

TrendER

Understanding **The Multifaceted** *Consumer*

Market Research &
Advertising Agency

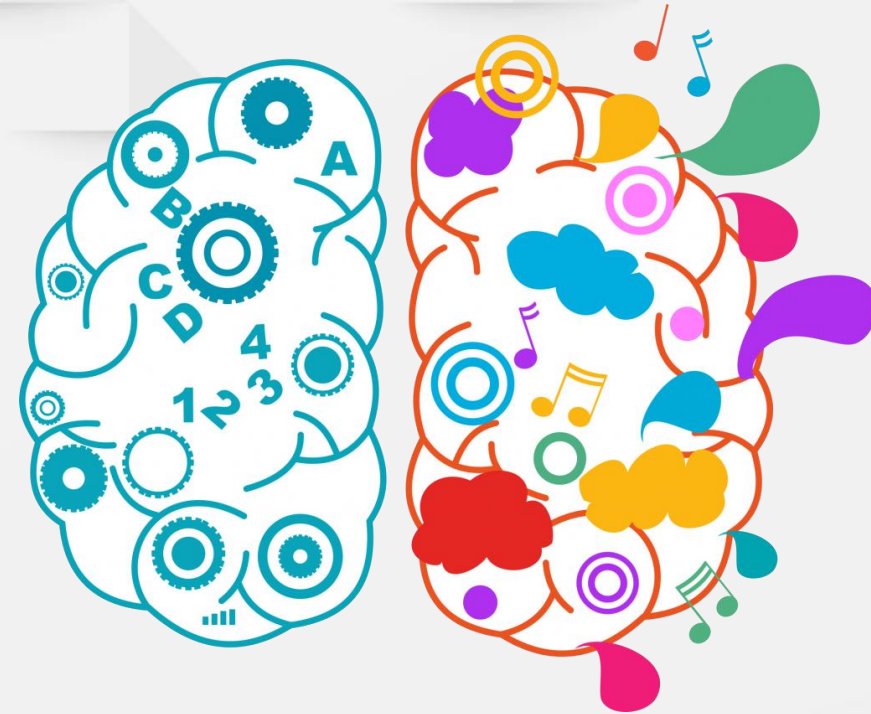


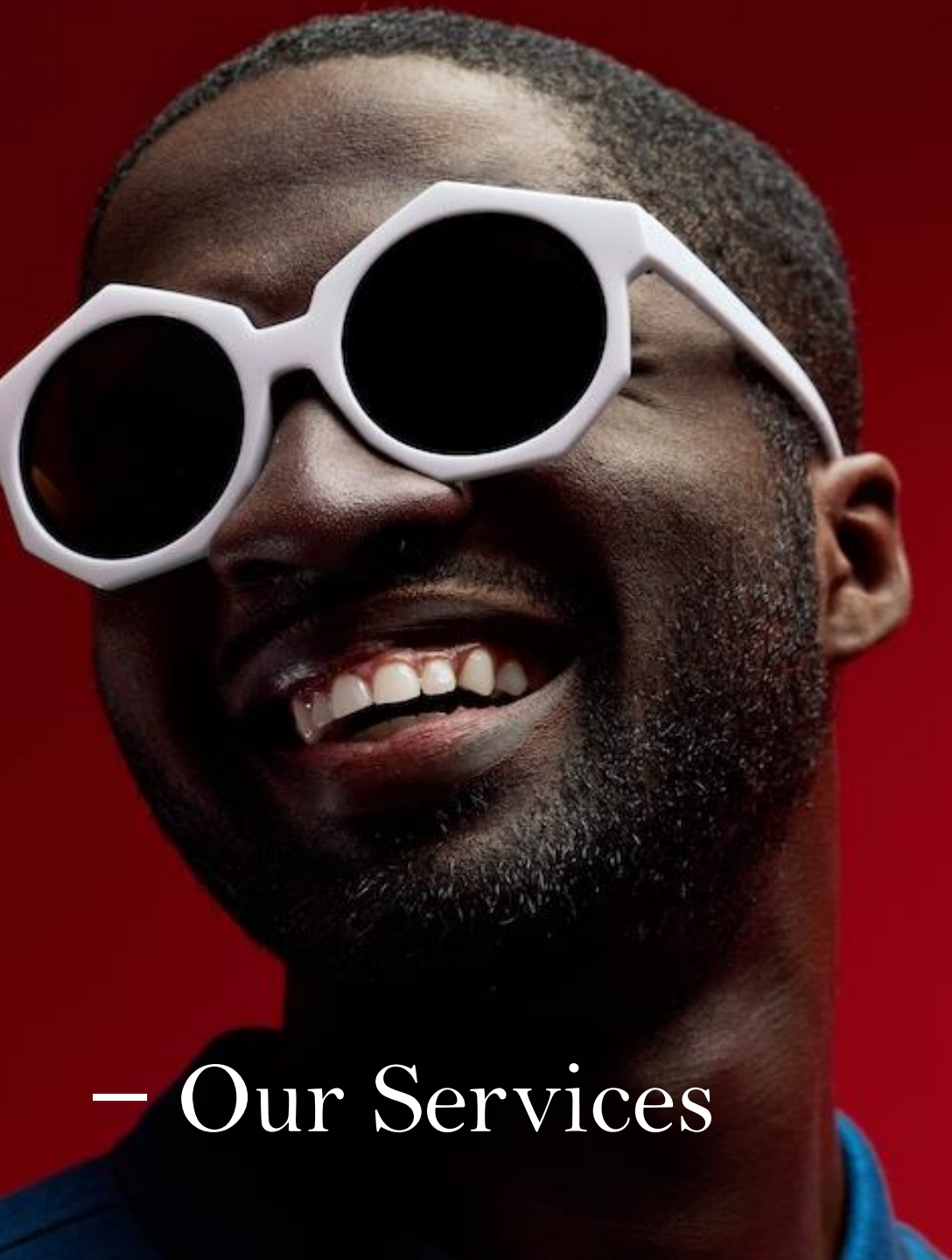
– Market research & advertising agency

100%
Black
owned

We offer consumer research and creative communication.

This means that the distance between market research insights and creative ideas is short, and therefore brands and marketers can immediately act on insights to achieve relevance and impact for business objectives.





— 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

**“SEEK FIRST TO UNDERSTAND
BEFORE BEING UNDERSTOOD”**



RESEARCH

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



INSIGHTS

DIGITAL

COMMUNITY

– Our research credentials

✓ We pioneered online consumer panels for research in AFRICA



EXPERTISE

World class expertise and experience on **mobile and online** technology applied to panel-based methodologies and research



TEAM

We have a **dedicated team**, whose sole focus is on keeping the panel health above standard and the panellists happy and engaged



TECHNOLOGY

We have **the best of breed software** applications that are affordable and scalable to suit budget, needs and time. Integrating panel and survey



EXPERIENCE

We have set up complete **panel management & survey solutions** for local (Telkom) and conducted Global study for Dentsu Aegis Network in South Africa, Nigeria, Ghana



PARTNERSHIPS

International partnership with London based **Fly Research** and work with major SA research companies (Ask Afrika, Nielsen, Ipsos, BMI, Eighty20)

