

peri peri MEDIA

A Simple Yet **Mind-Bending** Company Profile

PeriPeri Media is the brainchild of **Barry Schutte**

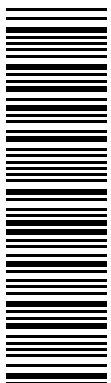
"the risk of losing allot of potential customers" It's not of any importance, it's ..

Brand Importance



WHAT THE?

Did you know
Prezi, Powerpoint presentations,
presentations and pitch documents
Can be done professionally



012 653 0683

FREE ISSUE



Break Out

The Abnormal

They Will Notice

The Man Behind The Brand

Peri peri media is the brainchild of Barry Schutte. Barry is a marketing and Brand specialist, with a focus on both your personal and business Brand. He is a successful business owner as well as a sought after speaker in the fields of marketing and branding.

Barry started his career in marketing in a small advertising agency in the Hart of JHB, from where he climbed the corporate ladder right through to managing one of SA's biggest media houses for a number of years. His entrepreneurial spirit and passion for marketing eventually led him to start-up Peri peri media, which allowed him more time to live out his passion, and share his knowledge of Marketing and Branding.

Barry is also the co-owner Weddings Unzipped a highly popular international marketing platform for the Wedding industry. Through Weddings Unzipped, Barry and his partner's revolutionizes the world of online marketing and trading in the Wedding industry.

