

TrendER

Agency Credentials
2022

Market Research &
Advertising Agency



— Our Story

TrendER was founded on the need to understand the
“**why**”, before the “**how**”

We believe in the power of truth, understanding and insight to produce insight driven ideas that will help solve some of our business and social challenges in our market.

INSIGHT-DRIVEN IDEAS



We are
Vibrant,
Young,
Black &
Don't Hold
Back

100%
Black
owned



— Our Services

RESEARCH

Qualitative
Quantitative
VOX POPS
Trend reports
Insight Workshops

STRATEGY

Insights
Brand strategy
Comms strategy
Creative strategy

CREATIVE

ATL
BTL
Design

DIGITAL

Digital strategy
Multimedia design
Social media
Content development
Web design

“Goodwill is the only asset that competition cannot undersell or destroy.” – *Marshall Field, Founder Marshald Field and Company*



Michel Katuta

Technical director
research



Nadira Signh

Head of insights



Mogorosi Mashilo

Strategic director



Khanya Mali

Account management



Glory Banza

Creative director



Dimpho Sesinyi

Digital Strategist

The team

- Our Research Capacity

TrendER.
Acquires 51%
of Infoquest
research agency



Fusing Collaborative Insights

– Our Research Capacity

About Infoquest

An innovative full-service online market research company specialising in uncovering insights through online quantitative and qualitative research utilising our highly profiled panel community.



Fusing Collaborative Insights

– Our Research Capacity & Reach



Fusing Collaborative Insights

40K

ACCESS AFRICA'S
LONGEST RUNNING
INSIGHTS COMMUNITY

Through our online and mobile community of brand influencers, infoQuest delivers valuable high-quality Insights to help clients make informed business decisions.

COMMUNITY



Confirm through the double-opt in registration process



Complete profile and online research activities



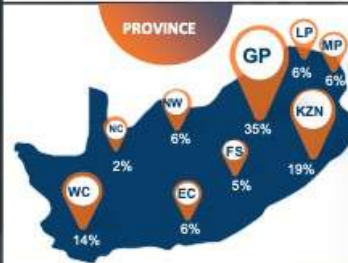
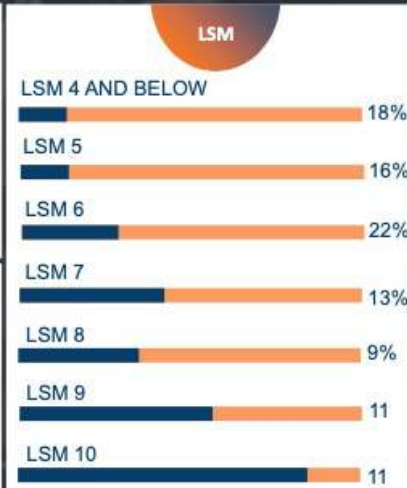
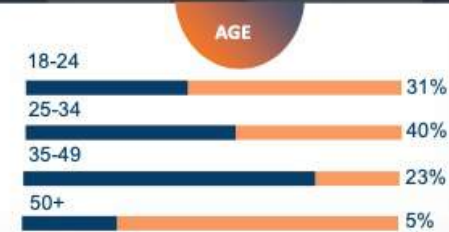
Accumulate points for cash and voucher rewards

IN-DEPTH PROFILING AND EXTENSIVE DATA POINTS

- Basic
- Home & Family
- Education
- Employment
- Finance
- Shopping
- Internet & Media
- Mobile
- Automotive
- Travel
- Health
- Sport and Leisure

We collect thousands of data points on panellists through the onboarding process, in ongoing profiling campaigns, and from survey responses.

BASIC INFORMATION



Tell Us About It has a high response and compliancy rate. Our insights community has the capacity to deliver a nationally representative sample size of n=500 to n=20 000 on a single project.

