



# Company Brochure **2026**

# Welcome to OLO.



## *Creatives that Convert.*

Welcome to OLO Marketing & Innovation. We create meaningful brands with intention.

We know that in today's fast-moving digital landscape, it's no longer enough to simply offer a product or service. People connect with brands that understand them, speak to them, and show up with purpose. That's why our work is rooted in insight, strategy, and creativity — crafting experiences that feel human, considered, and memorable. From brand strategy and content to social media, digital campaigns, and design, every touchpoint is built to leave a lasting impression.

If you're looking for a partner who understands both the why and the how behind great brands — and who can guide your business from insight to impact — you're in exactly the right place.

**OLO Innovation | [www.olo-innovation.co.za](http://www.olo-innovation.co.za) | [info@olo-innovation.co.za](mailto:info@olo-innovation.co.za) | +27 76 145 0619**



# We sell *Vibes.*

Now, what on earth does that mean?

At OLO, when we say “we sell vibes,” we mean business — and by that, we mean we help brands create the feeling, energy, and presence that draws their ideal clients in. Great branding isn’t just about good looks; it’s about resonance. We combine strategic research with imaginative design to craft content, campaigns, and experiences that feel right — and convert. We uncover what makes your audience tick and translate that into visuals, messages, and moments that leave a mark. “Vibes,” to us, are the gut feelings and subtle cues that make a brand unforgettable. And we’ve mastered the art of creating them, intentionally.

## The OLO Philosophy

We believe that design and marketing go hand in hand with innovation research.  
One simply can’t work without the other!

### Design & Marketing

Excellent Design makes your brand memorable; memorable enough to successfully market what you do to your customers. Design and marketing is our daily bread and butter.



### Research

Design & marketing wouldn’t mean much without reasoning. As a brand, you need to know the bigger picture, and understand the who’s, what’s, when’s, where’s and why’s behind your audience.

Together, the two worlds collide and form Olo. We combine design and marketing with research for the ultimate results.

# Think Of Us As Your Secret Weapon.



## The Problem

You're trying everything, but nothing's landing. Your brand feels scattered, your marketing isn't converting, and you're stretched too thin to figure out why.

## OLO As The Solution

OLO swoops in and brings strategy, research, and design together to create branding and content that actually works — clear, targeted, and built to convert.

## The Result

Your brand feels aligned, your audience connects, and your marketing finally performs. With OLO, your business isn't just seen — it's remembered.

Think of us as your unfair advantage — the creative team behind the curtain that helps you look good, sound smart, and stay one step ahead. At OLO, we blend strategic thinking with bold execution, acting as an extension of your internal team. We're not here for vanity metrics or generic

campaigns. We're here to dig deep, ask the hard questions, and build ideas that move people and numbers. Whether you need a market-shifting brand, a viral ad, or just a smart second opinion, we've got your back — and we come armed with insights, design, and a whole lot of magic.

## Our Vision

OLO's vision is to lead in transforming businesses into memorable brands through innovative, emotionally resonant marketing solutions that drive real results.

## Our Mission

OLO's mission is to deliver exceptional, results-driven marketing and innovation solutions that help businesses thrive, build lasting relationships, and leave a memorable, positive impact.

## Our Values

### People

We believe people are the core of everything we do. We take time to understand people's needs and goals to build authentic connections. When we put people first, we create meaningful experiences that spark emotion, foster loyalty, and drive long-term success.

### Innovation

We are never satisfied with the status quo and relentlessly seek to improve. Innovation is a natural output when we understand people's motivations individually and work together as teams towards a shared vision.

### Collaboration

We believe collaboration brings out the best in every idea. By listening, sharing, and building together, we combine diverse strengths into one powerful direction. Collaboration is where creativity meets clarity; and it's how we deliver bold solutions that are greater than the sum of their parts.

### Good Vibes

We lead with positive energy that fuels everything we create. Good vibes shape our culture, our process, and our relationships. When creativity is met with optimism, ideas flow freely and connections run deep. We make space for joy, and it shows; in our work, our team, and your brand.