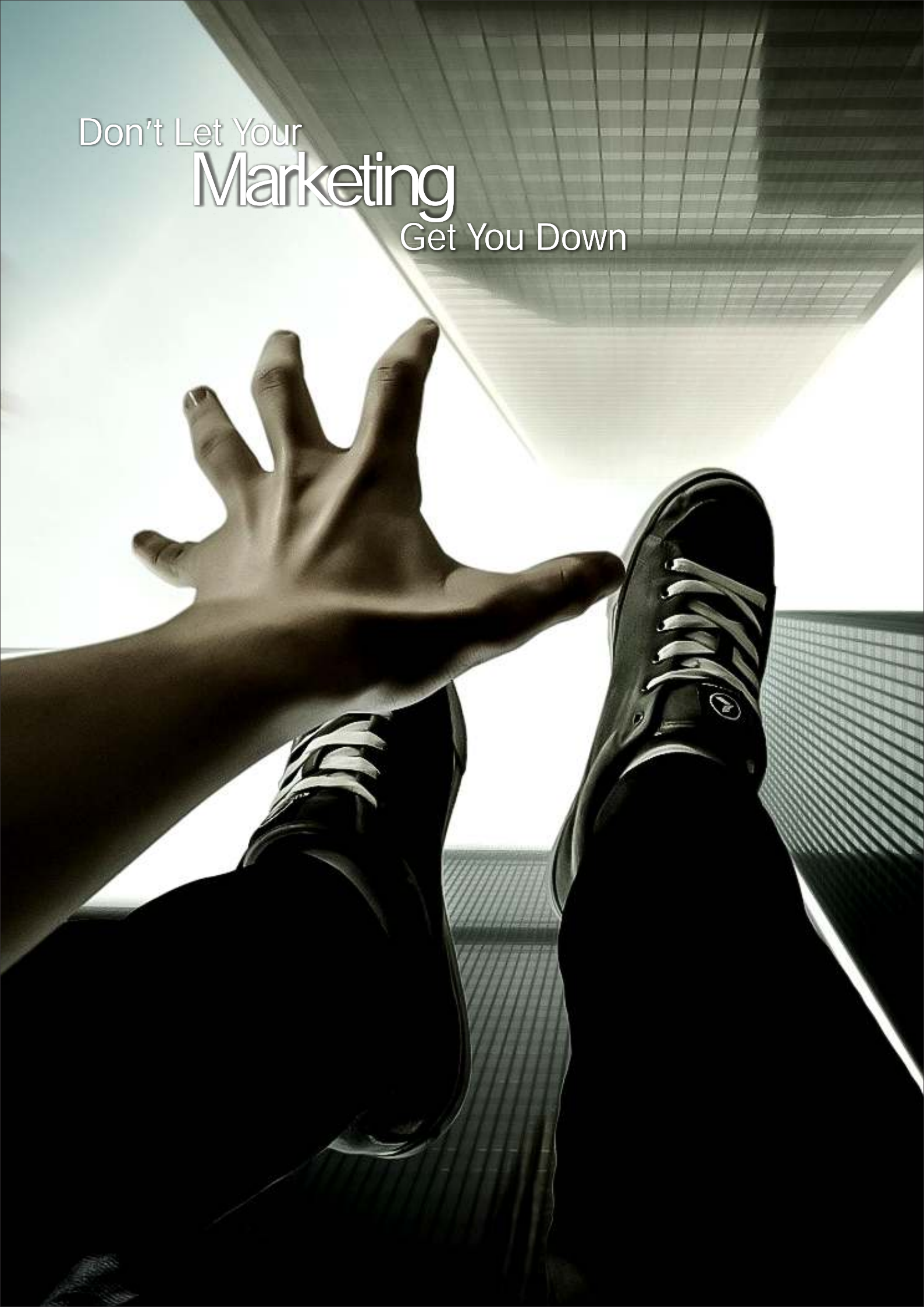
Why is your Brand So Important

The beginning of the consumer associations to a brand start with the logo (brand name), and extend through to the pay-off line (positioning statement) and the visual and verbal tone of the company via its Advertising and Promotions initiatives.

Ultimately the brand is associated with the 'basket of promises' that the consumer has come to expect and this includes every touch point associated with a brand. It is therefore crucial that the integrity of the brand is implemented and maintained.

One of the first Touch points that your consumer will have to your Brand is your Website. Research has shown that poor web design is one of the biggest deterrents for consumers doing business with you offline. If you fail to get this 100% correct, you run the risk of losing all of potential customers.

Don't Let Your
Marketing
Get You Down



Our Inspiring Expertise Provided

Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. It is a critical business function for attracting customers. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. It is the process of communicating the value of a product or service through positioning to customers. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behavior and providing superior customer value.

There are five competing concepts under which organizations can choose to operate their business; the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept. The four components of holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing. The set of engagements necessary for successful marketing management includes, capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies and plans.

So What Can We Do For You?

We pride ourselves on building lasting Brands that will assist in establishing a platform or foundation for continued growth. Our Brand building starts with your corporate identity and extends through to your website, and visual communication. We also do workshops on "Your personal Brand" for all your staff, instilling lasting values, and ultimately ensuring that they uphold your Brand promise



Fire Up
Your Brand
With The Best

Our Mind-bending Graphic Services On Offer

Graphic Design

Creating the correct brand and or corporate identity is one of the most important factors of business, but so often overlooked by most entrepreneurs. Every design of your business, whether a logo, business card, brochure, website or advertisement, should always carry the identity of your brand in a clean and professional manner. Not only will a professional design add to the aesthetic appeal of your company, it will also create a positive perception of your company or Brand with potential clients.

- Complete Corporate identity design
- Logo design
- Business card design
- E-mail signature
- Letterhead design
- Invoice design
- Website homepage design
- A5 Flyer design
- PowerPoint templates
- Folder design double sided
- Folder design single sided
- Company portfolio design
- Hanging banner design
- Pull-up banner design
- Billboard design

Printing

- Business Cards
- Flyers
- Banners
- Roll-Up Banners
- Vehicle Wrapping
- Presentations
- Annual Report
- Books

Don't Think Outside

The Box

Break Through It



*Inspired by - Eugene Schutte
Lead Developer*

Our Mind-bending Web Development On Offer

Websites

Why is a professionally designed website so important? Your Website is your 24 Hour shop front. It should reflect your Brand promise in every aspect of the design. Not only should your website look appealing, it should also be easy to navigate, and search engine friendly. Research has shown that one of the greatest deterrents of consumers doing business with you offline is poor web design. Most consumers will visit your website before making a purchasing decision. It is the impression that your website makes on the consumer, which will determine whether they will do business with you, or your competitor.

