



YONDER Agency Credentials & Description of Experience

YONDER was established in 2002 as a mobile media and technology agency. As the digital industry evolved, we adapted, and our service offering expanded to cover the full digital marketing value chain. We have been in operation for 20 years. We have over 60 years of digital experience in our management team alone, with offices in both Johannesburg and Cape Town.

Our media professionals are Meta (Facebook) and Google certified with extensive experience in strategy, buying and planning media. Thanks to the knowledge gained over two decades of data and media insights, YONDER expertise has helped to grow the South African and African footprints of some of the continent's largest brands. This includes pan-African work we've done (and continue to do) for Shoprite Group (9 African markets), Colgate (15 African markets) and KFC (3 African markets including South Africa). We are known as mass market specialists in our field.

YONDER has driven and supported innovation for our clients, producing award-winning content, media and technology solutions, in the last decade extending this passion to our partnership with Meta.

On the Technical Services side, we have extensive experience in setting up Pixels, CAPI, offline conversions, lead generation, catalogues, Messenger & WhatsApp - all the elements modern brands need to excel within the Meta eco-system.

Since 2021, we've established a team fully dedicated to Immersive/Emerging Technology activations for brands.

YONDER is part of **GroupM**, which is owned by **WPP**, giving our professionals access to a network of the most skilled and experienced marketers in the world. Learnings and **industry insights and trends are regularly shared** throughout the WPP campus of companies, ensuring we arm our clients with all the tools they need to excel in a world of ever-expanding digital frontiers.

Thought Leadership:

YONDER thought leaders sit on Multiple Industry Body Boards and committees (IAB, DMA, MMA, WASPA), and as WPP agencies have early access to new trends from outside and within our borders, we have a culture and strong history of being first with new mobile tech and media propositions, and that naturally drives us in this area. YONDER enjoys regular training sessions with media holders and professionals within our global group network (GroupM & WPP). We offer our clients a complementary Annual Trends and Insights Session because we strongly believe in keeping our clients updated and informed, ensuring teams work together to achieve a common goal armed with digital industry Best Practice, Knowledge and Skill Sets.

YONDER Service Offering:

C-Commerce:

- Omnichannel User Experiences, Focusing on WhatsApp, Moya & USSD, Support for Facebook & Instagram Messenger
- Customised User Journeys to match exact Customer Requirements
- Deep Integration into Client Systems to enable Personalised Experiences using relevant Data
- Latest WhatsApp Message & Formatting for Best User Experiences
- POS Integration enabling Verified Purchase Campaigns
- Real-time Coupon, Voucher, Airtime & Digital Prize Distribution using our YOMO Proprietary WinEngine
- Analytics & Offline Conversions Integration
- State-of-the-Art Dashboards, Reporting on User Behaviour, Campaigns Results and more.

Augmented Reality:

- Social AR (Facebook, Instagram, TikTok Snapchat)
- Web AR (web-based, no app required)
- 3D Modelling, Sculpting & Texturing
- 3D Animation (including rigging)
- 3D Asset Optimisation
- AR Image & Plane Tracking
- AR-Powered OOH (DOOH)
- Anamorphic Animation
- In-AR Voucher Issuing
- E-Commerce Integration

Content:

- Social Media Management
- Marketing Strategy (Digital Ecosystem Specialist)
- Content Creation (Design, Video, VO & Photography)
- Video Capture, Production & Editing (in-house)
- Event Social Capture
- Influencer Procurement & Management
- Bespoke Influencer Amplification
- Sponsorship & Brand Collaboration Procurement
- Community Management
- Copywriting (Through-the-Line)
- Digital PR

Paid Media:

- Brand Building
- Lead Gen
- eCommrce
- Strategy & Consultation
- Media Planning, Buying & Reporting

- Meta Tech Consultation
- Offline Conversions
- Pixel Setup
- CAPI

Experiential Technology:

- Strategy & Consultation
- Smart Digital Object Campaigns
- Immersive Spaces (metaverse experiences)
- Spatial Content (CGI)
- Branded NFT Experiences
- Web3 Strategy & Consultation
- Generative AI Campaigns (Image, Video & Voice)
- AR Treasure Hunts & Games with Rewards (vouchers, airtime)
- Smart Loyalty Consultation, Setup & Management
- Digital Collectibles

Mobile Media:

- Telco Media (Vodacom, MTN, Telkom, etc.)
- OTT in-app (Moya, Ayoba, V&R, etc.)
- WiFi Media (in-Taxi, Taxi Ranks, etc.)

References:

Name: **Neil Schreuder**

Position: **Chief Strategy Officer Shoprite Group & Managing Director of ShopriteX**

Brand: **Shoprite Group Pty Ltd**

Years Working Experience with Yonder: **10+**

"In all the years we have worked with YONDER, they have continually pushed our brand to reach the limits of what's possible in the world of digital marketing and tech. Their passion for innovation is a testament to their mobile-first philosophy to branding and advertising."

Name: **Janine van Aswegen**

Position: **Deputy CMO**

Brand: **Shoprite Group Pty Ltd**

"YONDER has been the Shoprite Group's preferred social media agency for more than a decade. Their services to us include media strategy, booking, implementation, tracking, optimising, measurement and reporting. They advise the group on new innovations, platforms and technical developments. Their commitment to excellence and consistent efforts to understand our business and brands have resulted in great performance and ROI for our business."

Name: **Snowy J. Kruger**

Position: Marketing Manager: **Groceries PepsiCo Sub Saharan Africa**

Brands: **Wellington's, Marmite, Bovril, MOIR's & SAFARI**

Years Working Experience with Yonder: **4+ years**

"I had the privilege of a 4 year partnership with Yonder on a number of PepsiCo / Pioneer Foods brands. They demonstrated an in-depth understanding of digital marketing and have their finger

firmly on the pulse of technological developments in the field. This, combined with a pro-active approach towards new platforms and new ways of thinking on existing platforms, made them a valued (and indeed much loved) partner in driving growth, building brand equity and maximizing ROI for my portfolio of niche brands.”

Name: **Sam Wilson**

Position: Social Media Manager

Brand: **Amazon Prime Video**

The YONDER team feel like an exceptionally skilled and experienced internal team, but with more willingness to work after hours. We have developed a relationship where we can be open and honest to the point of easily challenging each other over creative direction, while still delivering to Amazon’s strict work back schedules and even stricter performance goals. (In 2023, we over-delivered to our stretch goals by over 500%.)

Not once in our time together did any member of the team fail to respond to me quickly, whether in or out of work hours. Any time I proposed a meeting time, even at the last minute, the team made themselves available. YONDER’s creative and strategy work is of such a high standard and so on brand, that they are continually asked by the broader marketing team to produce complete digital strategies, and even key above-the-line creative (including key art) for local Amazon productions, despite that being outside their contractual remit.

YONDER has also helped trained other social media agencies, sharing assets and running brand workshops on the continent. With their assistance, Amazon Prime Video grew its Sub-Saharan social media following by 1.6M in 2023 alone.