– Research capacity

Qualitative research

Face to face VOX POPS

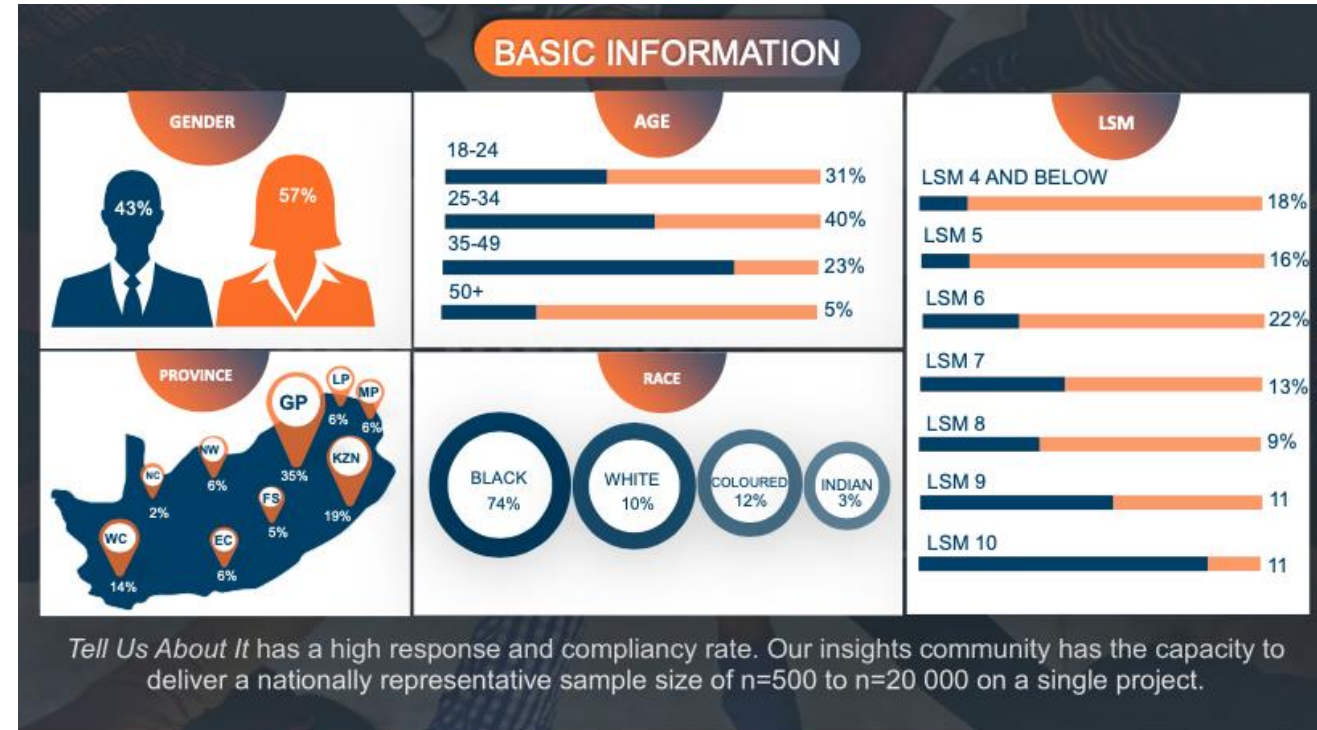


We have national reach with all qualitative online and face to face

Focus groups



Quantitative research



– 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 all levels of the market

Ekhaya



Kasi



The burbs



– Research projects



**Momentum
Metropolitan**

AfriSam

SONY



nielsen

REPUcom
south africa

Helion Research



Standard Bank

**dentsu
AEGIS
network**



Toluna
In touch with people



yellowwood



TECHNO SERVE
Business Solutions to Rural Poverty



Nampak
Tissue



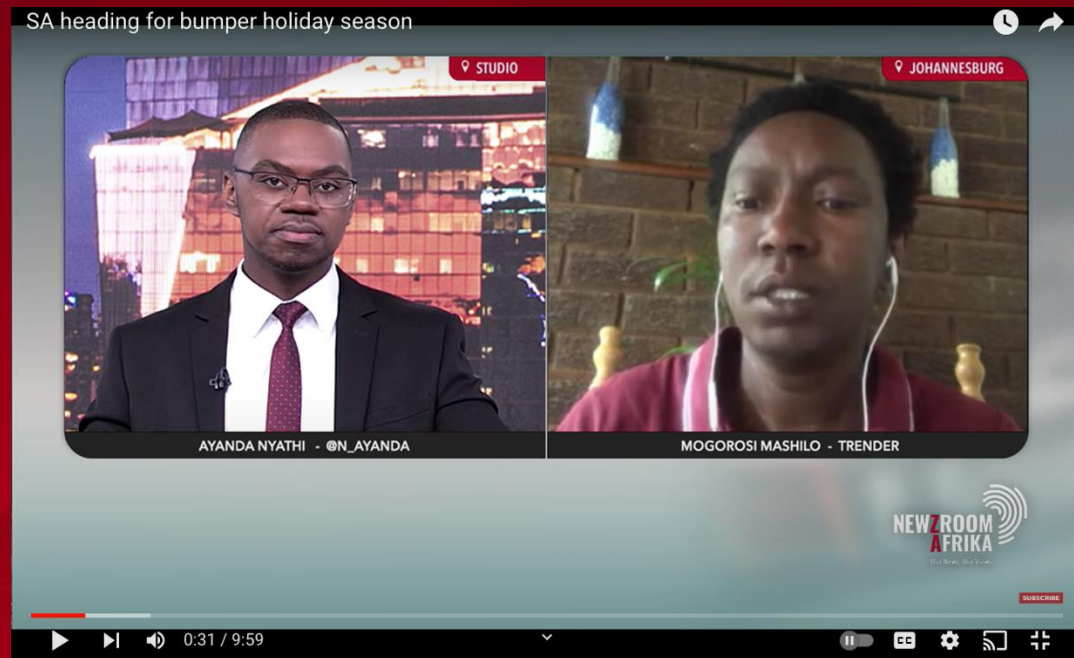
RAND Strategy Advisors

CELL©



GREYgroup

– We are thought leaders in the market



We cover the latest trends and insight for the nation. This is proof through ongoing media coverage of national TV broadcast and radio stations and we continue to be the point of reference when it comes to local insights and trends.



– Our Creative Approach

INSIGHT-DRIVEN IDEAS

IDENTIFY

Trend

Consumer behaviour
change or
development in a
general direction.

UNDERSTAND

Insight

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

CREATE

Idea

Understand the Consumer
Tension
Question conventions



– Current Clients

JCDecaux

GLODINA
BLACK LABEL

Colibri
TOWELLING

Momentum
Metropolitan



SONY®





ATL Portfolio

TrendER OOH



Mar 22, 2021

TrendER OOH



Ubank OOH



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*

MTV Base Campaign



A woman with voluminous, dark, curly hair is the central figure. She is looking directly at the camera with a neutral expression. Her hands are raised, with her fingers resting near her ears. She is wearing a grey, sleeveless top and a silver bracelet on her right wrist. The background is a blurred city street at night, with warm, out-of-focus lights from buildings and street lamps creating a bokeh effect. A white car is visible in the distance on the right side of the frame.

