

iKON

360° MARKETING

portfolio




WHO
WE
ARE

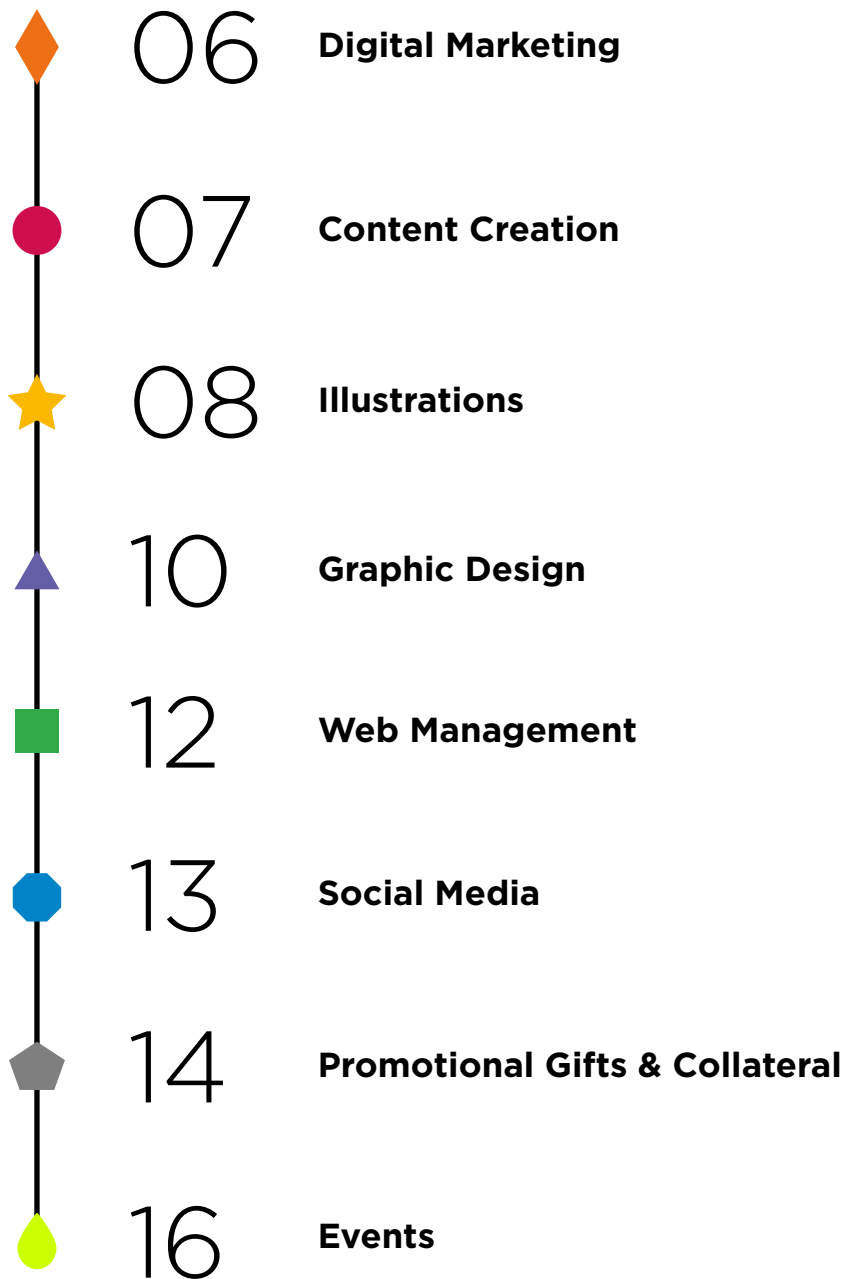
A boutique marketing agency – owned and run by women.

WHAT
WE
DO

We grow your business through effective marketing solutions.



