

# MANGOQMC

OPEN MINDED  
COMMUNICATION



## CREDENTIALS DECK



# ABOUT MANGO-OMC

## 1 **FOUNDED IN 2005**

A leading PR, communications and digital marketing agency specializing in integrated communication and digital marketing strategies.

Traditional

+

Digital

+

Social

=

Measurable Returns



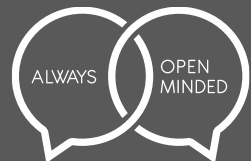
## 2

## **INTERNATIONAL REACH**

Cape Town, Johannesburg, Durban PLUS partner agencies in select African countries

## 3

## **THE ONLY AFRICAN MEMBER OF THE INTERNATIONAL PUBLIC RELATIONS NETWORK**





# ALWAYS EVOLVING, OUR MODEL HAS CHANGED

*“As the Covid-19 pandemic hit the world in 2020, MANGO-OMC adapted by activating a specialist freelance model that ensured ongoing strategic and senior support whilst reducing overheads and possible risk. This model has been highly successful and has been running since May 2020. The business model has resulted in the ability to bring the best possible minds and skillsets to each project and retainer whilst the reduction in overheads has enabled us to offer a senior team on each account or project at no additional cost to clients.*

*Our existing technology has allowed for this networked agility and also allows me to project manage and implement every step of the way across all clients with some of the very best support and co-management in place. We have proven that we can make it work, and make it work well.”*

**Nicole Capper, MD**



# ACCREDITATIONS

We are part of the *International Public Relations Network* – a global organization comprising of over 53 owner-lead agencies. Nicole Capper is Head of Africa.



Nicole Capper is an accredited judge for the Stevie Awards-International Business-Public Relations Category. She judged in 2019 as well as for the 2020 Covid-19 Category, the 2022 Business-Public Relations Category and is currently judging in 2023 for the Web, Social Media, App Category



We are a member of the *IAB SA* – a member-driven organization that promotes digital growth.



MANGO-OMC was awarded the PR and Communications Advisory Firm of the Year In South Africa by Corporate INTL Global Awards in 2018, 2019, 2020, 2021, 2022 and 2023.



Nicole Capper was part of the IAB's Digital Influencer Marketing Committee from 2020 - 2023.





# OUR EXPERTISE

Our **converged communication solutions** include digital, social, broadcast and print media channels. We have a **network** of tech geeks, content curators, digital marketers, influencer marketers, social media managers, software developers, SEO partners, graphic designers, videographers, photographers, copywriters and journalists.



## STRATEGIES

With over three decades of experience, we can generate a strategy that is bespoke and will navigate a route through the multiple communication channels available today.



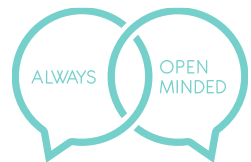
## CONTENT

Press releases, articles, visuals, statements, talking points, presentations or paid-for content – we generate it with your key messages and align it with your strategy.



## PODCAST / SOUNDBITE

Online interviews and podcast links are also used for digital releases, where appropriate, or recorded and edited soundbites for broadcast use.





# OUR EXPERTISE



## CRISIS COMMUNICATION & REPUTATION MANAGEMENT

As the communications world increasingly becomes a dialogue between consumers and brands, the ability to manage your reputation through rapid proactive and reactive strategies is key.



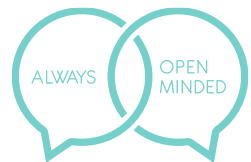
## DIGITAL MARKETING

The best way to ensure you're everywhere you need to be is with a 360 degree approach to your digital marketing. We make sure your message is being seen on the right platform, in the right context and at the right time. This includes a full (or tailored as required) solution from electronic newsletters to digital campaigns to Google AdWords (PPC) to website development.



## INFLUENCER MARKETING

Influencers (macro / micro / nano) have become a powerful tool. When budget allows, we build alliances into the strategy and manage the full implementation.





# OUR EXPERTISE



## VIDEO

We convert PR content into online videos, making it engaging and shareable on social media and online editorial platforms.

