS
DINOKENG RESORT
ENSLIN & ASSOCIATES
FNB
FORTRESS CYBER
GARMIC DECOR & DESIGN
GHM TRAINING & DEVELOPMENT
GLOBAL EXOTIC ANIMAL REGISTRY
IKHAYA MODULAR
IMMORTAL JOLLY
IOANNA'S DANCE ACADEMY
KARMIC PETS
KERSTON FOODS
KUSINI WATER

LIVE ELECTRIC
MAIJAWE MEDIA
MULTIPLEX PARTNERS
NAAMSA
NIKE
OMNIFIT
PUNDIT PROJECTS
RED BULL
RED BULL KENYA
RESPONSE ONE GHANA
SPOTIFY
THE BREAD
THE COFFEE COMPANY
UNITEL
VENTURO
ZANZIBAR NIGHTCLUBS

Thank You

For more information, to have a chat, or if you want to see more of our work, visit our website or drop us an email at hi@gaiakreativ.co.za

We look forward to helping you and your business shine!