# What We Do.

**Strategic creativity, built to perform.**



At OLO, we bring strategy and creativity together to build brands that matter. Our work spans across design, marketing, branding, and content production — backed by real market research that ensures every move is purposeful. We manage social media, produce high-impact campaigns, develop websites that convert, and

create content that doesn't just look good but works hard. From launching new brands to refreshing existing ones, we help our clients show up with clarity, consistency, and wow-factor. Whether it's a scroll-stopping post or a full-scale brand rollout, we're here to make sure it lands — and lasts.

## Our Core Service Offerings:

### Innovation Research

We believe that great ideas are grounded in real-world insights. Our innovation research services go beyond surface-level trends to explore what truly drives behaviour, interest, and opportunity. Through tools like market mapping, mystery shopping, consumer insight collection, and sales satisfaction indexing, we help clients decode their industries and unlock new growth paths. We're firm believers that research shouldn't be boring or bogged down — it should be bold, strategic, and full of possibility.

### Design, Branding & Production

Your brand is more than a logo — it's an experience, a feeling, a vibe. At OLO, we fuse smart strategy with distinctive design to build brands that are as functional as they are memorable. From naming, identity design and visual direction to brochures, packaging and digital assets, our design and branding services are all about helping your brand speak fluently across every touchpoint. Whether you're just starting out or looking to evolve your existing presence, we create brand worlds that feel cohesive, thoughtful and impossible to ignore.

### Digital Marketing & Lead Generation

OLO's digital marketing and lead generation services are built to do one thing well: connect you with the people who matter. Whether you're looking to build brand awareness, drive conversions, or generate leads at scale, we create tailored campaigns that combine compelling content, savvy targeting, and platform fluency. From ad copy and visuals to email funnels and audience insights, everything we do is designed to be clear, clever, and measurable. The result? Marketing that doesn't just look good — it works.

# Our Services.

A Deep dive into our offerings.

## Innovation Research

- Client Insight
- Sales Satisfaction Indexing
- Client Feedback Research
- Customer Satisfaction Indexing
- Mystery Shopping
- Advertising Testing & Feedback
- Employee Satisfaction & Engagement
- Product & Market Testing
- Impact Research
- Consumer Behavior
- Customer Experience Mapping
- Dipstick Research
- Focus Groups
- Marketing Communications Planning
- Publicity
- Reputation Management

## Design, Branding & Production

- Graphic Design
- Branding
- Social Media Design
- Advertising (Digital & Traditional)
- Product Design
- Website Design & Development
- Landing Page Design & Development
- UI/UX Design
- Layout Design
- Location Photography
- Product Photography
- Location Videography
- Content Creation
- Brand Video
- Motion Design
- Commercials

## Digital Marketing & Lead Generation

- Single Channel Marketing
- Multi Channel Marketing
- Email Marketing
- SMS/Whatsapp Marketing
- Google Advertising
- Pay-per-click Advertising
- Meta Advertising
- Search Engine Optimisation



**View Our Services Online:**



# Meet The Superheros.



Our team is a dynamic group of experts who bring together a wealth of knowledge and experience in both research and design. We are passionate about what we do and are driven by a love of challenge. Our backgrounds equip us with the skills to tackle complex projects and find innovative solutions to even the toughest problems. Nothing gets us more excited than being presented with a new challenge and finding creative, unique and innovative ways to overcome it, based on solid research and excellent design.



**Andley Wu**

Founder | Director

Andley is a research king with a master's degree in Research Psychology. He's the one to talk to about your epic ideas and plans. His sharp insights and quick ideas make even the biggest challenges feel doable.



**Megan Marx Rens**

Founder | Creative Director | Designer

Meg's the one with all the intel when it comes to anything cool and creative. She's an Adobe expert with a passion for designs that make waves. She'll redesign your brand and you'll feel like the new cool-kid on the block.



**Jarren van Eeden**

Social Media Specialist

Jarren is one of the most connected people on the planet! When it comes to all things social, Jarren knows exactly what's up. He'll take your accounts from zero to hero before you can say the words "social media".



