

mustard.  
adding flavour to your brand



**CREDENTIALS**

# ABOUT MUSTARD

Once conventional advertising was the meat of any campaign. Anything else was just dressing. Now the relish is biting back and resonating the most.

Introducing **Mustard, Keen as... Sharp as... Hot as...** The imagery surrounding these little round seeds tells the story. Mustard is the versatile hero adding a lick of heat and a depth of flavour to a wide range of dishes.

At Mustard, zest and passion for our clients and their brands is what drives us to exceed expectations. Brand strategy is our mustard pot with the contents made up of a spicy marketing mix designed to first and foremost understand and then translate our clients' needs, criteria and objectives into a smorgasbord of delectable treats for the target audience.

The work displayed in these credentials is a sample representation of some of our recent work, please enjoy this snapshot of our portfolio...

# OUR SERVICES



## CREATIVE

DESIGN | LOGOS | CORPORATE IDENTITY | PRESENTATIONS



## ONLINE

STRATEGY | USER EXPERIENCE (UX) | USER INTERFACE (UI) | WEB & APP DESIGN  
MOBILE | E-COMMERCE | WEB DEVELOPMENT | CUSTOM DEVELOPMENT



## ADVERTISING

CONCEPT & DESIGN | PRINT | DIGITAL | SEARCH | SOCIAL MEDIA



## SOCIAL MEDIA

CONTENT STRATEGY | MANAGEMENT & MONITORING | COMPETITIONS



## CRM

STRATEGY | EMAIL MARKETING | SALESFORCE CUSTOMISATION



# OUR EXPERIENCE

Our experience across a broad range of marketing services with a diverse collection of clientele, gives us an edge in the brand-marketing environment. Years of experience have given us the flexibility to understand the needs of our clients and their brands.



## SOME OF THE INDUSTRIES WE HAVE WORKED IN:

**BANKING**  
**BUILDING**  
**COMMUNITY SERVICE**  
**CONSTRUCTION**  
**EDUCATION**  
**FINANCE**  
**FMCG**  
**HEALTH & BEAUTY**  
**HOSPITALITY**  
**HUMAN RESOURCES**  
**LEGAL**  
**LOGISTICS**  
**MANUFACTURING**  
**MEDICAL**  
**REAL ESTATE**  
**RELIGIOUS**  
**RETAIL**  
**TECHNOLOGY**  
**TRAVEL & LEISURE**  
**TRANSPORTATION**

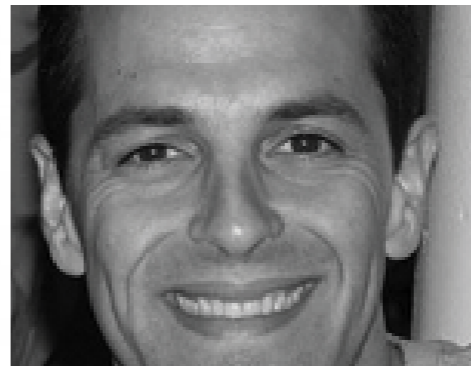
# CORE TEAM



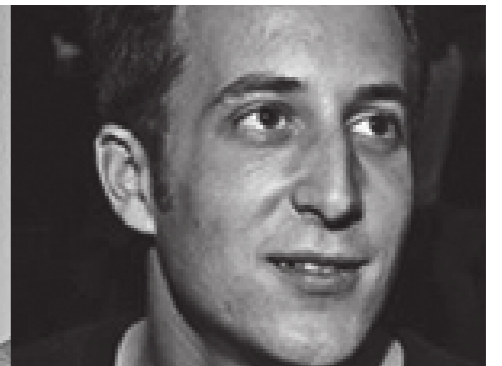
**RONEN J.**  
CEO



**STAN K.**  
HEAD OF DIGITAL



**RICHARD G.**  
SALES/ACCOUNT DIRECTOR



**KANE K.**  
ACCOUNT MANAGER



**KELLY L.**  
SOCIAL MEDIA



**NINA K.**  
DESIGNER



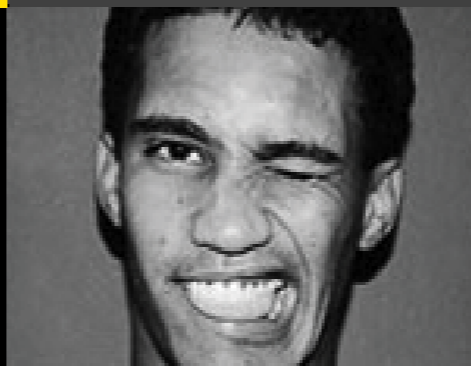
**MIKAYLA B.**  
ART DIRECTOR



**HENRIETTE B.**  
TRAFFIC MANAGER



**LYN C.**  
ACCOUNTS



**LEE-ROY C.**  
DEVELOPER

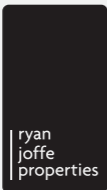


**RION A.**  
HTML



**TONY O.**  
DEVELOPER

# CURRENT CLIENTS





**LOGO DESIGN**



QUEEN VICTORIA HOTEL

**FAIRVEST**  
PROPERTY HOLDINGS

**makosi**



AFRICAN  
PROPERTY  
CORPORATION

**REALISE**  
PARTNERS  
reveal your potential

**mobicred**

**FOX**  
FINANCIAL


**dash**  
restaurant & bar







# STATIONERY


# LA SPLENDIDA HOTEL



  
Tel +27 21 439 5119  
Fax +27 21 439 5112  
Email info@lasplendida.co.za  
www.lasplendida.co.za  
121 Beach Road  
Mouille Point  
Cape Town  
8005  
South Africa



Directors of Tingamate (Pty) Ltd M Sandak-Lewin, P Lazarus, NB Markovitz Registration Number 2010/000956/07

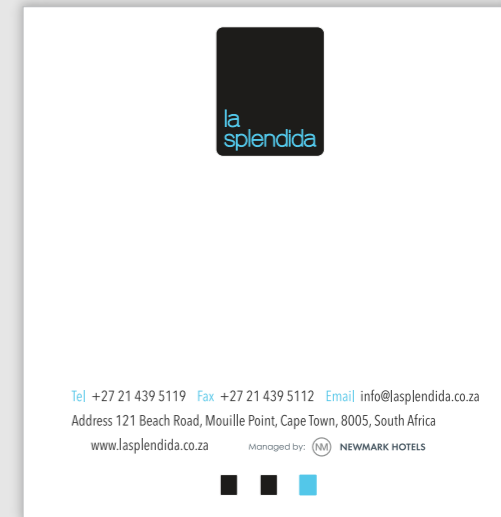
Managed by:  **NEWMARK HOTELS**






  
Tel +27 21 439 5119  
Fax +27 21 439 5112  
Email info@lasplendida.co.za  
www.lasplendida.co.za  
121 Beach Road, Mouille Point  
Cape Town, 8005, South Africa






Managed by:  **NEWMARK HOTELS**





  
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Address 121 Beach Road, Mouille Point, Cape Town, 8005, South Africa  
www.lasplendida.co.za Managed by:  **NEWMARK HOTELS**




  
**Reservations**  
Tel +27 21 439 5119 Fax +27 21 439 5112 Email info@lasplendida.co.za  
121 Beach Road, Mouille Point, Cape Town, 8005, South Africa  
www.lasplendida.co.za Managed by:  **NEWMARK HOTELS**