With our partners, we provide full video production services including social media livestreaming.



## SOCIAL MEDIA

The development of social content for internal social media teams OR social media strategy OR implementation and community management.

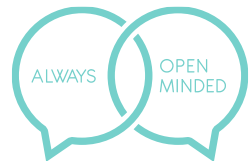
This includes Influencer Marketing where appropriate.



## DATA ANALYSIS

The digital landscape provides massive amounts of data that we mine for insights and translate into strategy, analysis, reports and newsworthy releases/articles or opinion pieces.

Data is gold.





# OUR EXPERTISE



## EVENT MANAGEMENT

With our events and branding partner, we translate key messages and brand narrative into events that are experiential, media and news worthy and which have PR and marketing legs.



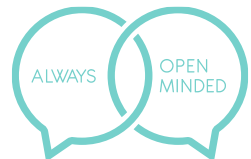
## MEDIA TRAINING

Convincing the media to pay attention to your message is key. We understand the climate within which reporters and editors operate and work. The more we serve as a resource that helps the media deliver accurate and relevant information, the more easily we will be able to get the message out. The media training ensures that spokespeople are equipped to handle all kinds of print, social and broadcast media.



## ANALYSIS AND REPORTING

Reporting is an essential part of our services. Big projects require extensive documentation such as project debrief reports, meeting minutes and contact reports. We ensure everything that gets discussed with stakeholders is documented and communicated as required ensuring absolute transparency and accountability at all times.





# IN ADDITION...

## WE HAVE A VAST NETWORK OF PARTNERS

We offer a combination of solutions – or specific solutions tailored to your exact requirements. Each proposal is developed to ensure the best possible solution for your needs. The services listed should be treated as an overview of everything that we are able to provide and deliver on with the understanding that we can collaborate with your existing suppliers, or our own partner network – fulfilling the role of lead agency where needed.

**In summary, we provide what you need according to the best possible model for your budget.**



**Video & Film  
Production**



**Graphic  
Designers &  
Creative  
Directors**



**Copywriters  
& Specialist  
Writers**



**SEO & Digital  
Marketing  
Specialists,  
Software &  
Web  
Developers**



**Event  
Production:  
Hybrid, Digital  
& Physical**



**Media Buyers**



# SOME OF OUR CLIENTS – PAST AND PRESENT

SIOC  
**COMMUNITY  
DEVELOPMENT  
TRUST**

**EAT  
OUT**  
**W**  
WOOLWORTHS  
RESTAURANT  
AWARDS  
2022



**ACKERMANS**

WOOLWORTHS  
RESTAURANT  
AWARDS  
2022



**simplify.hr**  
**LC Waikiki**  
**24.com**

**careers24**

**INFECTING  
THE CITY**



**PayCentral**

**Prof. Frank R Graewe**  
PLASTIC & RECONSTRUCTIVE SURGEON



**Si.**  
Swedish Institute.



**ActionCOACH**  
BUSINESS COACHING



**HPCA**  
CARE & SUPPORT  
Hospice Palliative Care Association of South Africa



**Maker  
Library  
Network**

**THE TVSMITHS**

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# TESTIMONIALS

*...They have a strong network of media contacts and were able to write quickly and to the standards that we needed from them... Should we have the opportunity to work together again, we would definitely re-engage them.*

## AFRICA UTILITY WEEK

Lida Van Heerden,  
Senior Marketing Manager  
Spintelligent

*Thanks Nicole, this has been a great project and we are very happy with all of the deliverables! We'd like to thank you for being so easy to work with - very professional and organised, yet flexible in your approach.*

## ICLEI

Michelle Preen  
Senior Manager: Communications,  
Membership & Knowledge Management  
ICLEI Africa





# TESTIMONIALS

*..Through their connections  
we were able to forge  
strong relationships with  
key media and bloggers  
and we found their  
strategic input immensely  
valuable.*

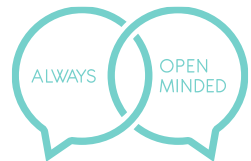
## **FRY'S FOOD**

Amy Chu  
Marketing Manager  
The Fry's Family Food Co.