Web Development

- Website design
- Website development
- Website hosting
- Web application development
- Online database building
- E- Commerce
- Facebook Applications
- Online marketing solutions
- Android applications

Every Website Includes

Custom Graphic design. - Your business is unique and should be treated that way. We will create a unique design for your website that compliments your Brand and identity. Dynamic CMS (Content management system) allowing you to change content on your website from the comfort of your own office. Contact form, Dynamic gallery with functionality to upload and change photos, Google search engine optimised design, E-mails & e-mail setup and Support

“YOUR **FUTURE** IS CREATED BY WHAT

YOU DO

NOT

{ **TODAY** }
~~TOMORROW”~~

Our Mind-bending Presentations On Offer

Prezi, Powerpoint presentations, presentations and pitch documents

Do you need to supply your clients with presentations or pitch documents? A quality design presentation or pitch document could give you the edge you need in securing the business. We specialise in designing presentations in all forms and sizes, from PowerPoint presentations to printed presentations and pitch documents. We will not only assist with the design with of the presentation, but will also assist in the lay-out and flow. Barry Schutte, the founder of Peri peri media and professional speaker and presenter will assist with the flow and copy of your presentations, ensuring a quality product that communicates the intended message.

Presentations services

- PowerPoint template design
- PowerPoint population
- Presentation design and layout
- Pitch document design and layout
- Presentation training

Don't Just Write

Express Your

Worth Through It



Our Mind-bending Annual Reports On Offer

Annual Reports

We offer a one stop annual report service, and make use of cutting edge technology to ensure a world class product, and ultimately save you money.

All the annual reports are being managed by Barry Schutte, who spend 5 years managing one of Caxton newspapers biggest branches. The years spend at Caxton gave Barry an in depth knowledge about magazine layout, format, printing and deadlines, which leaves your annual report in very safe hands.

Annual Services

- Graphic design
- Page lay-out
- Printing
- Proof reading
- Presentations
- Electronic magazines (This will allow you to print less copies, while making your annual report available to more people)
- Web casting (This enables you to deliver your annual report live to the masses at any destination any were in the world.)

Get Noticed
In Everything
Being Done



Our Mind-bending Additional Services On Offer

Visual Media

Not only does video change the way you express yourself, it also changes how your audience responds to you. Through incorporating video into your business, company, brand, or product, you can more productively relay information, capture events, market, or train employees. No one has the time or the resources to repetitively train employees. By producing a Training Video, employees can refer back to the video at any time to make sure that they have taken in all the necessary information. Through capturing a seminar the video can be made available to people not only in the department, company, region or country, but can be send all over the world. This is an effective way to reach various individuals. It is easier for people to click and play a 5-minute video than read a 500-word news brief. Departments within a large company rarely get the opportunity to be informed about what other departments are doing. This pertains not only to efficiency or new implementations but also to team building. By filming certain activities other departments can have the opportunity to view these events in a fun way. Very few employees get the opportunity to be part of live events but by producing a video of the event the company can distribute it effectively.

Keynote Speaking

There is widespread belief today that no matter how smart we are and how hard we work, our success and happiness are no longer certain.... Reality: We have more control over our future than we think---if we change the way we think about ourselves and allow our inspirations to guide our aspirations. This is a concern within every business not only for owners and managers but also within each and every employer or staff member within your business. The key to success in your business is everyone's approach. Motivated, goal driven, equipped owners, managers and employees are the oil that makes your ship run smoothly. Barry Schutte is a sought after speaker on the topics of your personal and business Brand and sales. Barry will entertain and inspire your crowd and/or staff with his innovative talks. Need someone to motivate your sales team? Barry started his career in sales and build up a wealth of knowledge of the sales industry. Barry combines the fundamentals of sales and branding into a very powerful sales tool that will get any sales rep motivated.