**Jihee Ko**

Graphic Designer

Jihee is a design wizard who brings creativity to life with every project. Whether it's crafting beautiful layouts or bringing bold ideas to the forefront, she transforms concepts into stunning visuals.





# Our Process.

## A Timeline That Works as Hard as You Do

At OLO, we don't leave great results up to chance. Our process is the backbone of everything we do — combining creative exploration with strategic direction and research-backed decision-making. Whether we're crafting a brand identity, launching a campaign, or producing content that converts, each step is designed to move your business closer to its goals with clarity, energy, and purpose.

### 1. First Meeting.

Every great partnership starts with a conversation. In our first meeting, we get to know you, your business, your goals, and your challenges. This is where we listen, ask the right questions, and start building the foundation for work that's tailored, intentional, and impactful.

### 2. Strategy Development

Once we understand your business and your audience, we build a strategy designed to get results. Whether it's a full campaign plan, content roadmap, or brand refresh — every recommendation is backed by research, driven by purpose, and shaped to align with your goals.



### 4. We Get To Work

Once you're happy with the direction, we dive into production. From writing and design to campaign setup and web development — we bring every detail to life with purpose, precision, and energy.

### 3. Concept Pitch

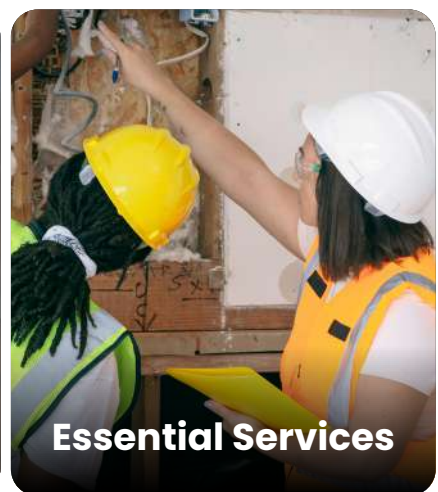
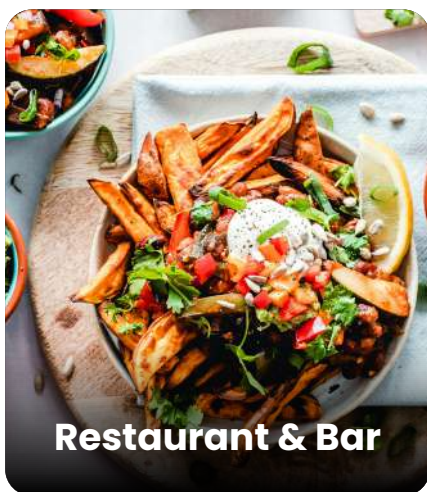
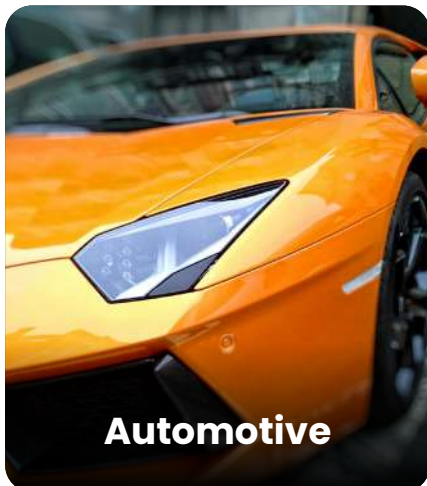
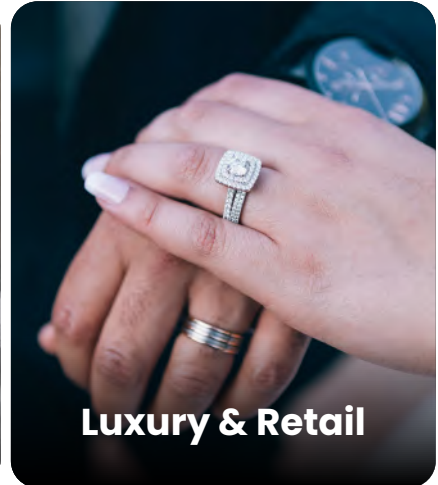
This is where ideas come to life. We present our creative direction, visuals, and key messaging — showing you exactly how the strategy will translate into content, design, or campaign work. We align, refine, and get ready to execute with confidence.