HOW
**WE
DO
IT**



WHO
WE
DO
IT
FOR



“Marketing’s job is never done. It’s about perpetual motion. We must continue to innovate every day.” –

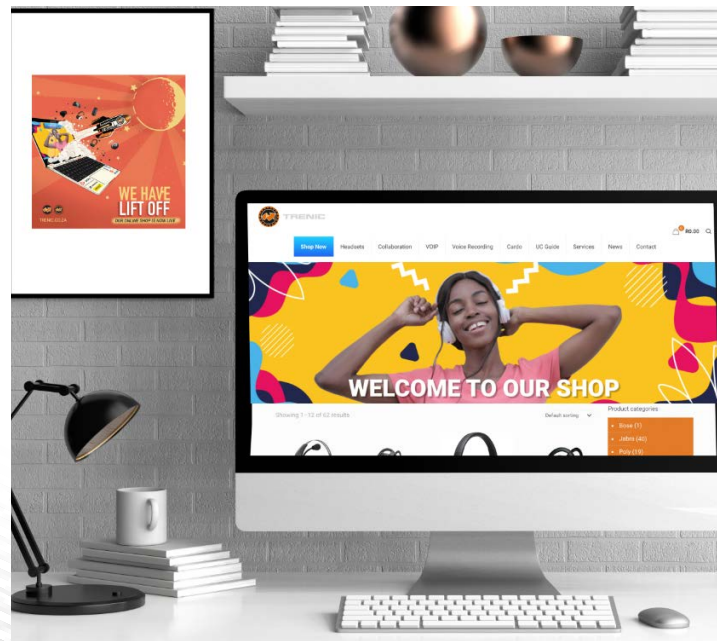
Beth Comstock, Vice-Chair of GE

DIGITAL MARKETING

We conceptualise, develop and manage all elements of a digital campaign or promotion. The digital strategy ensures that you get the best results for your budget.



The Poly Studio Video Bar outperforms its competitors, at the same price. Customers didn't know that. Yet. The re-launch campaign focused on positioning this message in simple ways and driving customers to 'test' it out in a demo.



Trenic began selling their product via their online store. We were tasked with creating their eCommerce store and then developing a campaign to promote their store.

CONTENT CREATION

We pay attention to what you say and how you say it. Articles, case studies, social media content and newsletters are created to get your message across in the most effective way.



Socially Beneficial

As the political climate in South Africa changed to that of the government's direction and funding dried up for social infrastructure projects, LOCAL STUDIO, an architecture firm with its roots in social infrastructure and affordable housing projects, was founded by Thomas Chapman and currently employs 15 full-time staff, conducting projects across the African continent.

The company entered the market in an interesting trial in South Africa when, in places like Johannesburg, there was a lot of funding allocated to non-profit organizations to do social infrastructure projects like schools and community centers.

By 2015, Local Studio had started to define the work it was doing and specialized heavily in lightweight steel construction and offering alternative construction techniques to create living spaces from old industrial buildings.



Out with the old in with the new

When it comes to moving old infrastructure there are several challenges that only this type of project apart from a new built, says Chapman. "With commercial like this, the old industrial and office buildings we work with are not suited for residential use. These buildings often have deep floor plates and high floor-to-ceiling spaces. Design that could make new apartments, but make it really expensive to convert to residential space."

One of the big challenges with moving these old buildings is figuring out how to make efficient use of all the available space while ensuring natural light and ventilation remain a priority.

Since a conversion is also a tricky one because you need retrofit services, says Chapman. "Only about 5% of the projects we've done had a nice service that we can get help with when we convert to apartments."

There is strong competition within the affordable housing space and the biggest measure of success is the occupancy rate of developments. Chapman says apartments that fill up the fastest are those that have a price between \$1,000 and \$1,500 per month. These units will range in size from 15 to 25 square meters and are available from there.



THE FUTURE OF COLLABORATION AND PRODUCTIVITY

When last were you able to deliver a seriously productive day? Perhaps a more important question is where - was it at the office or at home? If the previous decade saw the ubiquitous rise of the open office, the coming one will see the complete decentralization of the workplace.