We provide insights grounded in robust automated science for faster, smarter business decision support

GET IN TOUCH

TrendER

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mogorosi@trender.co.za

Our creativity is fueled by our
research capability and capacity

Local understanding
Creative relevance



— Consumer Insights

We are champions in the systematic investigation into and study of materials and sources, in order to establish facts, reach to learnings and conclusions about your consumers, business and your brands

We publish trends & consumer reports:



We Understand The Market

Ekhaya



Kasi



The burbs



– Current Clients

JCDecaux



– Our Creative Approach

INSIGHT-DRIVEN IDEAS

Trend

IDENTIFY

Consumer behaviour
change or
development in a
general direction.

Insight

UNDERSTAND

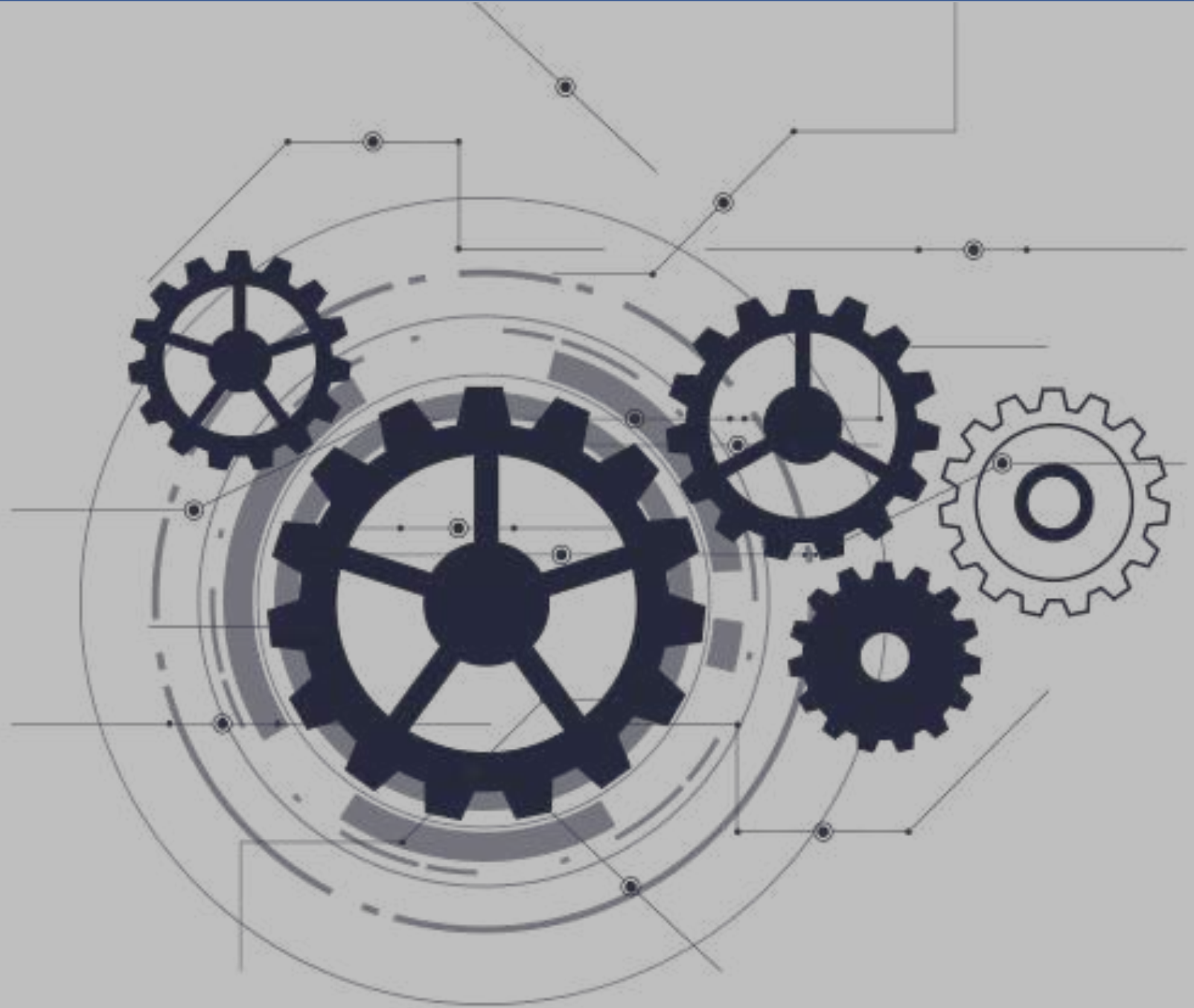
Peoples instinctive actions,
beliefs and set of values
that are the basis of human
behaviour