### 5. Final Delivery & Support

# Industries We've Covered.

Bringing clarity and creativity to every sector we touch.



# Our Clients.

We believe our clients' success is our success — which is why we go above and beyond to deliver exceptional service every step of the way.

We take the time to understand their goals and work tirelessly to ensure the results exceed expectations. Our dedication to quality has earned us a reputation for being

one of the most reliable and trustworthy teams in the design and research space.

But don't just take our word for it. Our track record speaks volumes. From startups to global brands, we've helped businesses across industries reach their goals — and they know they can count on us to deliver, every time.



Beyond Time



WALL OF FAME

VRGROUP



QUBE



LAUNCH TECHNOLOGIES SA



THECHAD2



Skin&Co.



EVADNÉ



Metomani





# Our Latest Projects.

## SPEG Solutions Branding & Website Design

OLO reimagined the full brand identity and online presence of SPEG Solutions — a company specialising in solar, pumps, electrical, and generator services. With a bold, confident look and a conversion-driven website, we helped position SPEG as a professional, ready-to-respond service provider that clients can trust.



## Family Dental Practice Photography & Website Design

OLO redesigned The Family Dental Practice's website to give the Alberton clinic a modern, welcoming online presence.

The clean, approachable layout reflects the practice's friendly ethos, making key information easy to find and reinforcing the professional yet caring nature of their services.

## Reducing Speed, Saving Lives National Road Safety Policy Brief in Collaboration with ChildSafe.

OLO partnered with ChildSafe to transform a critical road safety policy brief into clear, engaging visual designs. The refreshed document enhances readability and impact, helping stakeholders and communities better understand key road safety insights and recommendations.



## Branding and Packaging Design for Chop Chop Taiwanese Street Food

OLO created a bold, flavour-filled brand identity and visual system for Chop Chop, capturing the energy and authenticity of Taiwanese street food through vibrant design and compelling packaging.



## Product Photography and Social Media Management for Vienna Jewellers

OLO partnered with Vienna Jewellers to create striking product imagery that highlights the beauty and craftsmanship of their luxury pieces.

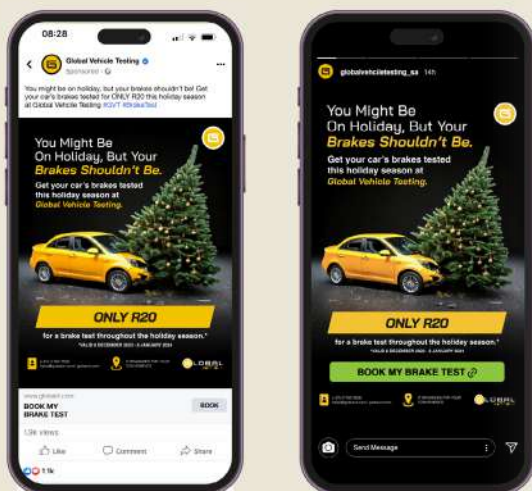
The visuals were crafted to elevate the brand's digital presence and support high-impact promotional content across social platforms.



## December Brake Test Campaign For Global Vehicle Testing

OLO developed a high-impact festive season campaign for Global Vehicle Testing, using bold visuals and messaging to promote brake safety during the holidays.

The creative highlighted the importance of timely brake checks, helping drive awareness, engagement, and bookings through an unforgettable campaign that blended humour with serious road safety messaging.



# Highlights from the past 3 years of **OLO!**



## **SAIS 2023**

### **OLO At The South African Innovation Summit**

In 2023, OLO proudly attended the South African Innovation Summit (SAIS) — a vibrant gathering of forward-thinking entrepreneurs and industry leaders. The experience offered fresh insights, valuable connections, and bold new ideas that continue to shape how we help brands innovate with impact.