*Up until 2019 :...  
Each and every year they over  
deliver on PR value. Just when we  
think we have hit a ceiling, the team  
deliver beyond expectations. Their  
agility is impressive and they really  
get the results time after time.  
MANGO-OMC manage difficult  
situations with pace, professionalism  
and complete the solution...  
We simply couldn't do it  
without them!*

## **THE EAT OUT MERCEDES-BENZ RESTAURANT AWARDS**

Aileen Lamb - General Manager  
Consumer Division, New Media





# TESTIMONIALS

*MANGO-OMC have catapulted us into public awareness. We have been on TV, radio, in newspapers and on local and international websites - including the Wall Street Journal, all in less than 18 months. What we love about MANGO-OMC is their ability to understand our strategy and provide insightful input, they then synchronise their PR activities with this. We appreciate their intentional and considered approach.*

## ITIZEN SURVEYS

Marcus Coetzee  
Client Services  
Citizen Surveys

*They were able to attract pro bono partners and support and in doing so, helped reach a 10 fold return on investment - simply by working smart and truly understanding our unique position in the media space. MANGO-OMC is a team of specialists and thought leaders in their industry. Partnering with them has been a joy!*

## IKAMVA LABANTU

Ronell Jordaan  
Fundraising Manager  
Ikamva Labantu



# TESTIMONIALS

*... They were creative, yet structured, responsive and professional in the approach and flexible to our specific needs. Under their watch for the period of a year, the project developed an excellent community base due to their building of the relationships and they managed high volume content creatively and often went beyond their original mandate to achieve the objectives of the project. They were especially proactive on the reputational demands, which were critical.*

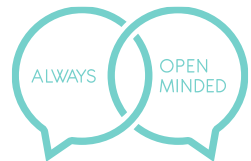
## **FTI CONSULTING**

Wayne Lowe, Senior Director  
Strategic Communications EMEA  
FTI Consulting

*In a challenging economy and media sector, MANGO-OMC have shown a strategic clarity and holistic approach that is promising in terms of an ongoing relationship.*

## **HPCA**

Ewa Skowronska, MD, MPH, CEO  
Hospice Palliative Care Association





# TESTIMONIALS

*Working with  
Nicole is a dream!*

*I was concerned that a marketing campaign would be 'too much' for us but her interaction has made it exciting and rewarding. We love what we do and she has understood that and helped us do it better. She gets our value add to the community. Her approach is professional, patient and consistently helpful in partnering with us on this journey. Her knowledge and connections in the media and marketing world have paved the way for increased exposure for our brand. We haven't even finished our campaign and we already have increased membership and recognition in the community.*

## **SAASWIPP**

Paula Hildebrand - Chairperson  
South African Association of Social Workers  
in Private Practice

*On behalf of SIOC*

*Community Development Trust (SIOC-CDT), I am pleased to confirm that MANGO-OMC through Nicole Capper has been supporting the Communications Team and the entire organization with exceptional service from the year 2020 to date. What we appreciate the most about Nicole in particular is that she works as part of the team, is good at transferring skills, is immersed in the team and organizational culture and contributes significantly to the strategic thinking. MANGO-OMC brings along a wealth of industry knowledge and expertise that will be beneficial for any organization. They are extremely professional, efficient, creative, attentive to detail, great work ethic and never miss a deadline.*

## **SIOC-CDT**

Refilwe Sebogodi  
Head Stakeholder Relations and  
Communications



# TESTIMONIALS



*MANGO-OMC proved to be an invaluable partner when we brought them on board to assist us with the PR and influencer management for the relaunched Eat Out (Woolworths) Restaurant Awards in 2022. Nicole's years of experience, and the talented team she handpicked to work on this massive project, were key to us pulling off a memorable event and hitting our PR value targets.*