As industries and economies are upended, everyone needs to remain agile and adapt to new ways of working. Fueled by health concerns, a growing demand for flexible working options requires a different perspective around how a company innovates through collaboration.

As we face spatial challenges, we look to technology to future-proof our teams and businesses. While business intelligence will continue to improve the future of



Investing in your employees

Today's knowledge workers can easily become overwhelmed by the number of tools required by their workflow. HubSpot memorably labelled this phenomenon as "death by 1,000 apps." Conflicting communications platforms combined with the deluge of emails and conference calls

New this month: The MEED report interrogates the digital evolution of organizations, understand the importance of stakeholder engagement in infrastructure projects, follow a French city as they plan their route to smart city starting with a water plant, understand the benefits of integrating BIM and GIS, honour a decade of AEC innovators and designers and read Susan's Etlinger's reports on 5 lessons from a year of upheaval.



Report: Digital Evolution

The 3rd MEED Report looks at the digital evolution of organizations who are leveraging data and digital twins to achieve higher levels of quality, safety and efficiency.

[Read now](#)



Sharing the vision

Stakeholder engagement was crucial to the success of the BRT (Bus Rapid Transport) system. Read how HHO ensured their engineering vision was understood, and accepted, by their client.

[Read more](#)



From water plant to smart city

Visitors can explore the digital model of this water treatment plant before it's even inaugurated. SUEZ Consulting's work on Saint-Brieuc Armor Agglomération's plant is the first step in their transition to a smart city.

[Learn more](#)



BIM and GIS integration

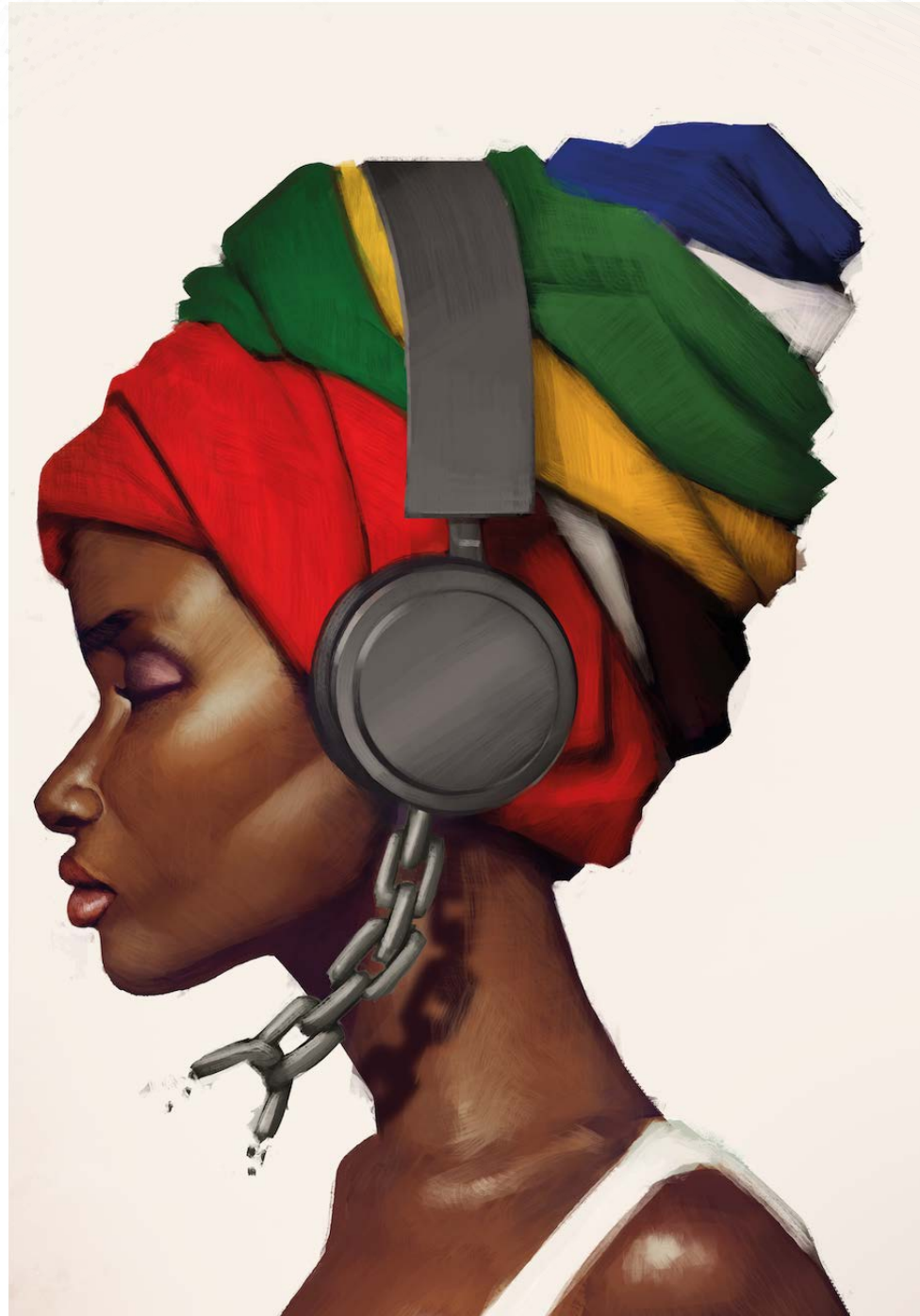
Integrating location intelligence with design allows AEC teams and project owners to efficiently plan, design, build and operate. Information is placed at the centre of their projects.