## **Vega Research Lectures**

### **Guest Lectures on Research At Vega**

In 2024, OLO had the honour of delivering two guest lectures at Vega Design School, where we shared our expertise on research and its role in creative strategy. Speaking to aspiring designers, we explored how thoughtful research underpins impactful design decisions and stronger brand outcomes. The sessions sparked meaningful discussions and showcased how strategic insight can elevate creative work. It was a rewarding experience to contribute to the next generation of design thinkers and innovators in South Africa.



## **WATCH Project Seminar**

### **Road Safety Seminar with Childsafe & UNICEF**

In 2025, OLO travelled to Cape Town to document the Walking Safely to School (WATCH) project road safety seminar — a powerful collaboration between ChildSafe and UNICEF. Our role was to capture the event through videography, helping showcase the real-world impact of safer school journeys. The seminar highlighted the need for child-centred transport planning, and we were proud to help tell that story. From expert speakers to community voices, our footage helped amplify key insights around protecting children on the road.

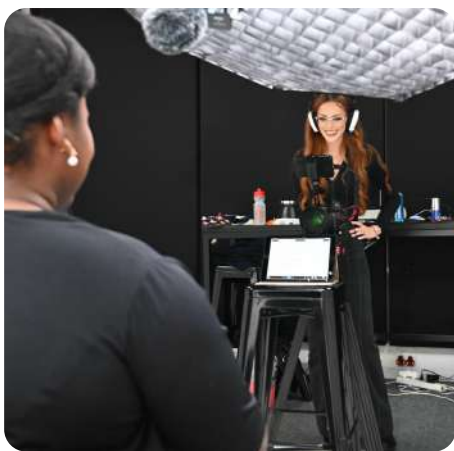




## Listed on Design Rush

### As one of the top digital marketing agencies

In 2025, OLO was proudly listed on DesignRush as one of the top digital marketing agencies — a recognition that affirmed our creative edge and strategic expertise. Being featured alongside other leading firms reinforced our commitment to delivering standout results for clients across industries. This recognition didn't come by chance; it was earned through bold campaigns, intelligent research, and branding that resonates. It's always great when the work speaks for itself — and even better when the industry notices.



## Child Responsive Transport Design Short Course

### Road Safety Course Developed with Childsafe & UNICEF

In partnership with ChildSafe and UNICEF, OLO led the creative direction and production of South Africa's first Child Responsive Transport Design short course — a 6-unit online series based on the national policy brief. We translated dense policy into engaging, digestible content for a broader audience of planners, engineers, and government stakeholders. From scripting and illustration to animation and interactive assets, every element was crafted to prioritise accessibility, learning, and impact. This initiative combined research, design, and advocacy — just how we like it.



## Tshwane Transport Month

### At Bula Dikgoro Primary School

In October 2023, OLO joined ChildSafe for the Transport Month event at Bula Dikgoro Primary School in Mamelodi, capturing and supporting a powerful road safety initiative. Alongside our media coverage and social content creation, we helped implement real-time interventions — installing traffic calming infrastructure around the school to slow down traffic and protect learners. The event sparked vital conversations around child safety, while giving us a front-row seat to real, grassroots change. It was impact in motion — and we were proud to help amplify it.