  
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Mouille Point  
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South Africa

 with compliments

Managed by:  **NEWMARK HOTELS**

**STATIONERY**

**HELLOPETER.COM**



**Alon Rom CEO**

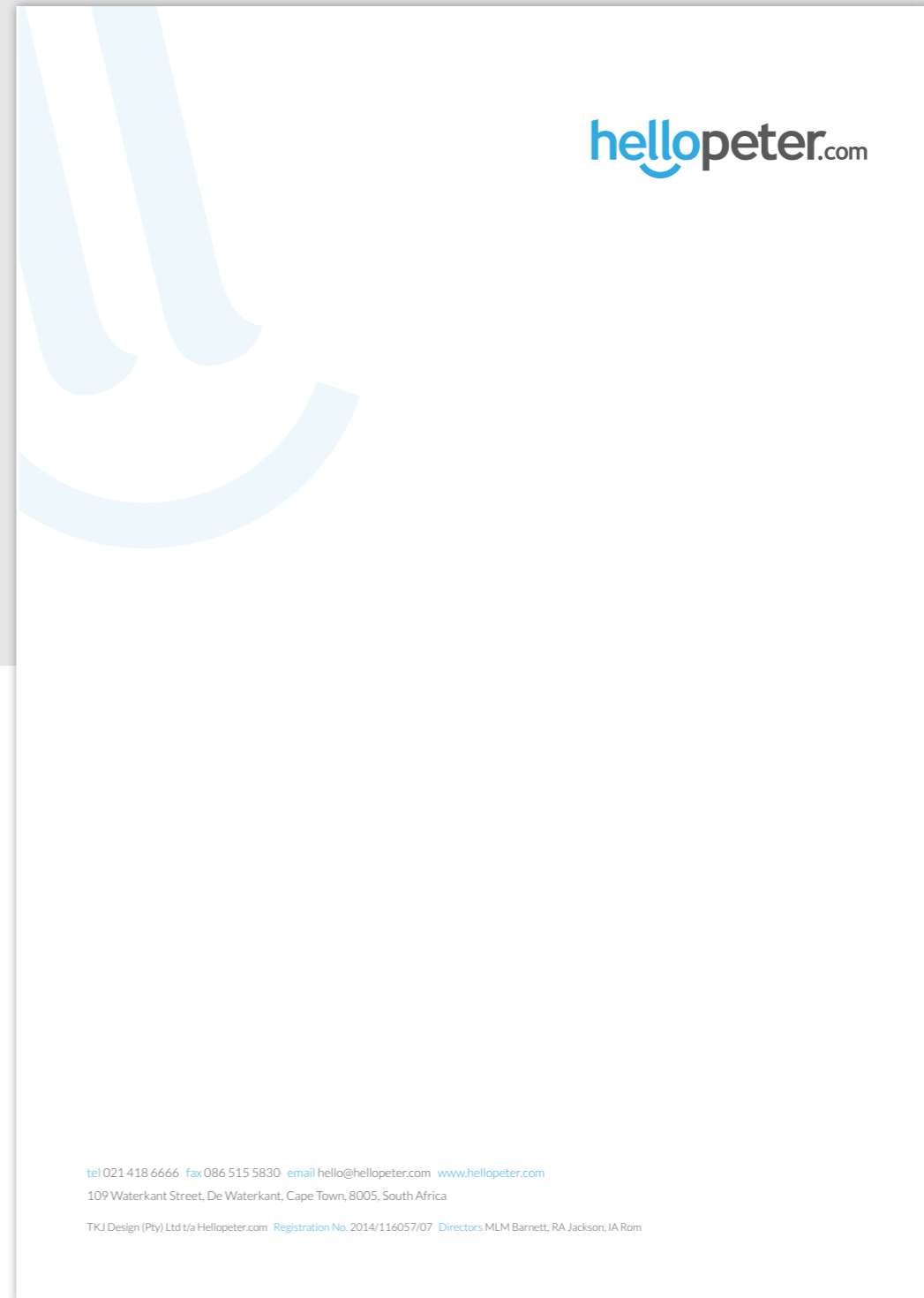
+27 21 418 6666

+27 82 466 6778

alon@helloworld.com

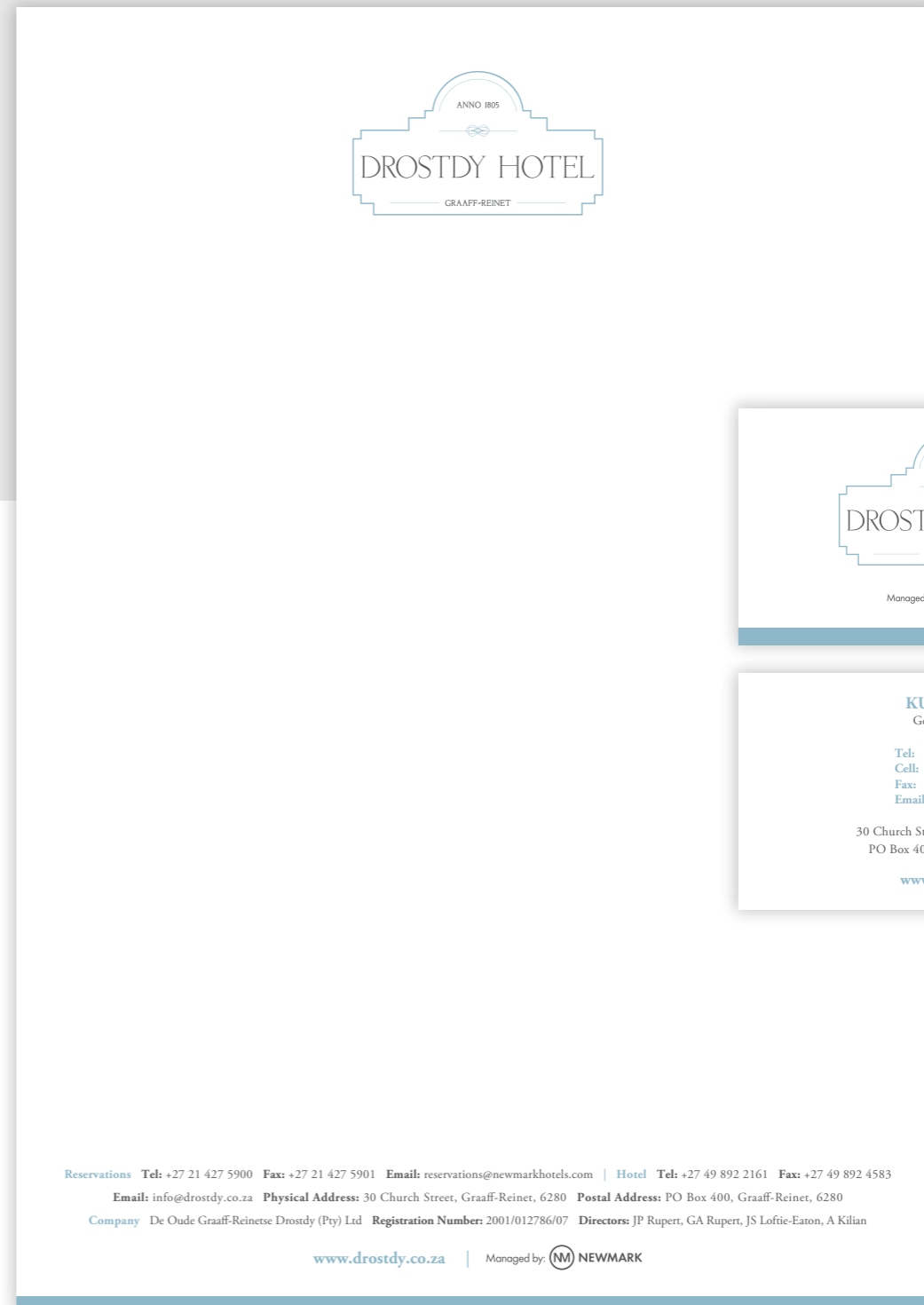
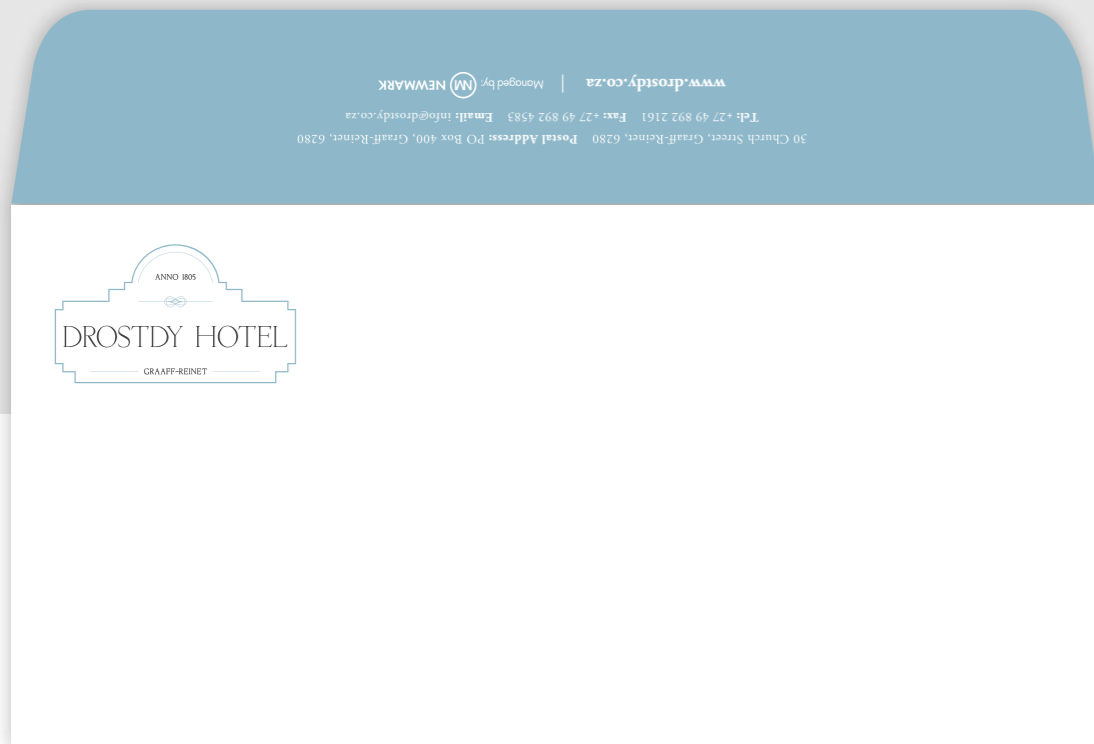
www.helloworld.com