[Access our resources](#)



DIGITAL ILLUSTRATIONS

We believe well-conceived and executed illustrations really are worth more than 1000 words.

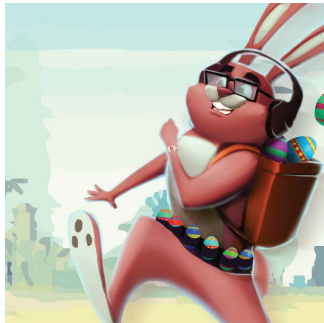


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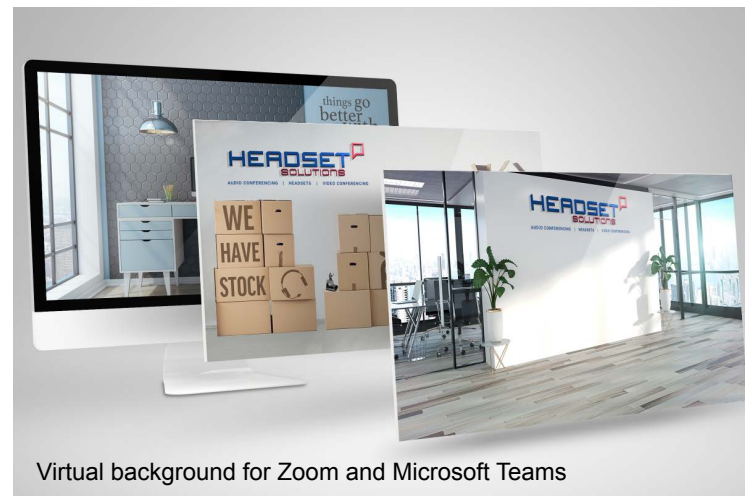
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Some things
are made to last...