Make Yourself
Noticed From
Any Distance



Price Rates

Graphic Design Services

Complete corporate identity design	R 5 250.00
• Logo, Bussiness card, email signature, letterhead design	
Logo design	R 1 495.00
Business card design	R 995.00
Email signature design	R 995.00
Letterhead design	R995.00
A5 Flyer design	R 1 195.00
Folder design double sided	R 3 475.00
Folder design single sided	R 1 875.00
Company portfolio design	R 4 275.00
Brochure design	R 950.00
Interactive Electronic brochure design	R 1 250.00
Pull-up banner design	R 1 175.00
Billboard design	R 3 275.00

Presentation Design and Population

PowerPoint concept design	R1395.00
PowerPoint population	R375.00 per page
Prezi concept design	R1395.00
Prezi development	R7000.00
• Includes up to 20 navigation frames	
Additional navigation frames	R375.00 per frame

Price Rates

Websites

1-3 page basic website	R 4 500.00
4-6 page basic website	R 6 500.00
7-10 Page basic website	R 8 500.00
11-15 Page basic website	R 10 500.00

Additional website modules

Dynamic news feed module	R 1 500.00
Dynamic articles module	R 1 500.00
Dynamic product module	R 2 500.00
<ul style="list-style-type: none">• Depending on the amount of products	
Social media integration	R 1 500.00
Dynamic Product search functionality	R 2 500.00
<ul style="list-style-type: none">• Depending on the size of the search functionality	

Ecommerce platforms

All E-commerce platforms are build on a complete RISK FREE cost per transaction basis. We will develop and populate your complete e-commerce platform at no upfront cost. We will simply charge a small 7.5% commission fee on all successful transactions via your ecommerce platform. This means you only need to pay once the money is already in your bank account. All sales exceeding R500 000.00 commision fee of 5%, All sales exceeding R 1000 000.00 commision fee of 3 %

Website hosting & registration

Domain registration–per domain	R 230.00
Bronze Hosting–(Includes 5 email addresses) 2 Gig data Use	R 90.00 pm
Silver Hosting–(Includes 10 email addresses) 4 gig data use	R 130.00 pm
Gold Hosting–(Includes 25 email address) 6 Gig data Use	R 180.00 pm
Platinum Hosting–(Includes up to 200 email addresses) 10 Gig data use	R 220.00 pm

Price Rates

Advanced Search engine optimization packages

Starter Once off Setup fee – R750.00	R 750.00
Monthly cost	R 570.00
Basic Starter Once off Setup fee – R970	R 970.00
Monthly cost	R 860.00
Basic Once off Setup fee – R1425.00	R 1 425.00
Monthly cost	R 1 350.00
Corporate Once off Setup fee – R1750.00	R 1 750.00
Monthly cost	R 2 000.00
Enterprise Once off Setup fee – R2700.00	R 2 700.00
Monthly cost	R 3 710.00
Advanced Once off Setup fee – R3600.00	R 3 600.00
Monthly cost	R 5 150.00
Deluxe Once off Setup fee – R5200.00	R 5 200.00
Monthly cost	R 11 000.00

Google Pay per click / Adwords

Basic reactive campaign Once off setup – R1000	R 1 000.00
Monthly management cost	R 800.00
Advanced managed campaign Once off setup – R1250	R 1 250.00
Monthly management cost	R 1 200.00
Deluxe managed campaign Once off setup – R1500	R 1 500.00
Monthly management cost	R 2 600.00

Physical Address:

Unit A1
43 Estcourt Str
Wierda Park
Centurion, South Africa

Contact Details:

Barry Schutte - barry@periperimedia.co.za

Cell : 082 920 5644

Fax : 086 731 7028

Tel : 012 653 0683

Sue-Marie Vos - suemarie@periperimedia.co.za

Cell : 072 524 2949

Fax : 086 731 7028

Tel : 012 653 0683