109 Waterkant Street, De Waterkant,  
Cape Town, 8005, South Africa



STATIONERY

DROSTDY HOTEL



**Kurt Peter**  
General Manager

**T** +27 49 892 2161    **E** kpeter@drostdy.co.za  
**M** +27 82 800 0009    **F** +27 49 892 4582



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Reservations Tel: +27 21 427 5900 Fax: +27 21 427 5901 Email: reservations@newmarkhotels.com | Hotel Tel: +27 49 892 2161 Fax: +27 49 892 4583  
Email: info@drostdy.co.za Physical Address: 30 Church Street, Graaff-Reinet, 6280 Postal Address: PO Box 400, Graaff-Reinet, 6280  
Company De Oude Graaff-Reinsetse Drostdy (Pty) Ltd Registration Number: 2001/012786/07 Directors: JP Rupert, GA Rupert, JS Loftie-Eaton, A Kilian

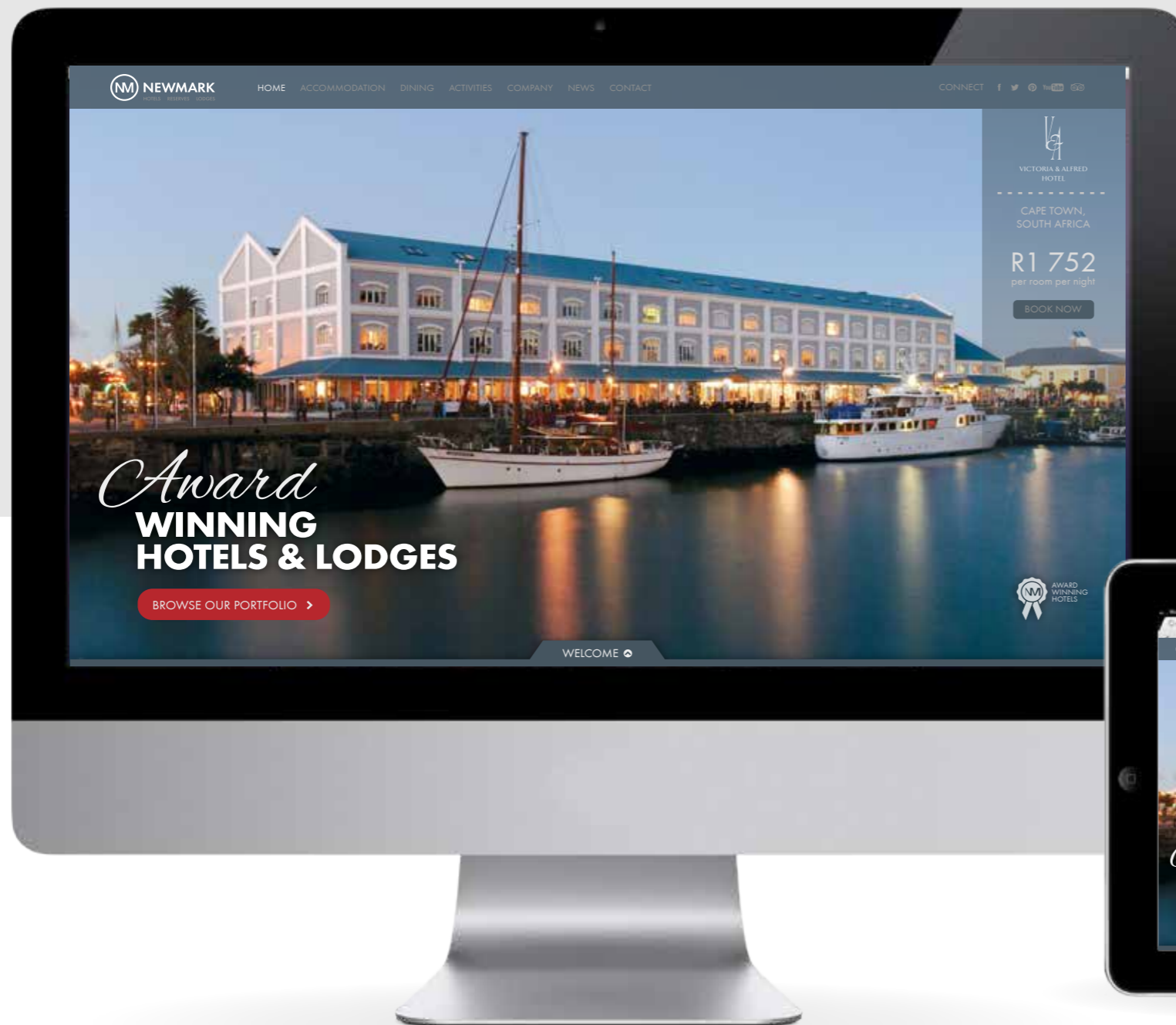
[www.drostdy.co.za](http://www.drostdy.co.za) | Managed by: (NM) NEWMARK