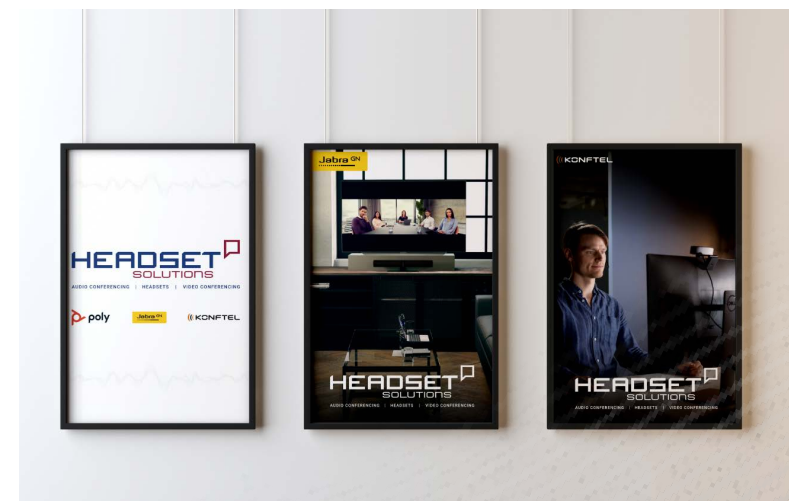


GRAPHIC DESIGN

Put your best foot forward with our comprehensive design services for print and digital.



Virtual background for Zoom and Microsoft Teams





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zoom

Reaching new heights in SA

zoom

Zoom has been enhancing our partner ecosystem across EMEA these past few months and we are excited to now be in Sub-Saharan Africa for our **exclusive Invite-Only Launch Event**.

The relevance of the channel is at the heart of our growth plans, and we would like to welcome you **on 4 May at Marriott Hotel, Melrose Arch** at our **Zoom Channel Launch Event** as we share our strategy and ambitions for the coming 12 to 24 months.

DATE:
4 MAY 2022

TIME:
19h00 – 20h00

PLACE:
Marriott Hotel, Melrose Arch

REGISTER NOW

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YOUR HOME OFFICE SOLUTION

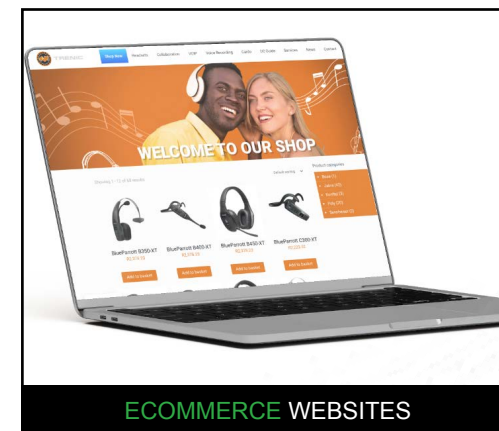
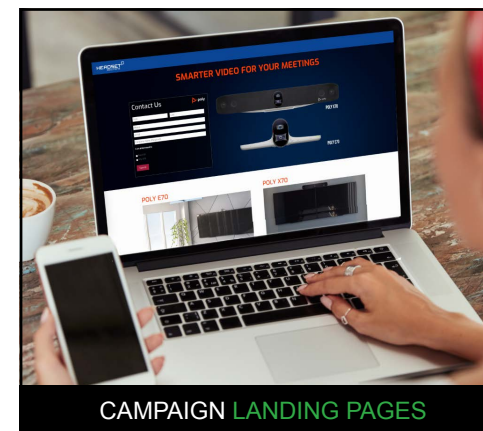
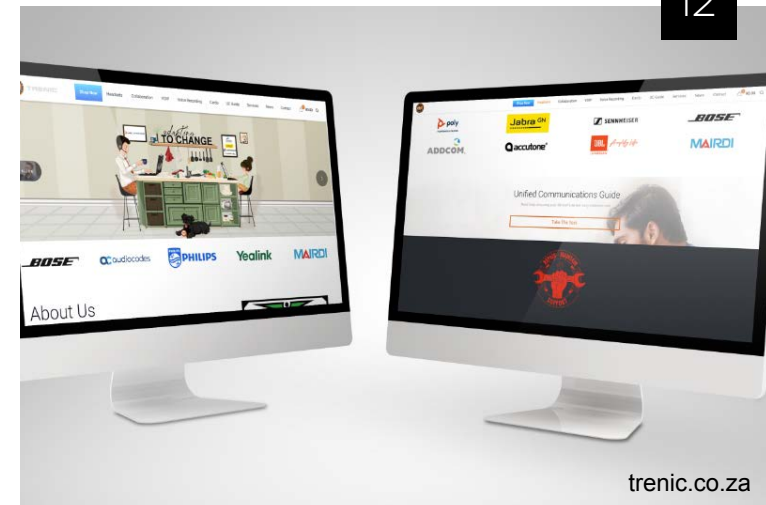
POLY STUDIO P15

