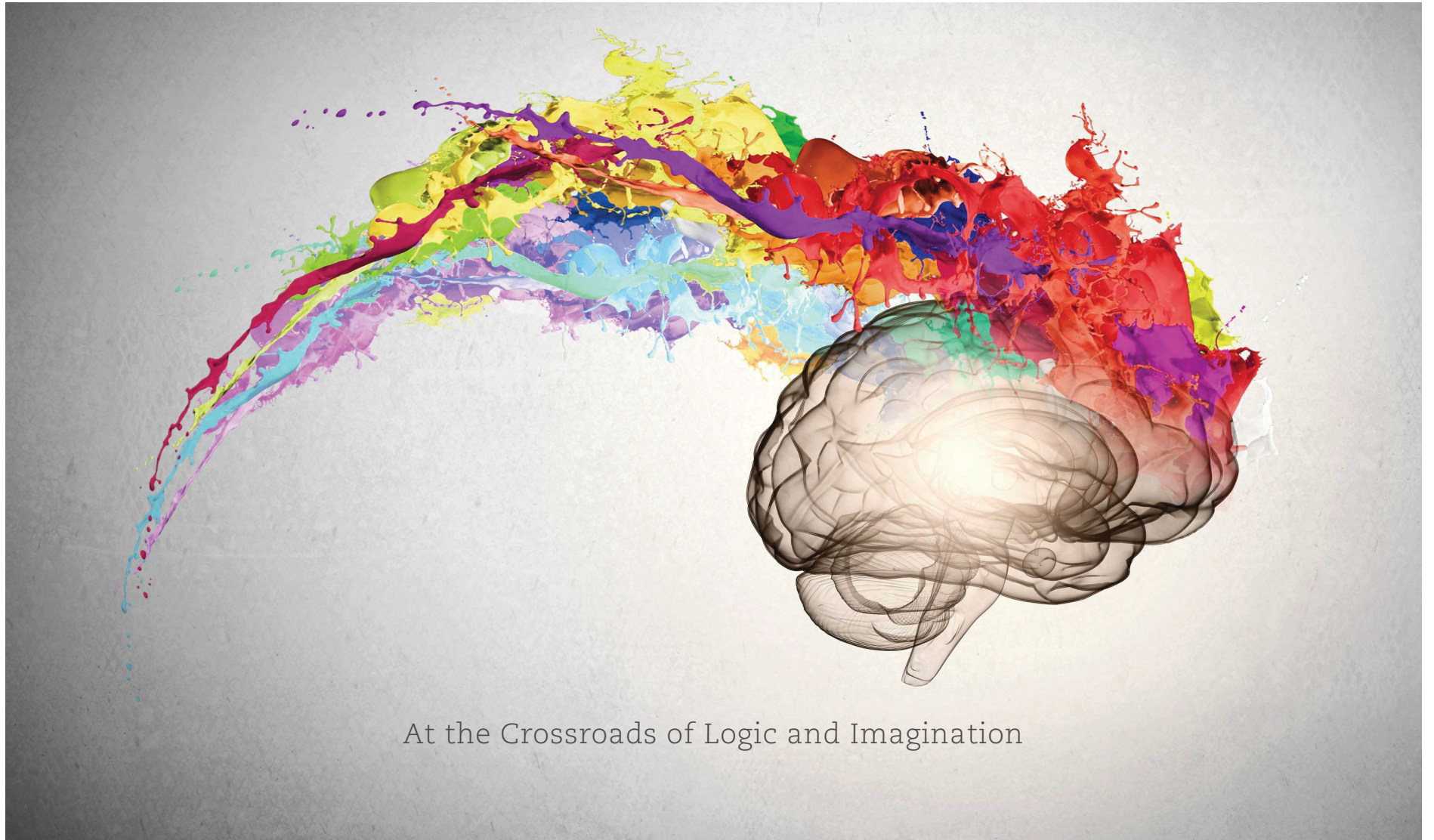


01



At the Crossroads of Logic and Imagination

It's surprising what we can achieve on a tight budget with a few computers and no social life

02

BRAND BUILDING

And all that branding entails: strategy, design, architecture and development.

COPYWRITING

Advertising copy, editorial content, publicity releases, tone of voice, use of language and media liaison.

IDENTITY

Logo design, colour selections, typography. Everything from signage to world class communication standards.

DESIGN

Whether it's an email signature or an annual report, we aim to combine visual satisfaction with logic and relevance.

SOCIAL MEDIA

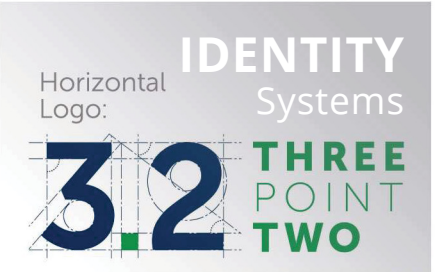
Words and pictures to drive personal engagement, regardless of the type of content or digital platform.