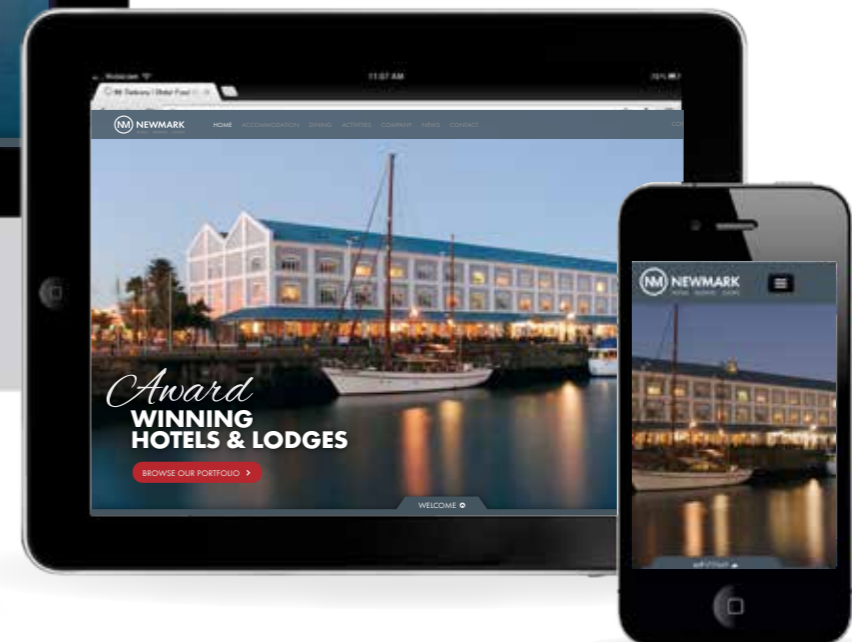
**WEBSITES**

## WEBSITES

## NEWMARKHOTELS.COM



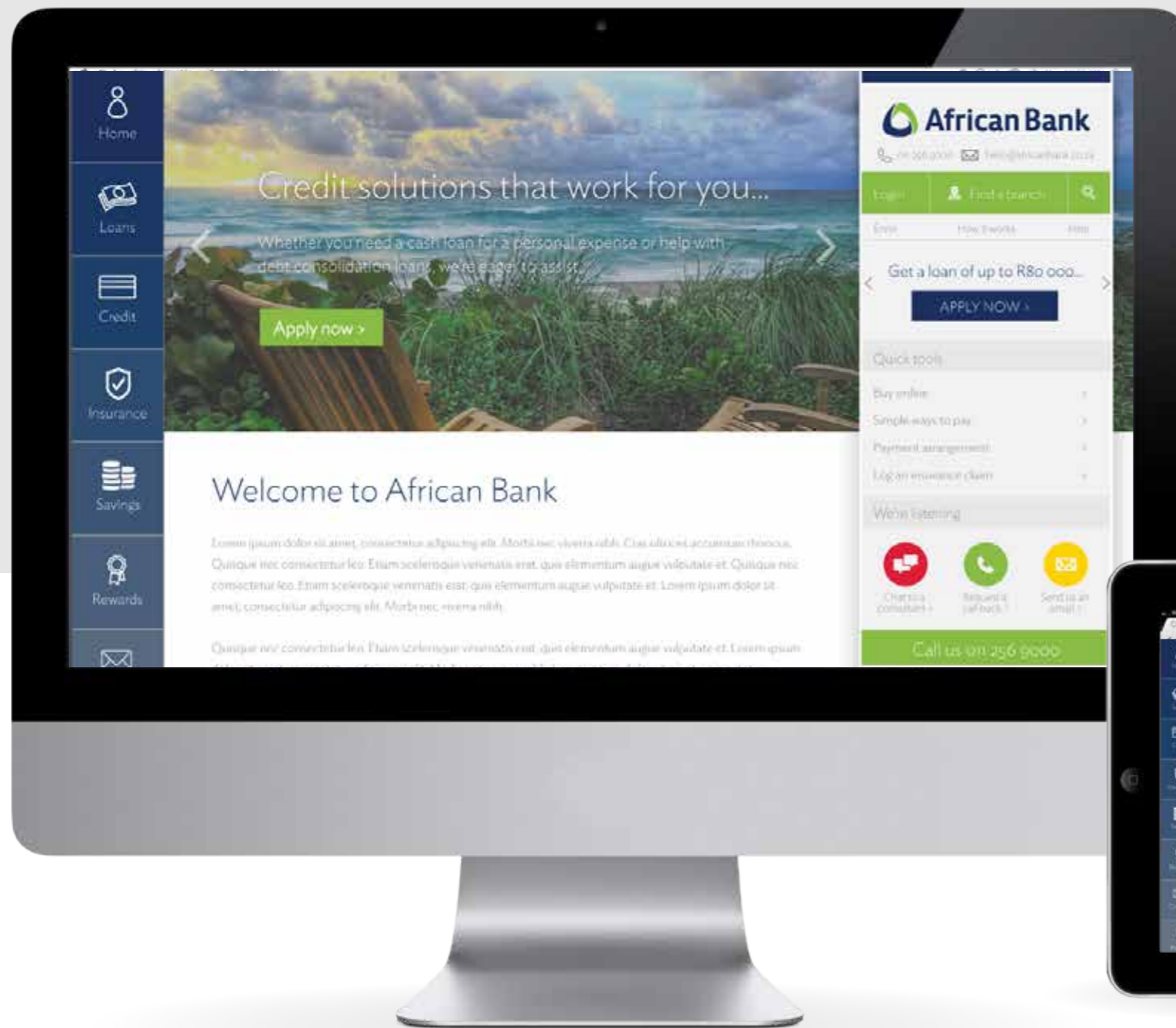
Newmark Hotels is a hospitality group with a national and international footprint. Mustard was tasked with rejuvenating their website to showcase the beauty, heritage and diverse nature of their properties. We needed to excite the viewers visually whilst still providing a surplus of information and clear calls-to-action to book online. We reacted by creating a full-screen responsive website that highlighted the prestige of the portfolio and beauty of their hotels, reserves and lodges with carefully placed elements that reveal specific property information.





## WEBSITES

## AFRICANBANK.CO.ZA



African Bank wanted to make waves in the credit industry. With a fresh approach to the industry and a dynamic team ready to take the market by storm, they turned to Mustard to create a user experience that would exhilarate the market-place and still allow for simple user experience, easy account management and a strong focus on conversion. Taking a retail-focused approach to their business, we conceptualised and user-tested a look & feel and experience like no other that would work on any device and allow their customers to manage their accounts, find products and services all from one easy-to-use interface.



## WEBSITES

## IKHOKHA.CO.ZA



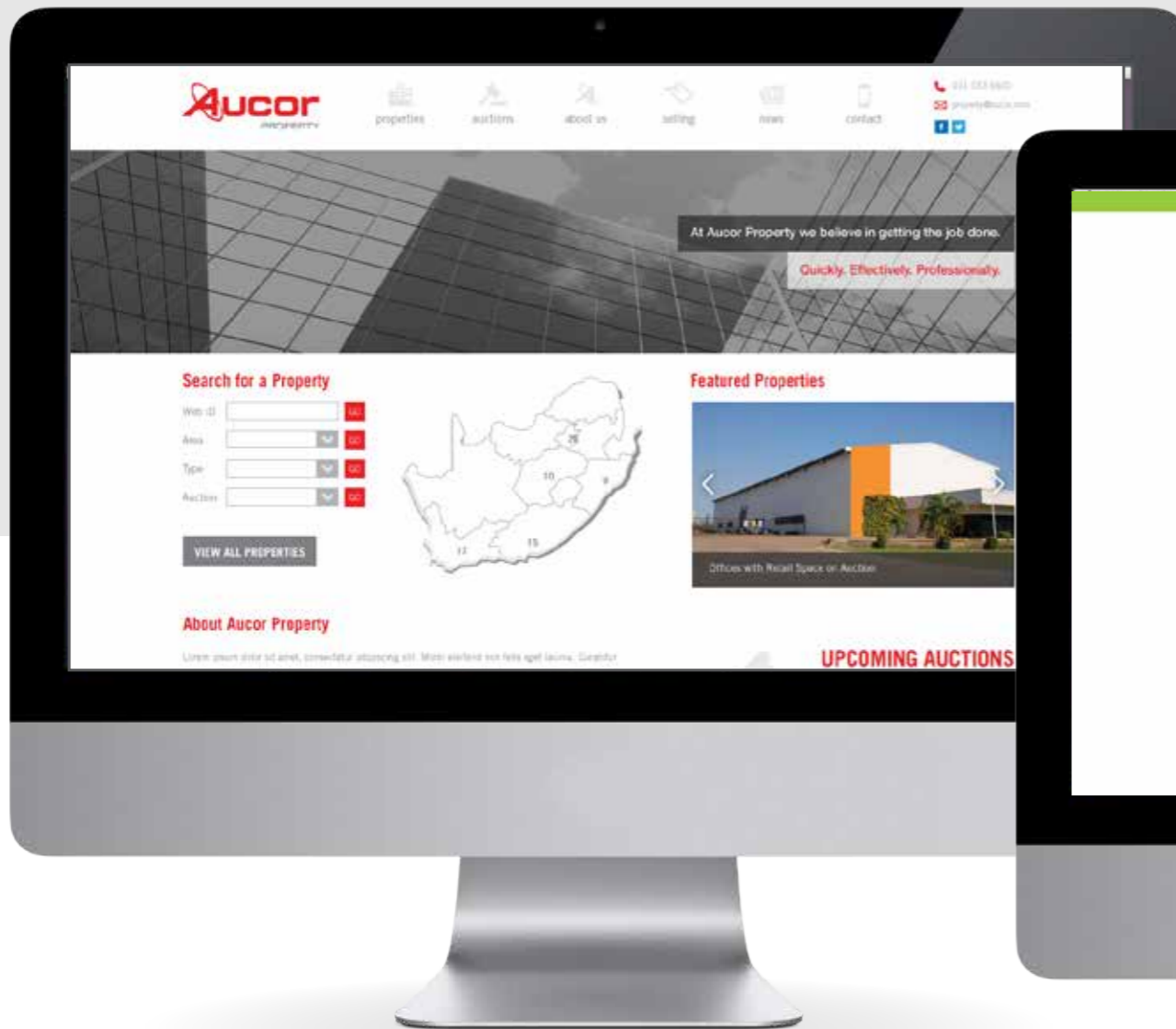
Ikhokha want to bring mobile point of sale to the masses by empowering the average Joe to accept credit and debit payments anytime, anywhere. Unable to convert their vibrant brand persona into online design, Mustard took over the reins from their previous agency and began the process of rejuvenating their look & feel. With a clear focus on User Experience-based design, we developed a website that conveyed their original, quirky and creative personality.