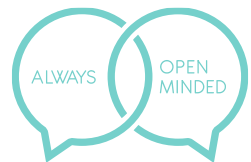


*I have worked in NGO's for over 20 years & finding great marketing & communications expertise was as elusive as looking for a needle in a haystack. We bounced around between in-house and outsourcing options and I can honestly say Nicole & her team have been the best I've ever worked with. She has the most wonderful combination of being strategic and also willing to dig into detail. I have learnt so much from the extensive experience that she brings to bear. She's undoubtedly helped HPCA to raise our profile & build our brand. Highly, highly recommended.*



**NEW MEDIA**  
Aileen Lamb  
CEO

**HOSPICE PALLIATIVE CARE  
ASSOCIATION**  
Leigh Meinert  
Advocacy Manager







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# MEASUREMENT AND REPORTING

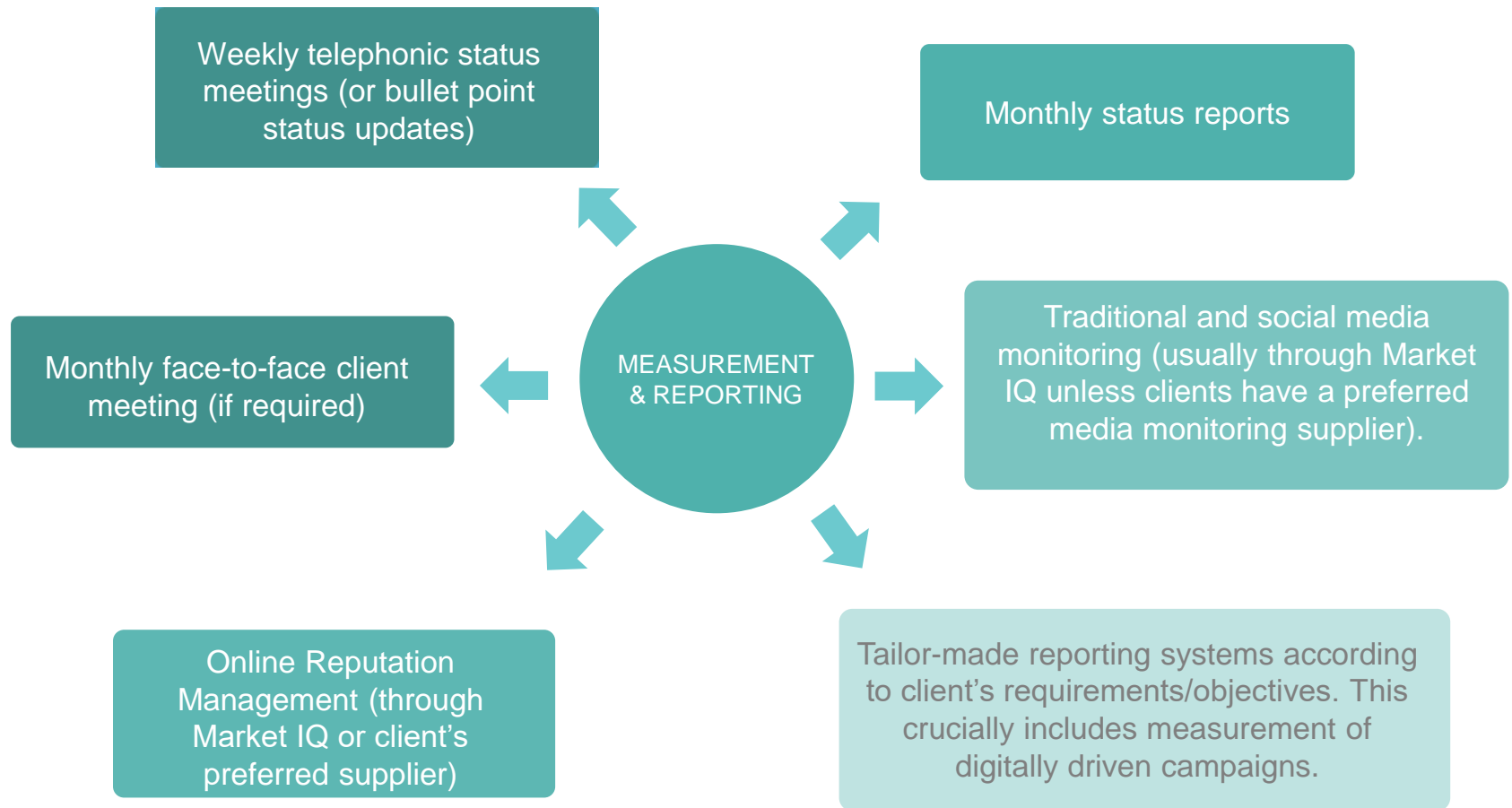


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# MEASUREMENT AND REPORTING







**Nicole Capper**  
Owner and Account  
Director (CPT)

**Nicole Capper, (Owner of MANGO-OMC)** has a 25-year communications background ranging from brand management to marketing to public relations. Her brand experience started in the nutraceutical sector and expanded to health and lifestyle within the retail sector. When moving to PR, the clients have ranged from tech to health to hospitality to conferences, festivals and events. Nicole has accumulated a network of both business and media contacts and is currently focusing on the NGO sector. Her razor-sharp strategic mind allows her to get to the heart of an issue quickly and succinctly. Her innate understanding of the traditional and new media landscape has resulted in a strong network of long-term, mutually beneficial partnerships. Sustainability and collaboration are what make her tick. Attention to detail and excellent organizational abilities are how she gets things done.

Nicole has successfully conceptualised and forged some of the most creative third- party joint marketing alliances for MANGO-OMC's clients. She is on the IAB SA Influencer Marketing Committee, is Head of Africa for the International Public Relations Network and is about to start judging in the PR/Communications category for the Stevie Awards (her third year as a judge).





Maria Oosthuisen  
Contracted supporting  
Account Director

**Maria Oosthuisen, (Account Director)** has spent the last 20+ years in the Public Relations and Marketing industry.

A firm believer in the importance of business strategy and the need to necessitate an alignment between business objectives and marketing and public relations activities, she strives to foster true partnership through as deep an understanding of your business and industry as possible in order to maximise results, value and return on your investment.