Internal Comms & events

Internal comms



Mvuyi Mntwapi
Head of Human Resources
Africa



In conversation with
**Women of
Unilever**
Series

May 2023
11:00 SAT

 **LIVE**

#WomenOfUnilever #WomenEmpowerment



Stacey Grant
Head of CMI



In conversation with
**Women of
Unilever**
Series

September 2023
11:00 SAT

 **LIVE**

#WomenOfUnilever #WomenEmpowerment

Internal comms



**Faith
at
Work**

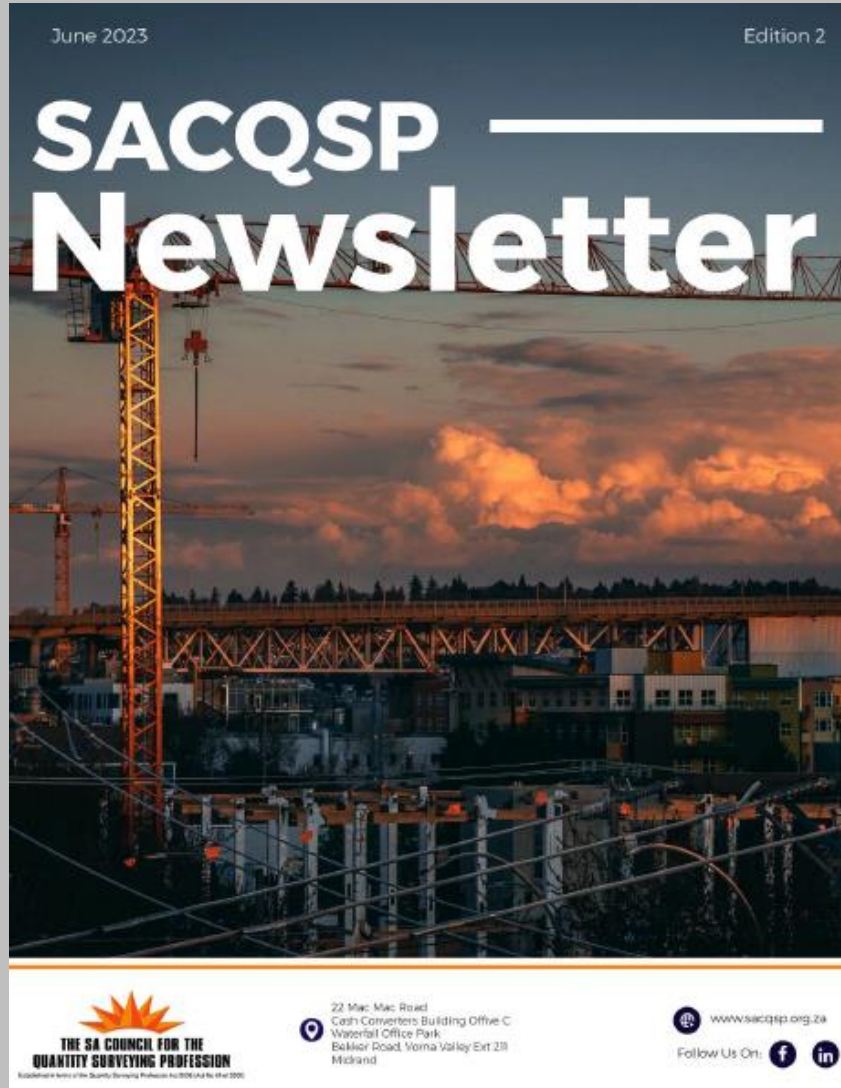
Recognising the diversity of all our religions



Nathan Palmer
Christianity

*"Because of Jesus's Death & resurrection,
I have a personal relationship with God.
This shapes my purpose and embales me to live with joy,
love and certain hope."*

Internal comms





BTL Portfolio

BTL On-trade



Sunkissed
NATURAL SWEET WINES



Order two glasses of Sunkissed Wine and we will upgrade you to a bottle.

#NO 18

Not for sale to persons under the age of 18.



Sunkissed
NATURAL SWEET WINES



8888
PER BOTTLE

ADD COLOUR TO YOUR LIFE!

#NO 18

Not for sale to persons under the age of 18.



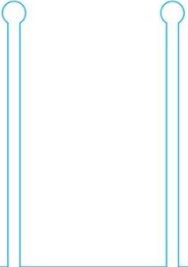
Sunkissed
NATURAL SWEET WINES



Order two glasses of Sunkissed Wine and we will upgrade you to a bottle.

#NO 18

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BTL: Sunkissed Summer Campaign



Benzac Teens Campaign





Digital Portfolio

The Beachhouse Wines



wherever the sun sets.
www.thebeachhouse.co.za

#NO18
aware.org

wine d☆wn



wherever the sun sets.
www.thebeachhouse.co.za

#NO18
aware.org

Ubank App Campaign





Trender**ER**

Thank You

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www.trender.co.za