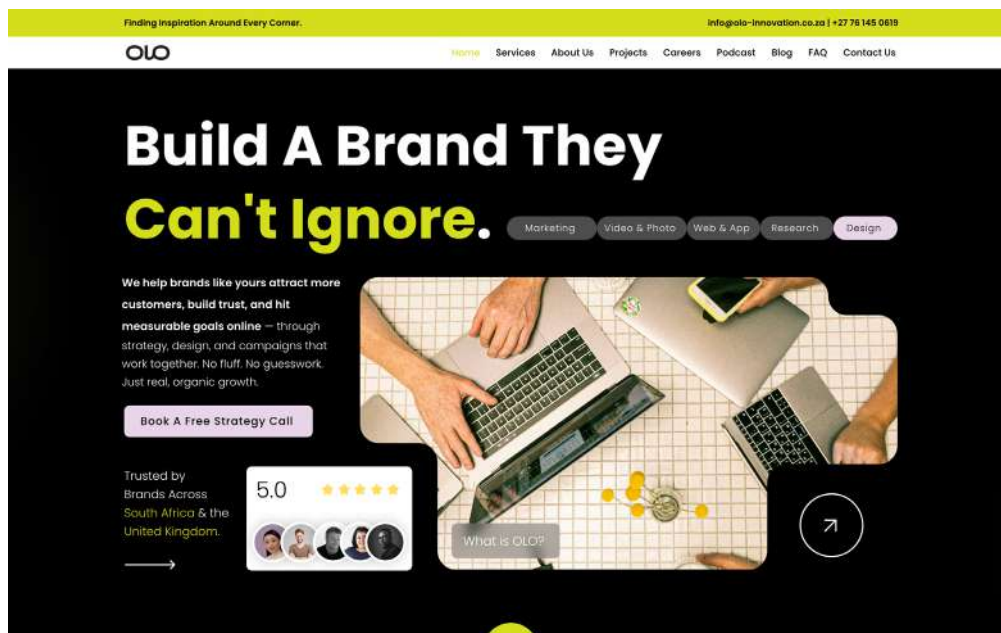


# More From OLO.

Find us online at [olo-innovation.co.za](https://olo-innovation.co.za)

Our website isn't just a digital home — it's a living, evolving expression of who we are. Built with the same intention, strategy, and creativity we bring to our client work, it acts as a seamless showcase of our projects, capabilities, and values. It's where potential partners can explore what we do, how we think, and why it matters — all through a user-friendly experience that reflects our brand personality.

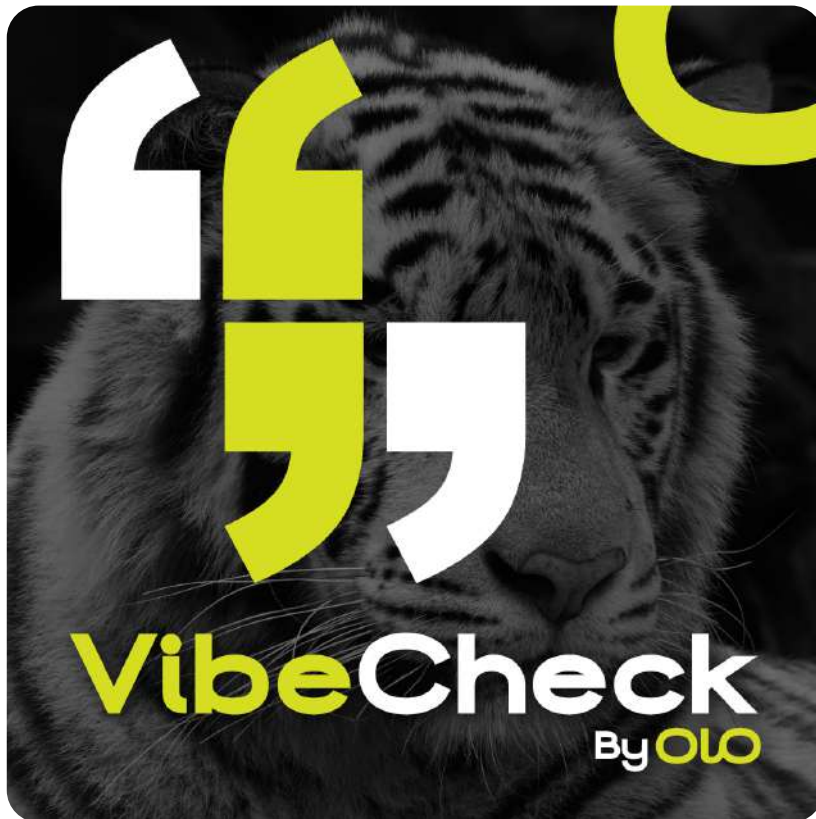
The site connects us directly with clients through clear calls to action, real-time updates, and purposeful storytelling. For us, it's not just about being online; it's about being accessible, authentic, and inspiring from the very first click.