# WEBSITES

aucorproperty.co.za

sealedbid.co.za

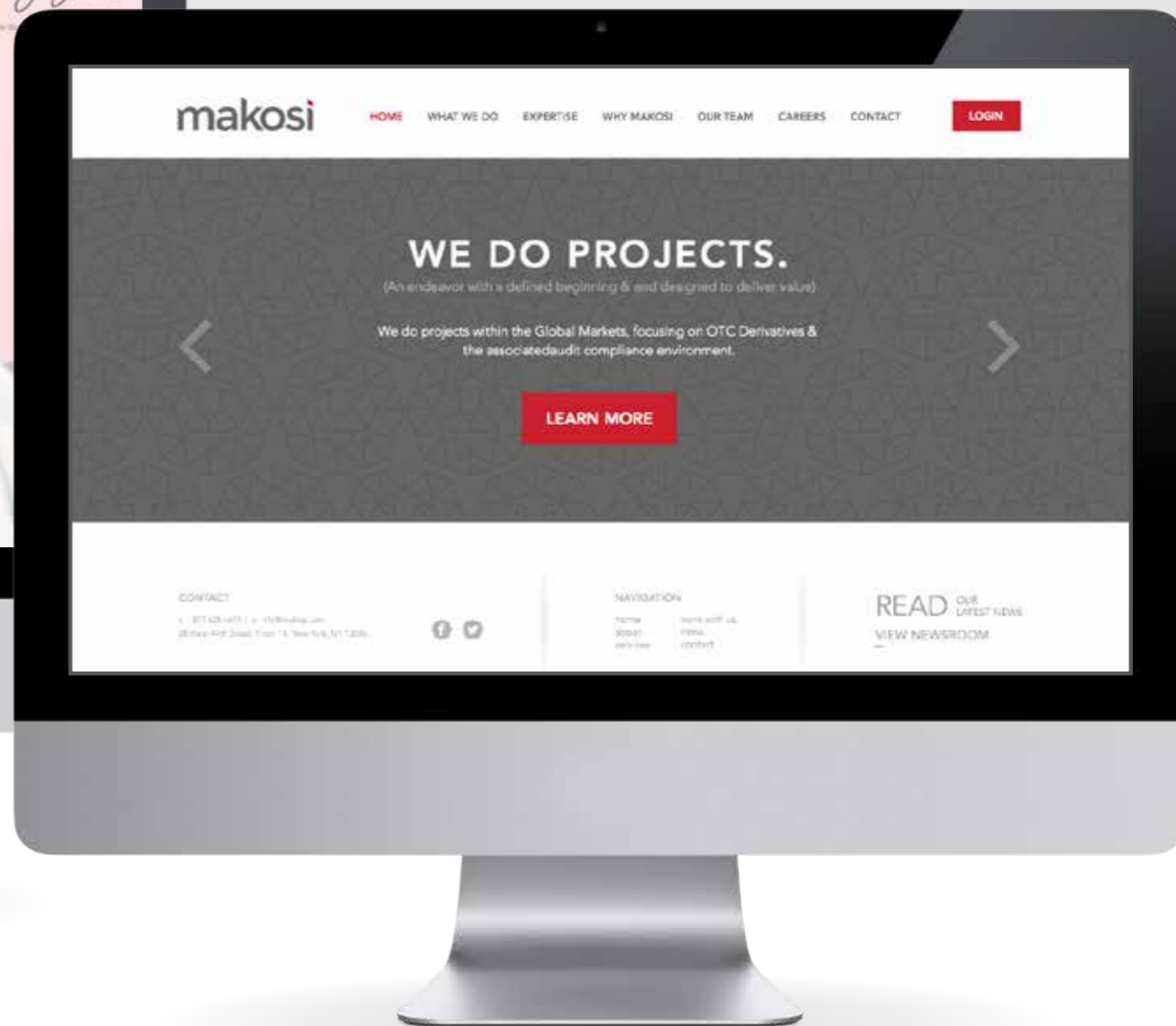


# WEBSITES

mygirl.co.za



makosi.com

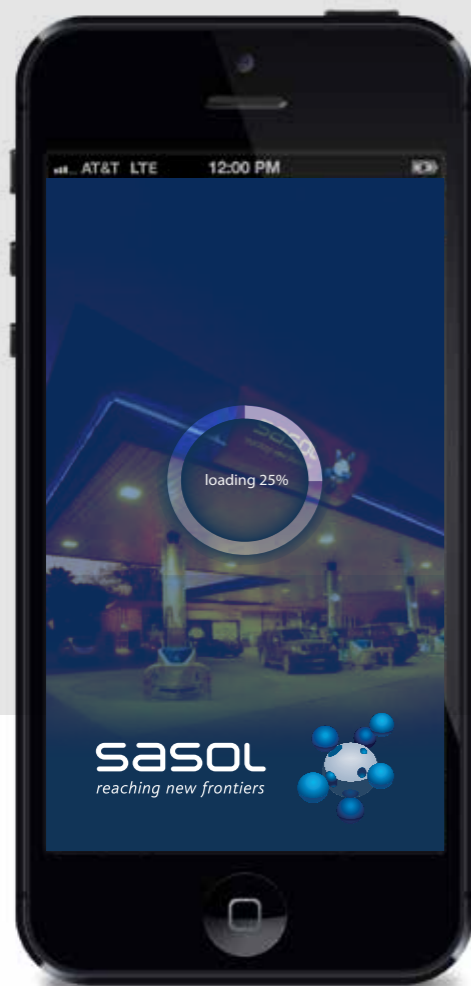




**MOBI**

**MOBI**

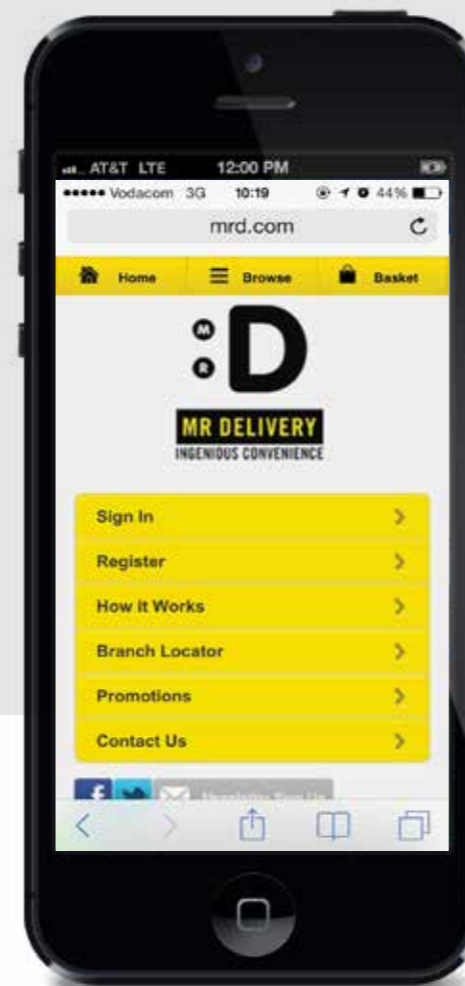
**WEBSITE DESIGNS**



sasol



african bank



mr d



newmark



**E-MARKETING**



www.aucor.com.au | 08 239 7315

**Aucor PROPERTY**  
NEWSLETTER NOVEMBER 2014

### OUR NOVEMBER AUCTIONS

**13 NOV** **12:00pm @ The Hotel, Corner G Drive & Rivonia Sandton**

**20 NOV** **12:00pm @ The Towers Hotel, Corner Rosewood, Centurion**

### WHAT'S NEW THIS MONTH...

What sentiment across the globe remains cautiously optimistic. The auction environment is one that has seen growth over the past year and has shown resilience in the face of external factors. The market is a dynamic one and as buyers and sellers continue to realise the true benefits of using the auction method as a preferred sales mechanism, we are seeing excellent examples of high quality assets and buyers coming through our doors. 2014 has been a phenomenal year for the Aucor Property team and we have had some excellent deals being closed including the sale of the Douglassdale Shopping Centre for a whopping R80 million and numerous portfolio disposals in the Johannesburg CBD and surrounds. We believe that this is as a result of growing value being experienced in these areas and for property owners who held onto their assets over the years. Keep us now realising the true value and profits as a result.

October 2014 saw the team take a record 88 lots of property to the auction floor in the largest multiple commercial auction ever held at one time and we go into November's Johannesburg event on the 13th with 1920 million worth of stock up for sale on the day. Buyers and interested parties who aren't attend the event can make use of the Aucor.com platform which uses the latest in cloud based technology to broadcast our traditional live auctions via the internet directly to any web connected device. Pre-registered buyers can participate and place bids over the internet in real time with live audio and video feeds.