VIDEO

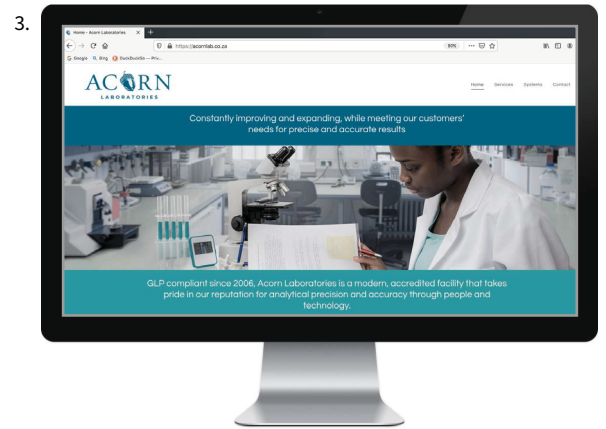
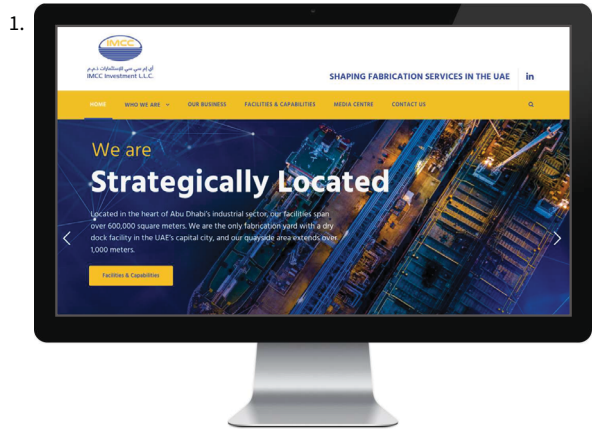
Concept development, script-writing and production management for any and all kinds of moving pictures.

WEB DESIGN

We've done great work for satisfied clients in South Africa, the USA, EU, UK and UAE.



Clients & Experience



03

Our primary clients include:

- » Acorn Group (owners of the Tabard, Teepol, Carbro & Vapona brands) - since 2003
- » Prosol Group / Prosol Integration - since 2004
- » Nelson Mandela Children's Fund - since 2005
- » Montic Dairy / Montic Foods - since 2008
- » SSLR Incorporated - since 2015
- » Machine Tools Online (MTO) - since 2019
- » Envisionit Deep AI - since 2023



EXAMPLES OF OUR WORK: 1. IMCC Abu Dhabi Website | 2. Tabard South Africa Website
3. Acorn Laboratories Website | 4. TPN Product Range Virtual Packaging
5. Nelson Mandela Children's Fund Annual Report



Clients & Experience

INTERSECTION

COMMUNICATION | STRATEGY | PUBLICITY | DESIGN



04

1.



3.



5.



2.



4.



6.



EXAMPLES OF OUR WORK:

1. Website for Three Point Two Engineering & Design (Netherlands)
2. Power Point presentation for a new Morula Pictures television series
3. Front cover for Tabard Insect Repellents Export Range brochure
4. SAB Miller Africa brochure cover featuring Nile Breweries, Uganda
5. Editorial feature article and advertisement for ProSolutions Integration
6. Social Media Posts for TPN Credit Bureau

Your Brand Matters



As a means to navigate the world, customers are looking for authenticity. They want brands that they can believe in, at business to business as well as business to consumer levels.

05

We named our company Intersection because we wanted to become known as a business that operates at the crossroads of logic and imagination.

Everything we do, every day, begins with imagination. But at the core of the work we deliver, there needs to be a logical thread that leaves people with a single minded proposition: What are they going to think or do after receiving the message?

Of course this process is not unlike other creative agencies. However we strive to differentiate ourselves by taking pride in meticulous attention to detail, while delivering work that is both sensible and imaginative. In addition we do this on time and on budget, without fail.

Based on close to 30 years of experience in either leading or contributing to scores of brand-defining assignments for local and

international clients, our skills include all aspects of strategic communication, each of which is driven by a heartfelt focus on combining relevance with creative flair.

We live and work in and around Johannesburg, South Africa. Since 2009, when we took on our first projects for clients in various African countries, and then later in the UK, UAE and USA, we became more and more accustomed to working remotely. Today we consider ourselves quite proficient at delivering professional communication and creative services for businesses around the corner, or around the world.

CONTACT
Mike Harper
mike@intersection.net.za
+27 79 284 0705
Trevor Harper
trevor@intersection.net.za
+27 82 043 5478



WHY WORK WITH US?

How do people differentiate between brands that keep their promises and create authentic relationships with customers, or those that don't? Our commitment to communication excellence helps to support the success of our clients by promoting customer relationships based on credibility. We have the skills to deliver messaging that reinforces the connection between our clients' brands, their unique values and their target audiences. Contact us to arrange a no-obligation meeting and we'll show you how.