Idea

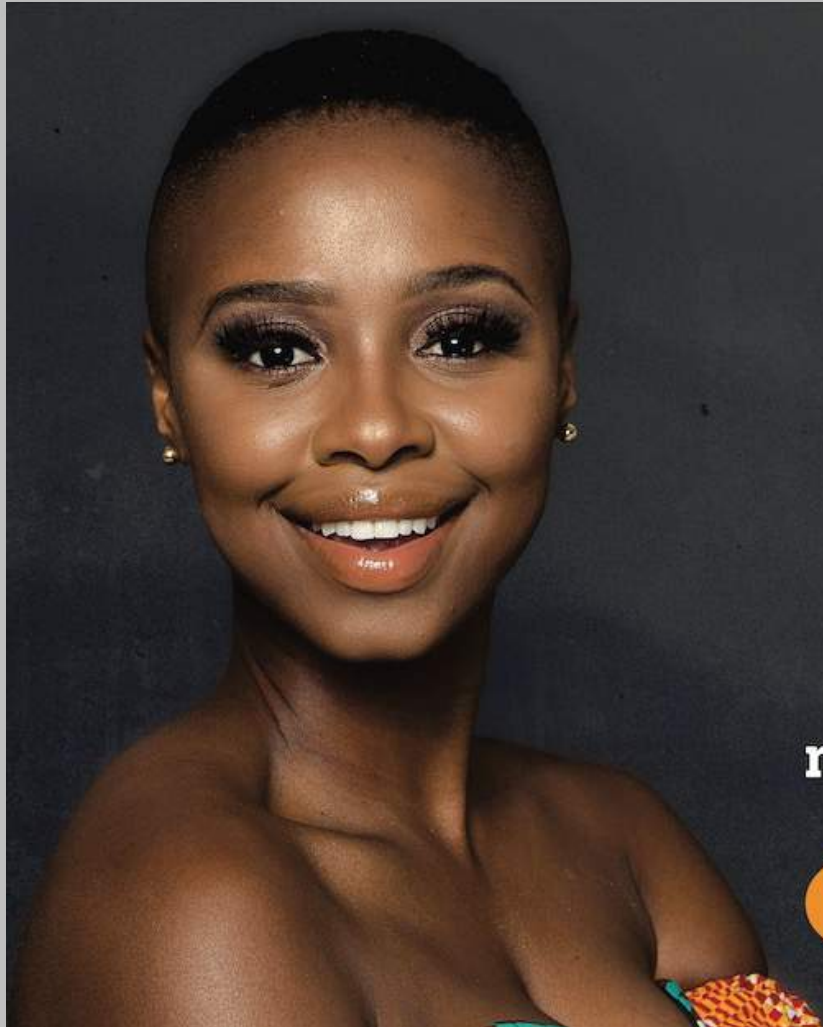
Understand the Consumer
Tension
Question conventions



– The work



TrendER OOH

A portrait of a smiling Black woman with short hair, wearing a colorful patterned top, positioned on the left side of the advertisement.

TrendER

**LOCAL UNDERSTANDING.
CREATIVE RELEVANCE**

market research & advertising agency

trender.co.za

JCDecaux Africa | Promoting sustainability for good

Leroy Merlin New Store Launch OOH



NEW YEAR
NEW STORE

LEROY MERLIN BOKSBURG OPENING
IN JANUARY

SHAPE THE  YOU 

VISIT WWW.LEROYMERLIN.CO.ZA

LEROYMERLIN

*Make your home
the best place to live*

The advertisement features a vibrant green background with a dark teal horizontal band. On the left, a blue textured brushstroke contains the text 'NEW YEAR NEW STORE'. Below this, the text 'LEROY MERLIN BOKSBURG OPENING IN JANUARY' is displayed in white. The teal band contains the phrase 'SHAPE THE' followed by a house icon, 'YOU' followed by a heart icon. At the bottom, the website 'WWW.LEROYMERLIN.CO.ZA' is listed. On the right, the Leroy Merlin logo is shown above the tagline 'Make your home the best place to live'. The bottom right corner shows a partial view of a modern interior with a white ceramic pot on a wooden side table, a small green plant, and a bed with white linens.