AVAILABLE NOW

DISTRIBUTED BY HEROCSET SOLUTIONS

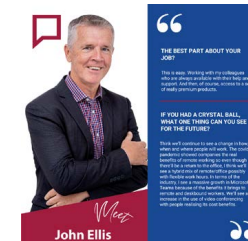
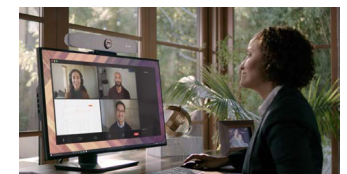
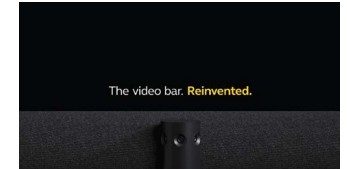
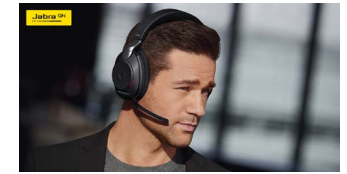
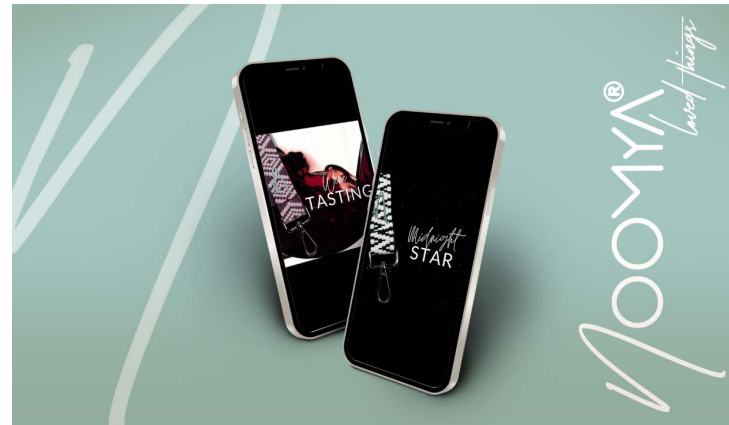
WEBSITE MANAGEMENT

When a standard web template won't get the job done. We will conceptualise and design your website to ensure it's functional and looks good, and add an e-store if that's what you need. SEO optimisation will ensure you're ahead of your competitors in any web search. Or we can deliver an effective landing page for a campaign or promotion.



SOCIAL MEDIA

Effective social media campaigns align overall marketing strategy with effective content creation, campaign management and captivating visuals. If you're wanting to be noticed, gain leads or build your brand's reputation, we have a solution for you.



PROMOTIONAL GIFTS AND PRODUCTION

Sometimes the best way to a customer's heart is in their hand. We conceptualise, source and deliver memorable gifts, promotional items and branded apparel.

PANACAST 20

Personal video conferencing, but not as you know it.



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EVENTS

We turn anything, large or small, into an event – virtual or not. Our dedication to detail means nothing is left to chance.

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AUTODESK VIRTUAL SAFARI INCENTIVE



JABRA VIRTUAL GIN INCENTIVE





GET IN TOUCH

We're the little engine that could.

Our core team is committed to your business, and our comprehensive supplier network ensures that every project, small or large, is a success.

We're responsive and effective. No passing of the buck here.

Give us a call and let's have a chat to see how we can help you.

Inken Gartrell



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