**Happy Bidding,  
The Aucor Property Team**

**02 DEC**

### OUR FINAL AUCTION FOR 2014

**FEATURED PROPERTIES**

### THIS MONTH'S SPECIAL

### CLASSIC 4 CLAW TANZANITE RING

COOL	18K-18K	18K-18K	18K-18K	18K-18K	18K-18K	18K-18K	18K-18K
CAUSE	100	100	100	100	100	100	100
PRICE	R75	R75	R75	R75	R75	R75	R75

**PLACE YOUR ORDER NOW**

Ts & Cs apply - while stocks last

**MURCACK**  
T +27 21 418 7891 | F 085 239 7315 | E jamo@murcack.com | W www.murcack.com

Use to your benefit

**NEWMARK**  
AWARD WINNING HOTELS

**Dear Traveller**

The New Year is finally upon us! 2014 has full of milestones, successes and growth for us and in 2015 we will strive to continue with our commitment to you and our guests - providing the peace and bliss that sets Newmark apart from others. Despite saying goodbye to two of the most loyal members of our team, Lucinda and Melvyn, who joined from the V&A Hotel in December after 23 and 13 years respectively, the new year brings excitement amongst us as new opportunities arise for everyone.

To kick start 2015 with the month of love just around the corner in February - we have put together an exciting Romantic Adventure at the Queen Victoria Hotel, which includes a helicopter ride along the Cape Town Peninsula and a lesson of culinary perfection at the exclusive Sandstone Signature Spa for you and your partner. If that does not cut it, keep an eye out for more romantic packages coming soon at our other properties!

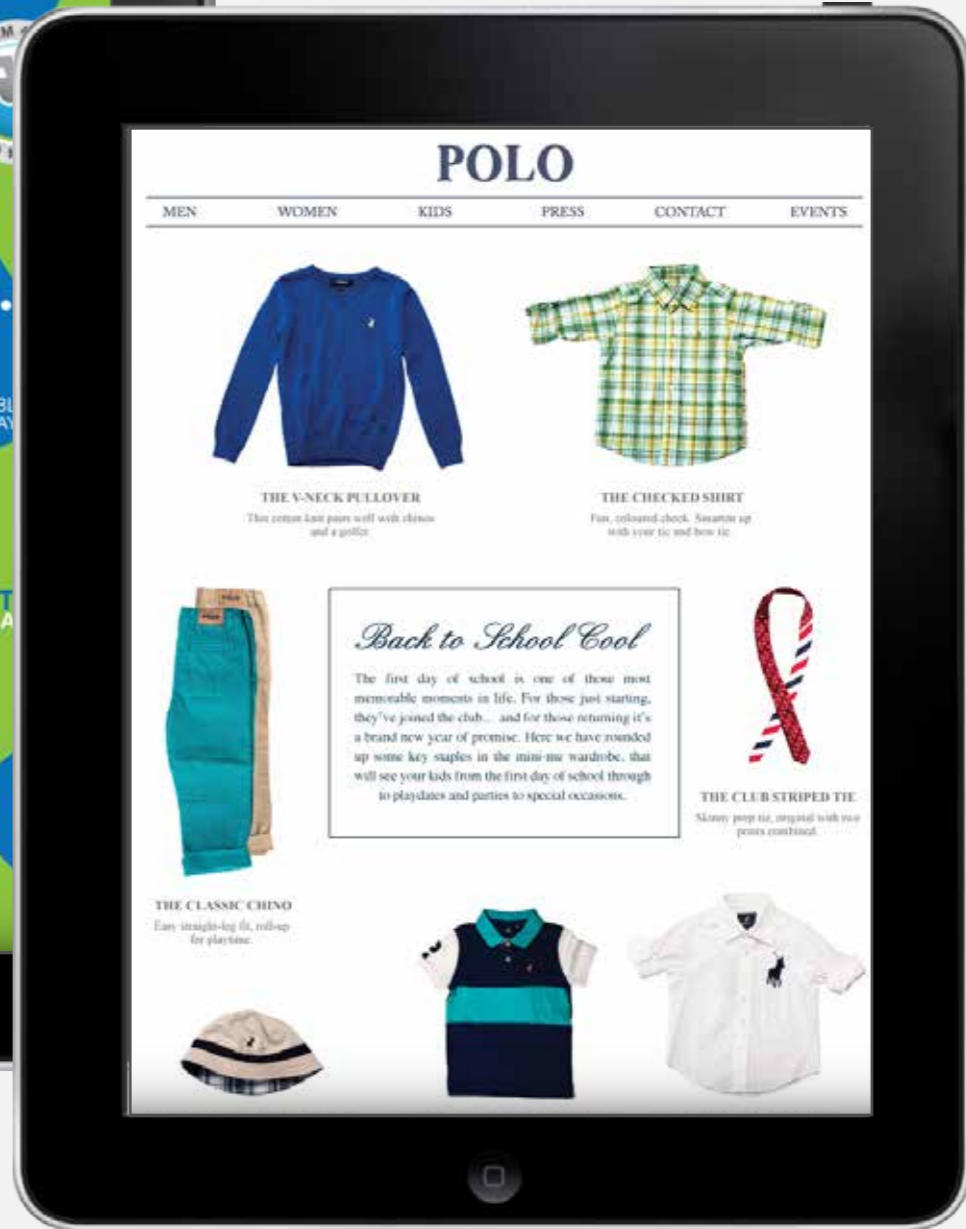
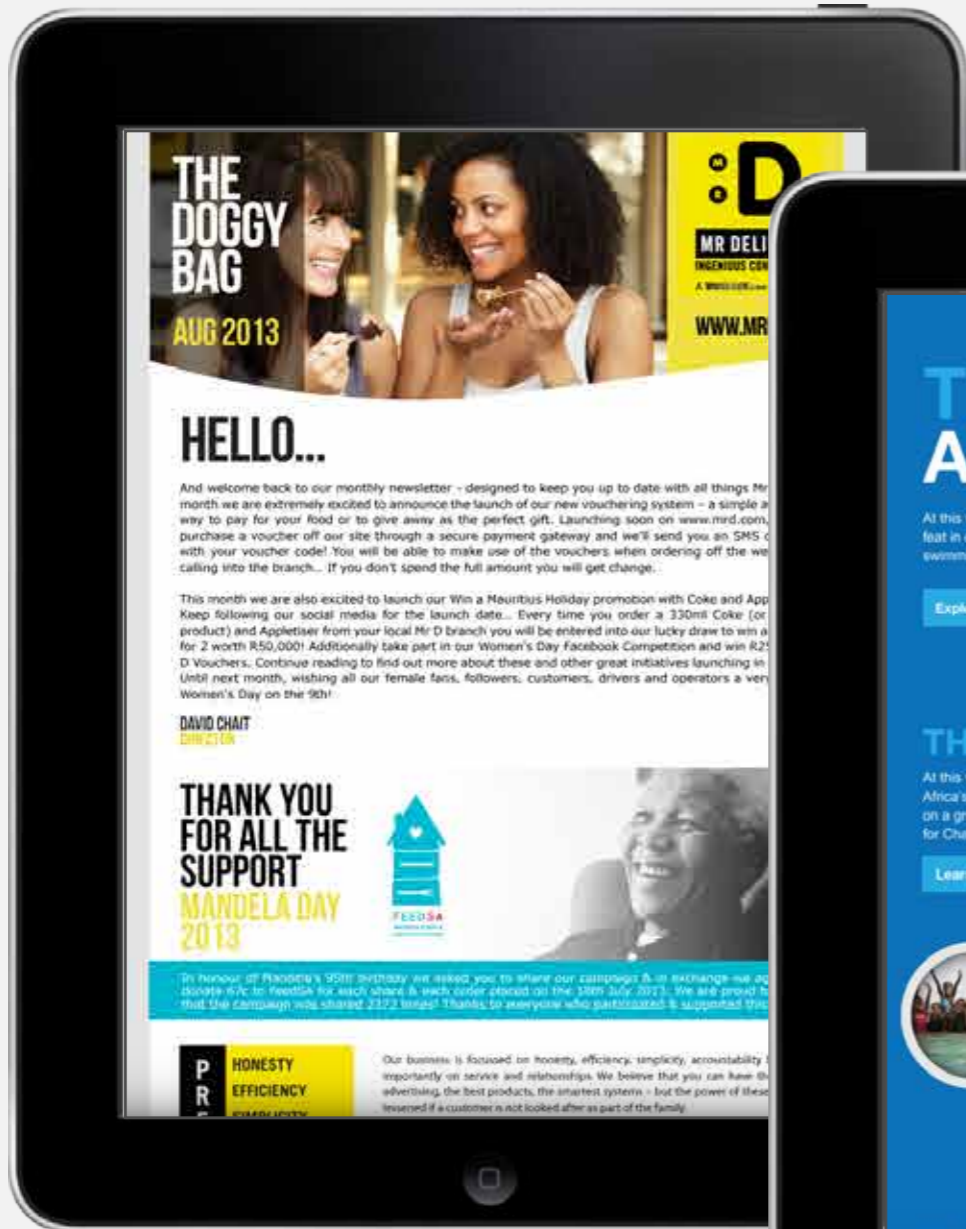
Summer in Cape Town is now in full swing so come and enjoy relaxing summer drinks outside at our wonderful restaurants, Dashi and OYO in the heart of the V&A Waterfront or enjoy take away of the Monkey Burger special at OYO.