Sunkissed Wines Summer Campaign KV's



A woman with voluminous curly hair, wearing a brown top and large hoop earrings, is smiling broadly. Behind her, colorful streamers in shades of blue, green, yellow, and red swirl around her head. In the top right corner, the Sunkissed logo features a red lipstick smudge above the word "Sunkissed" and "NATURAL SWEET WINES" below it. In the bottom left, a bottle of Sunkissed wine is shown. The text "add colour to your life" is written in a playful, multi-colored font across the lower middle. At the bottom, a "#NO 18" logo is followed by the text "Not for sale to persons under the age of 18."

Sunkissed
NATURAL SWEET WINES

add colour
to your life

#NO 18
Not for sale to persons under the age of 18.



A woman with voluminous curly hair, wearing a brown top and large hoop earrings, is smiling broadly. Behind her, colorful streamers in shades of blue, green, yellow, and red swirl around her head. In the top right corner, the Sunkissed logo features a red lipstick smudge above the word "Sunkissed" and "NATURAL SWEET WINES" below it. In the bottom left, a bottle of Sunkissed wine is shown. The text "add colour to your life" is written in a playful, multi-colored font across the lower middle. Below this, the text "Order two glasses of Sunkissed Wine and we will upgrade you to a bottle." is written in a simple font. At the bottom, a "#NO 18" logo is followed by the text "Not for sale to persons under the age of 18."

Sunkissed
NATURAL SWEET WINES

add colour
to your life

Order two glasses of Sunkissed Wine and
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Sunkissed
NATURAL SWEET WINES

add colour
to your life

8888
PER BOTTLE

ADD COLOUR TO YOUR LIFE!

#NO 18
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Sunkissed Summer Campaign



MTV Base Campaign



The Beachhouse Wines New Positioning



Ubank New App Launch



Bank on the Move

ubank
Banking with You

Username
Password
Forgot password

Log in
Register

Registration instructions

Bank Smarter.
Download the
Ubank Banking App.

ubank

@ubankSA f t i n



Bank Smarter.
Download the
Ubank Banking App.

ubank
Banking with You

Username
Password
Forgot password

Log in
Register

Registration instructions

Bank on the Move

ubank

@ubankSA f t i n

Benzac Teens Campaign



Ubank Save2Grow Campaign



uSave

SAVE2GROW
**SAVING
MADE EASY.**

 **ubank**
Growing with You

Save-a ma save-a and elevate to the next level by opening a **Fixed Deposit Account**, invest a minimum of R1 000 for a period of **12, 18, 24, 36, 48 or 60 months** and earn interest.
#Save2Grow

Visit your branch today and open your account.

An authorised FSP and registered credit provider (NCRCP21). T's and C's apply.



uSave

SAVE2GROW
**SAVING
MADE EASY.**

 **ubank**
Growing with You

Meet your savings goals Kancane kancane when you open the **Eezisave, Save Together** and/or a **Fixed Deposit Account** with ubank.
#Save2Grow