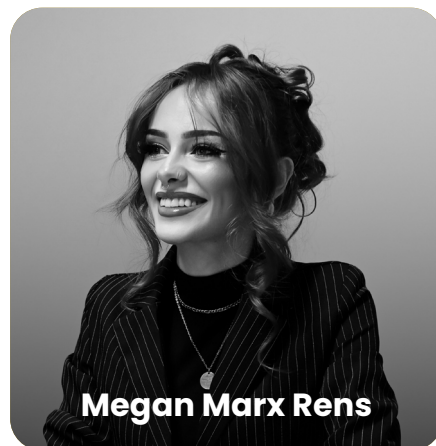
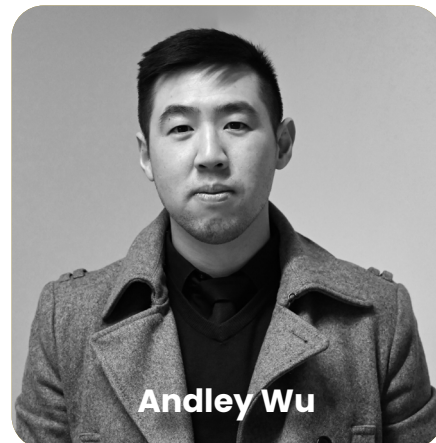
- **Learn All About OLO**
- **Learn How We Can Help You**
- **Book Your Free Strategy Call**
- **Explore Our Full List Of Services**
- **View Our Latest Work**
- **Read Our Blog**
- **Listen To Our Podcast**
- **Browse Available Careers**



# A Fresh New Podcast.



## Hosted By



**Welcome to VibeCheck by OLO** – where design, marketing, and creative chaos collide.

Accessible on our website, join Megan Marx Rens and Andley Wu, Co-Founders of OLO, as they unpack the weird, wonderful, and sometimes WTF moments of building a brand in a noisy world.

Megan brings the creative edge, Andley brings the strategy – and together, they bring the real talk (and occasional roast) on everything from pixels to pitch decks.

No fluff, no jargon – just smart conversations, strong opinions, and a little bit of OLO flair. Tune in, take notes, and don't say we didn't warn you.

## Learn More:

[www.olo-innovation.co.za/podcast](http://www.olo-innovation.co.za/podcast)

**Subscribe on YouTube:**





# Wildly Interesting Content.

Explore a world of bold, engaging content on our social media — crafted to reflect the vibrancy of the brands we work with. From industry insights to behind-the-scenes moments, our posts are designed to spark curiosity, start conversations, and showcase the creative pulse behind everything we do. Follow along and discover content that connects, inspires, and always keeps things interesting.



**Follow Us On Social Media – Don't Miss Out!**

# Testimonials.



I would like to express my gratitude to the team at OLO Marketing & Innovation. Yes, I agree, they are not your average company, and they do sell vibes for a living ;). ChildSafe SA found the connection with Team OLO in terms of the lasting impressions left by our collaborations. Digitising manuals, designing powerful PowerPoint presentations in an illustrative professional way for print format to use in training sessions, to name but a few.

They have the art of listening, advising, and creating the best solutions fit for purpose. Thank you for your pro bono support of our Road Safety Seminar Video. It is an awesome tool and resource for telling the story. Many thanks to the team. ChildSafe South Africa values the relationship. Zaitoon Rabaney, Executive Director.

**ZAITOON RABANEY, CHILDSAFE SA EXCO**



Personalised service with a professional, creative team that really delivers. Thank you for the great experience!

**MIKE PITSILLIS, KREMA CAFFE E GELATO**



Goes above and beyond for client satisfaction ! Great team to work with. Results were exceptional on socials.

**MUHAMMAD Q HOOSAIN, WALL OF FAME**



GREAT 1st pitch and demo for Verte Naturals. Feels like we spent days together for you to produce... where in fact we spent less than an hour together! Thanks for capturing the essence of the business in your presentation and for delivering on point and on time!

**RONALD ADAMS, VERTE NATURALS**



Working with Olo was a game-changer for our business. Their creative thinking and innovative approach helped us stand out in a crowded market and reach new customers. We couldn't be happier with the results.

**DR IVAN MARX, DR IVAN MARX INC.**



MARKETING & INNOVATION

WE SELL VIBES.



## Get In Touch.

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