If you're looking to tick off more of your bucket list this year - visit Nyungwe Forest Lodge in Rwanda - situated on the banks of Africa's largest mountain rainforest, the birthplace of the majestic Nile River and home to the charismatic chimpanzees. Take part in the exhilarating activities of the Nyungwe Forest, the Six Chimpanzee Walkways through the African jungle's interior.

Thank you to all who made 2014 exceptional and here is to healthy and prosperous New Year!

**Neil Markowitz**  
MD, Newmark

*The month of Love IS UPON US...*



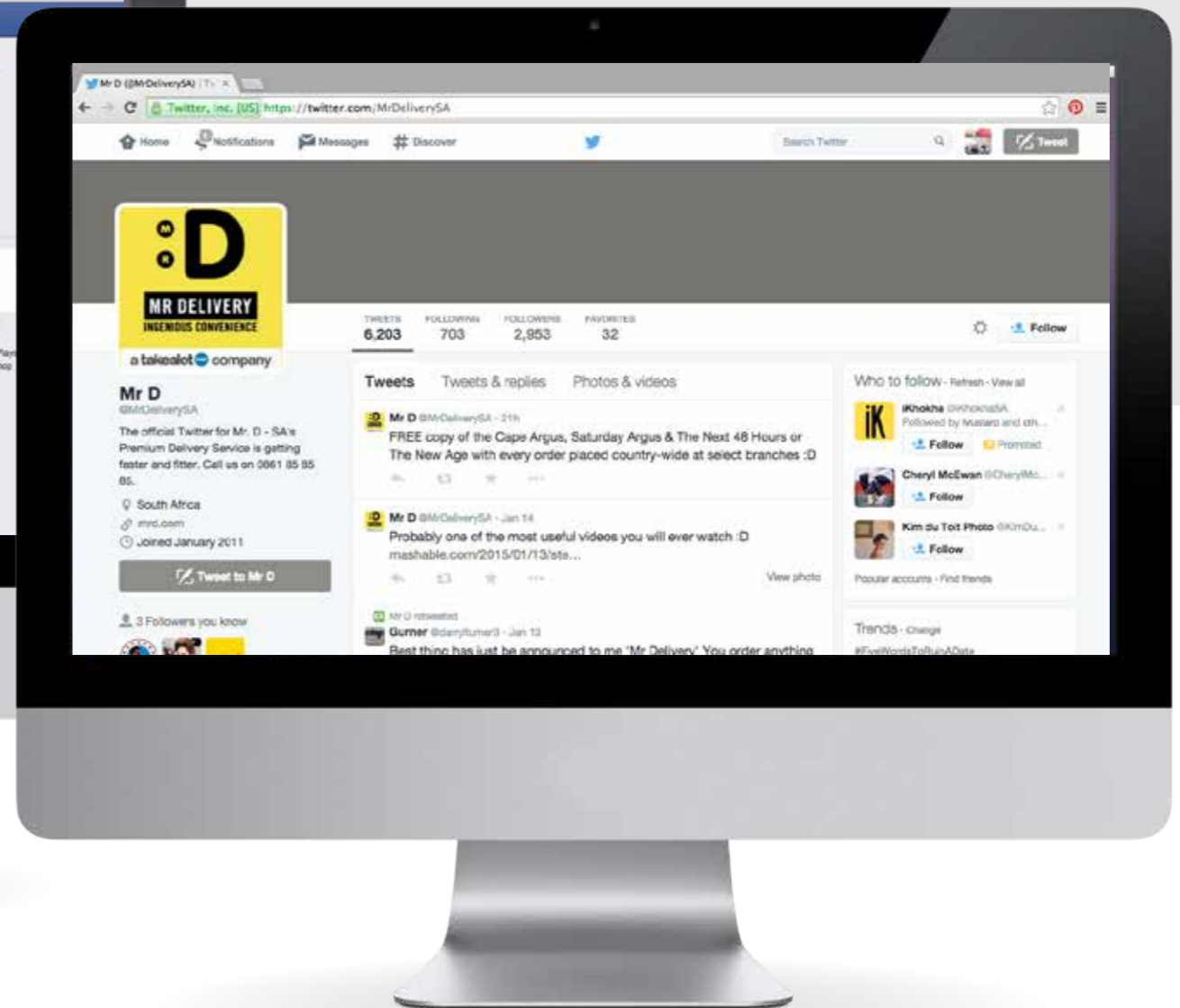


**SOCIAL MEDIA**



FB & TWITTER

MR D.