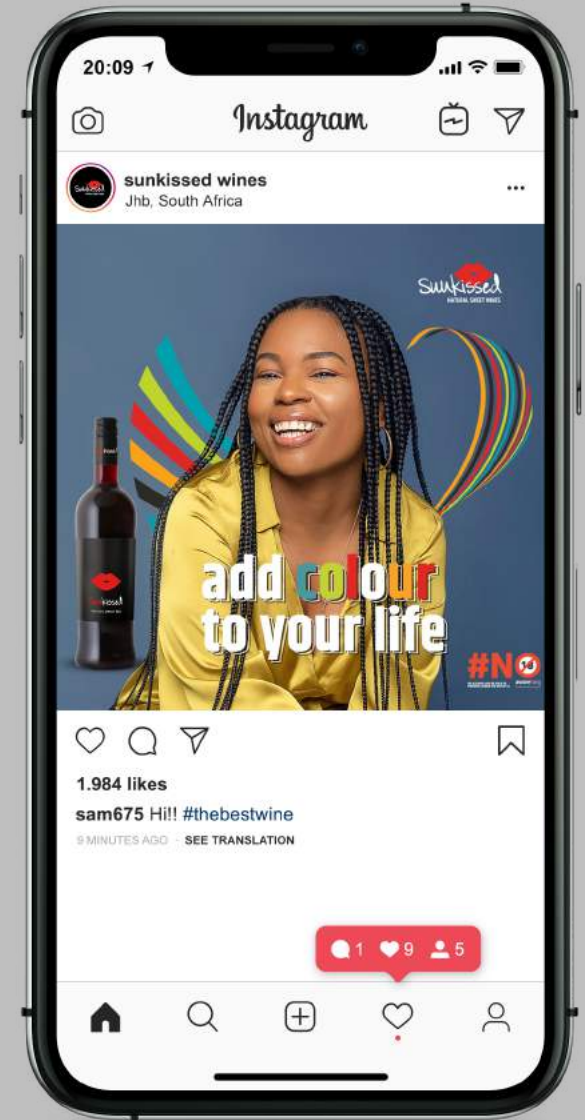
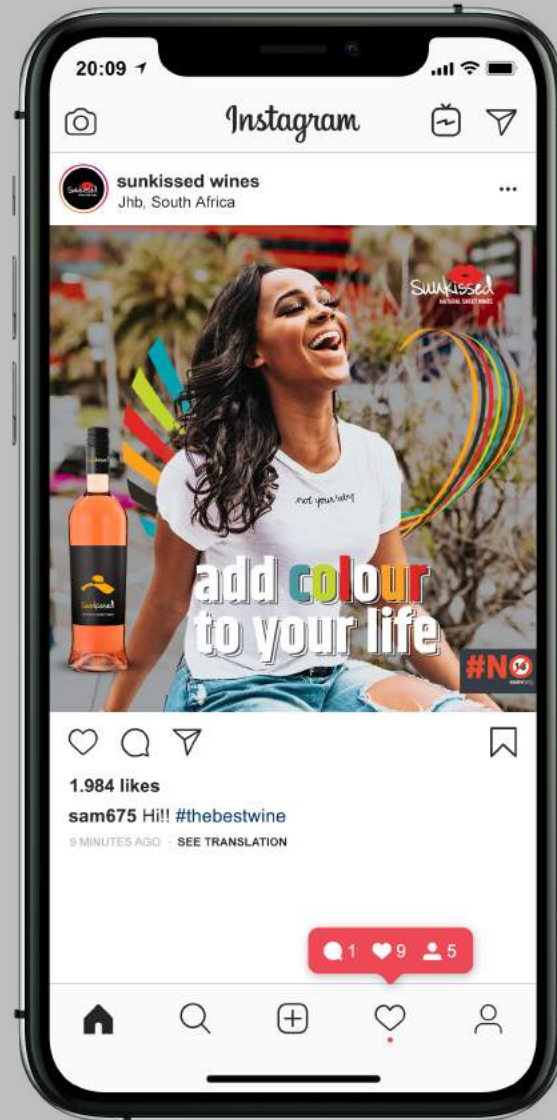
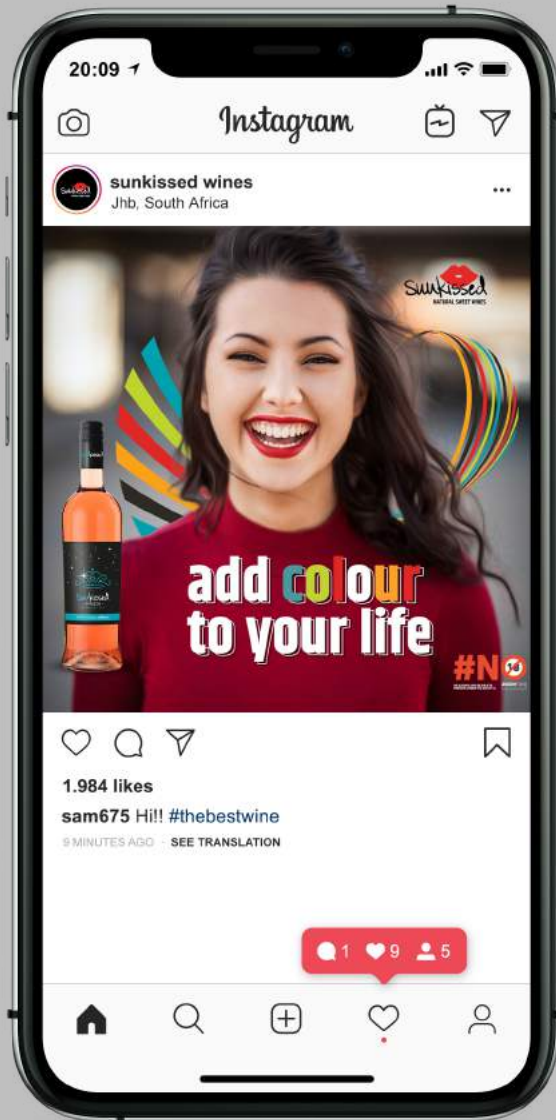
Visit your branch today and open your account.

