

Life is short, do stuff that matters

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The Tag 8 Team have had an exceptionally good year helping leading organisations and brands to innovate faster and smarter. The combination of trusting clients, strategic partnerships and strong collaborations has allowed us to deliver some kick ass marketing solutions. Whether via brand-led innovation, digital strategy, branded content platforms or product solutions, we are particularly proud of the meaningful work.



We have launched some inspiring new brands and have worked on a wide range of clients including Sola Future (renewable energy); Too Much Wi-fi (affordable connections for urban communities); WWF (World Wide Fund for Nature); Navigator Africa (Curated Adventure) and our new campaign for Retail Capital (inspiring entrepreneurs on the Journey of Business.)



TOO
MUCH
WIFI.



The journey of business

In recognising the value and importance of small to medium enterprises (SME) in the South African economy, Retail Capital partners with SME's to help them achieve business growth.

In November 2018, we launched Retail Capital's summer campaign showcasing the journey of business and telling the story of entrepreneurship. All businesses start the same way and follow the same journey... Some succeed, some fail... but the journey is the same. Tag 8 created an integrated campaign, combining video, digital media and tactical print.



Jump onboard City Sightseeing 2019

Explore new ways to reach South Africans and hop onboard City Sightseeing buses to advertise your brand.

The fleet open-top buses are branded to create maximum exposure on SA's busiest roads.

If you are interested in advertising with us. [Contact us.](#)

Afrigetics Botanicals

Being inspired by the health and wellness industry we launched our very own African Botanical Range of Herbal Supplements in partnership with Steve Hurt, the well-respected botanical researcher and developer.

[*Visit our website to find out more*](#)





Inspiring future leaders and trend setters

Looking for new ways to target university students across the country, ABSA teamed up with Tag 8 to run coffee cup advertising across campus coffee shops nationwide. Campuses are filled with a diverse range of students ranging from 18 to 24 years old where advertisers can reach future leaders, early adapters and trend setters.

“Take-away coffee has become habitual and forms a vital part of South Africans everyday routine. Campus coffee shops are buzzing with energy and inspired conversations.” - Ali Hine - Tag 8

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"Creativity is intelligence having fun!"



Visit tag8.co.za for more info

T: 021 201 7259

E: Ali@tag8.co.za

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