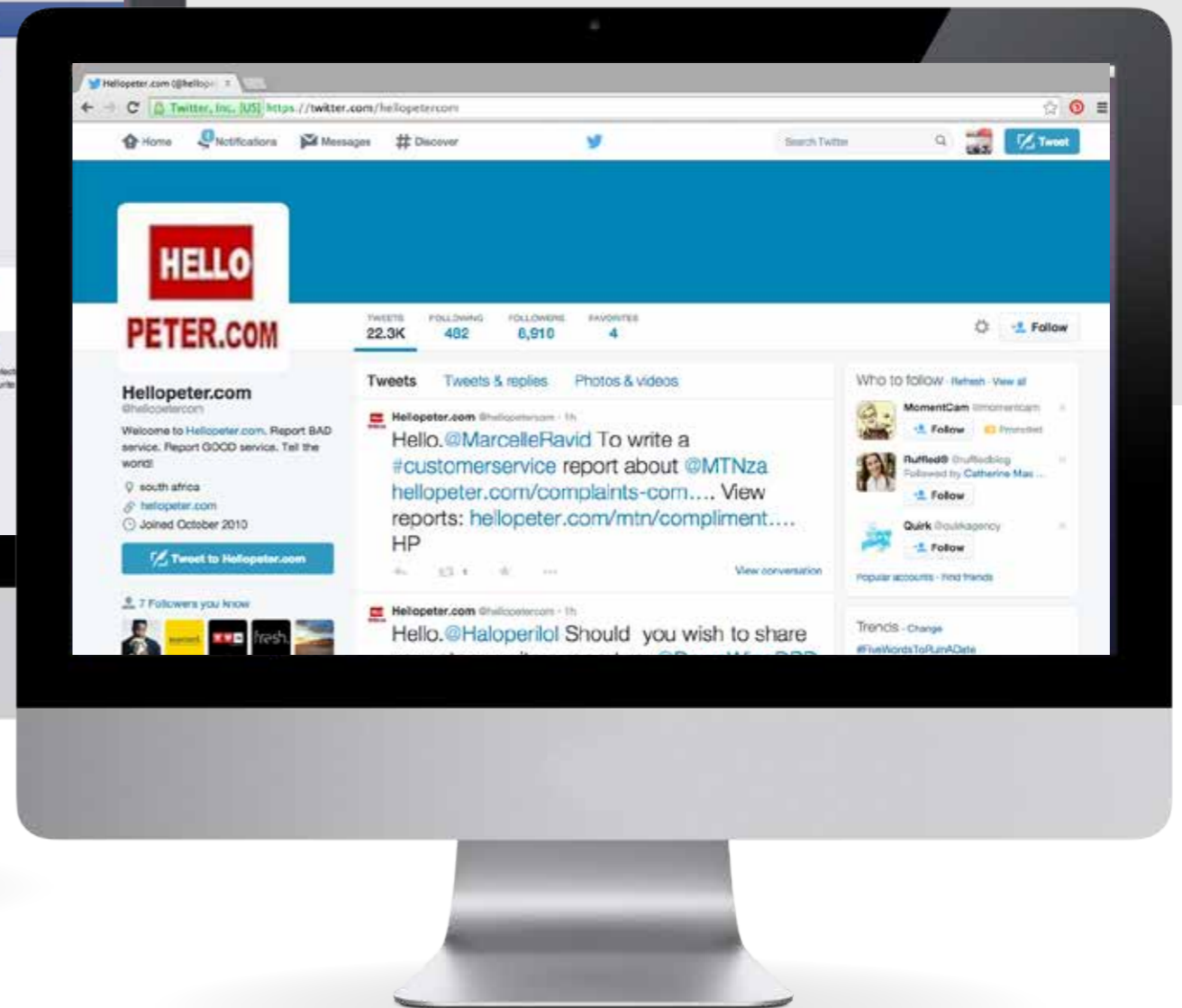
**FB & TWITTER**

**NEWMARK HOTELS**



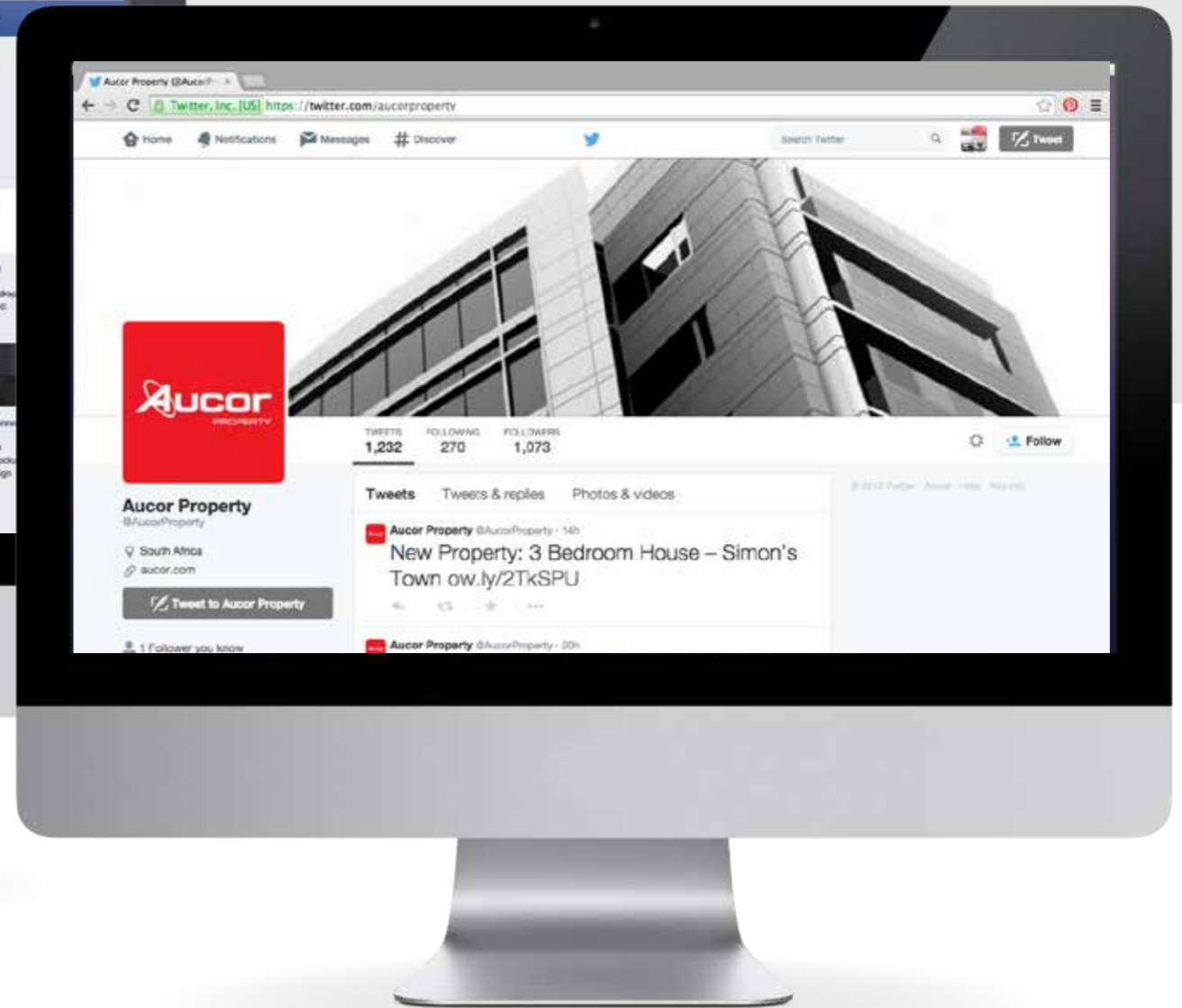
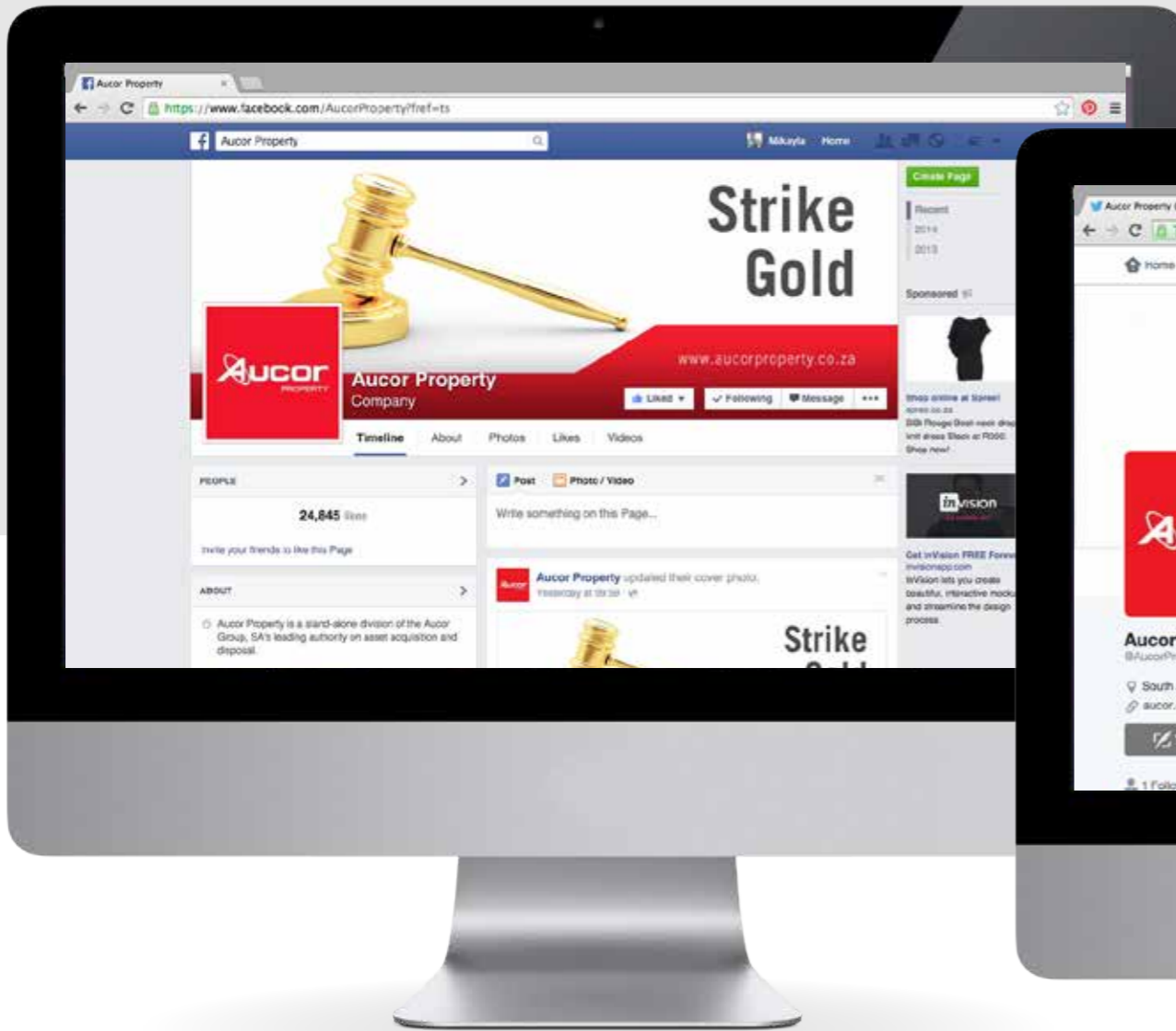
**FB & TWITTER**

**HELLO PETER**



**FB & TWITTER**

**AUCOR PROPERTY**





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adding flavour to your brand



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