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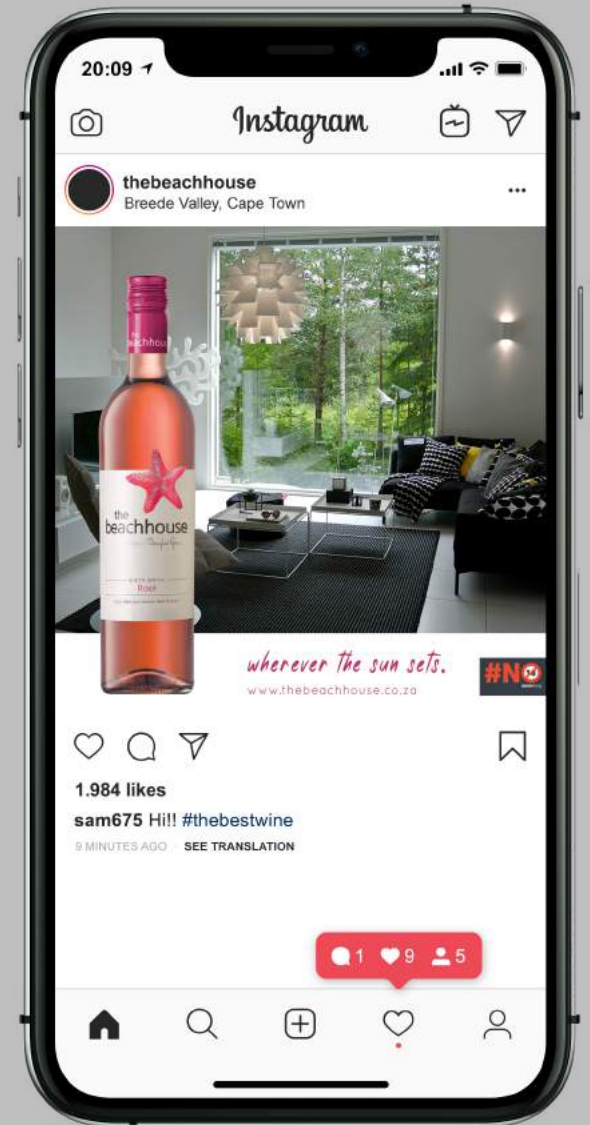
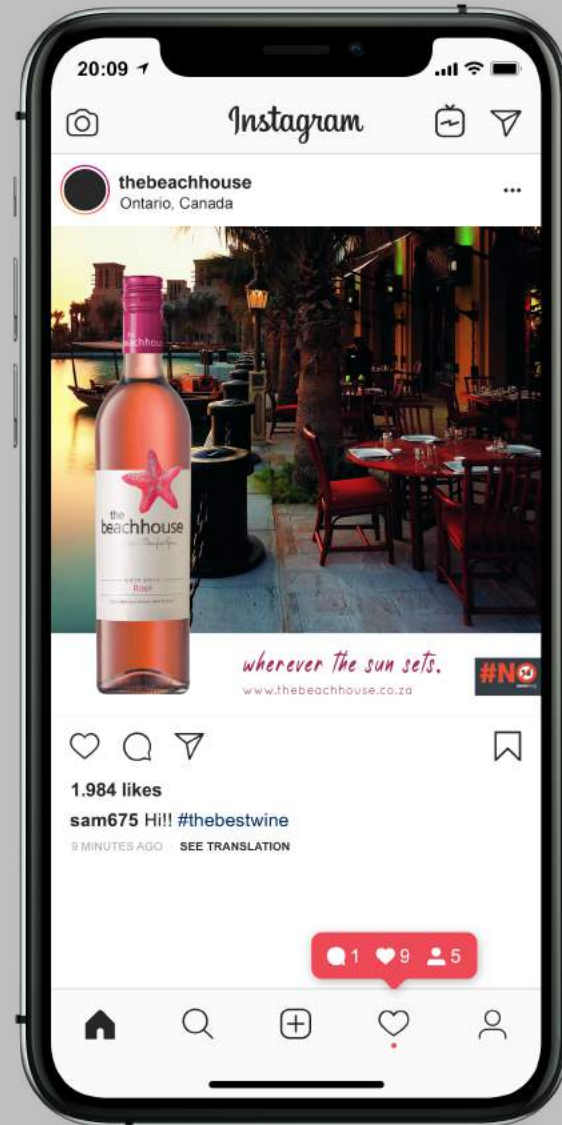