Passionate about communication and its effect on both business and greater society, Maria is committed to using these tools together with her innate attention to detail and ability to build meaningful relationships to grow your company, expand your markets, raise your profile and position both your brand, product and/ or service offering effectively and meaningfully.





Siya Mahomba  
Contracted Publicist

### Siya Mahomba (Contracted Publicist)

Since starting as a columnist for a local newspaper, **Siya Mahomba** has been exploring the dynamic PR and communications industry for the past 15 years. His experience spans across the fast-paced world of PR and events agencies, corporate, government communications and the healthcare sector.

Siya has been working as a freelance PR specialist and content writer for the past 6 years, mainly servicing NPO clients across diverse sectors including crime prevention, youth empowerment, literacy, education as well as arts and entertainment.

Over the years, Siya has established a strong and reliable network of media practitioners ranging from traditional media journalists to digital content creators, which come in handy in the increasingly difficult editorial environment.





Dumisani Dabadini  
Contracted Publicist

### Dumisani Dabadini (Contracted Publicist)

**Dumisani Dababini** operates with the belief that communications is the fundamental instrument that has guided his professional choices over the past 10 years.

Dumisani is a qualified journalism graduate from Walter Sisulu University. His career has spanned TV (as a production TV assistant), content (as a content producer), social media (as a social media and campaign manager) and public relations (as a PR specialist).

Dumisani enjoys employing strategic thinking and consumer and brand-centric methods to deliver on objectives and worked with both corporate and entrepreneurial organisations and individuals.





Cyndie Elliott  
Right-Hand-Person

### Cyndie Elliott (Right Hand Person To The Team)

Cyndie brings operational, process, system and administrative strengths to the MANGO-OMC team. With a background in a variety of sectors,

Cyndie's strong points are to get hands-on with whatever is required.



Remote working

PO Box 12677, Mill Street, Cape Town, 8010

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THANK  
YOU

LET'S KEEP  
IN TOUCH