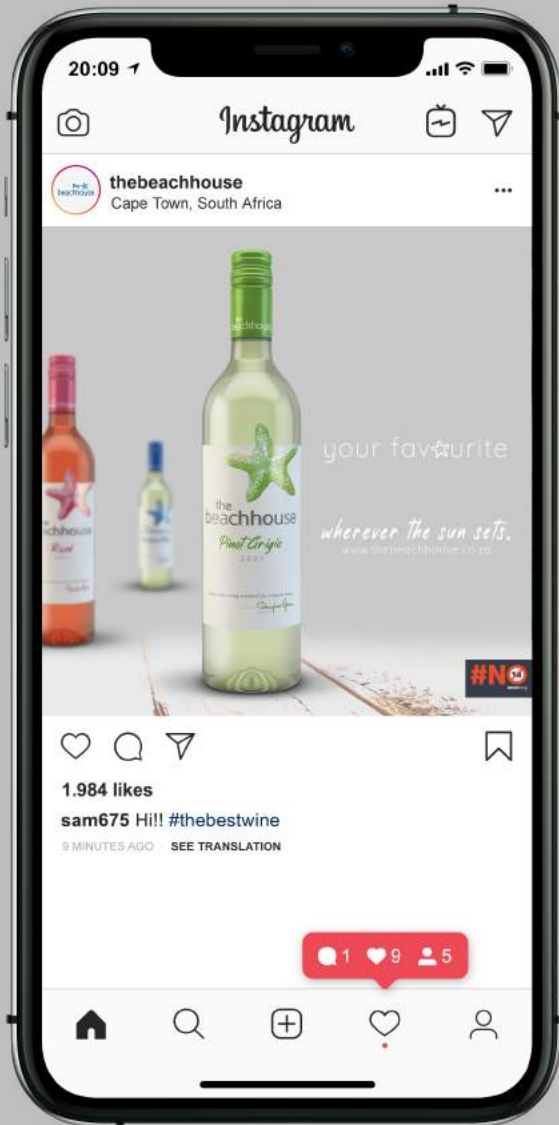


Digital Portfolio

Digital & Social Media



Digital & Social Media





TrendER

Thank You