



Company Brochure – 2023

Welcome to OLO.



We Sell Vibes...

Welcome to OLO Marketing & Innovation. We sell vibes for a living.

We understand that in today's fast-paced digital world, it's not enough to simply sell products or services. Consumers are looking for a deeper connection with the brands they support. That's why we focus on creating and fostering positive vibes for our clients. Whether it's through clever marketing campaigns, engaging social media strategies, or innovative advertising techniques, we strive to make sure that every interaction with our clients' brands leaves a lasting impression.

So if you're looking for a partner that can help you stand out in a crowded marketplace and create a truly memorable brand experience, look no further than the proposal you're reading right now.

Olo Marketing & Innovation | www.olo-innovation.co.za | info@olo-innovation.co.za | +27 76 145 0619

Think Of Us As Your Secret Weapon.

Think of us as your secret weapon in the war for consumer attention. We're experts at uncovering insights that'll make your target audience sit up and take notice. And once we know what makes them tick, we'll craft a compelling story and design an experience that'll leave them wanting more.

Our market research is like a treasure hunt for consumer gold. We comb through data, conduct surveys, and even go undercover to get the inside scoop on what your customers really want. And with cutting-edge technologies and

experience, we're able to uncover insights you never even knew existed.

When it comes to marketing, we're like a superhero team, each with our own unique powers. Our social media mavens will get the word out on the latest and greatest. Our email wizards will craft campaigns that'll have your audience clicking "subscribe" faster than you can say "spam filter." And our event planners? They'll throw a shindig that'll have people talking for weeks.



Our Vision

At OLO Marketing & Innovation, our vision is to be the leading marketing and innovation agency that transforms businesses into brands that evoke positive emotions and lasting memories. We strive to provide our clients with creative and innovative solutions that resonate with their target audience and help them achieve their business objectives.

Our Mission

Our mission at OLO Marketing & Innovation is to provide exceptional marketing and innovation services that help businesses succeed in a constantly evolving market. We aim to use our expertise and creativity to create compelling marketing campaigns and innovative solutions that generate tangible results. We are committed to delivering exceptional service to our clients, building lasting relationships, and exceeding their expectations. At OLO Marketing & Innovation, we sell vibes - positive, memorable, and effective ones.



Our Philosophy

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

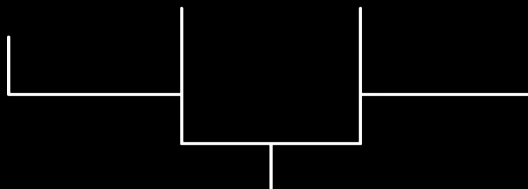
Design & Marketing

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.

What We Do.

We offer a plethora of services in the research and design industries. We're all about innovation research, graphic design, branding, social marketing, lead generation, photography, and videography, and we've got the expertise and creativity to make your brand shine.

We're like the Swiss Army knife of marketing agencies, armed with the right tools to make your business stand out

from the crowd. We take our work seriously, but we don't take ourselves too seriously. We pride ourselves on our professionalism and attention to detail, but that doesn't mean we can't have a little fun.

We strive to connect the worlds of research, design and marketing, to deliver the ultimate brand experience to both you and your customers.

[View Our Services Brochure:](#)



Innovation Research

At OLO Marketing & Innovation, we take innovation research seriously. We know that in order to succeed in today's fast-paced business world, it's important to stay ahead of the curve. That's why we offer a range of market research services, including client insight, mystery shopping, and sales satisfaction indexing, amongst many more. We believe that innovation should be fun and exciting, and we're here to help you find the ideas that will set your business apart. So if you're ready to make your mark, join us!

Design & Branding

At OLO, we approach graphic design and branding like a fine art. We're passionate about creating visual experiences that captivate and inspire. Our team is made up of obsessive pixel-pushers, typography enthusiasts, and color theory nerds who live and breathe design. We're not just in the business of making things look pretty; we're in the business of crafting brands that make an impact. So, if you want to work with a team that is truly devoted to bringing your vision to life, then look no further. We've got you covered.

Social Marketing & Lead Generation

We're the matchmakers of the marketing world. We don't just create engaging social media content; we also help you find your perfect match in the form of qualified leads. With our lead generation service, we use data-driven strategies to identify and target the people most likely to become your customers. It's like online dating, but for your business. We'll help you make a great first impression, nurture the relationship, and ultimately seal the deal. So, if you're tired of swiping left on bad leads and ready to find your perfect match, give us a call. We're your wingman (or wing-woman).

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 the top dog at OLO Marketing & Innovation. He's a research king with a master's degree in Research Psychology. He's the one to talk to about your epic ideas and plans. He'll have you on board in no time.



Megan Marx

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.



Christopher Kroumov

CSI & Social Media Administrator

CSI? What's that? Crime Scene Investigation? Well, CSI actually stands for Customer Service Indexing, but this guy could be considered a detective anyway, with the amount of insights he uncovers.



Julian Antoniou

Web/App Development | IT

Julian, with his lightning-fast fingers, is an ace when it comes to anything that involves code. He'll build whatever you need pixel by pixel, and ensure that your site is exactly what you were looking for.



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".



Kyle Cancellia

Client Communications

Kyle is the down to earth guy that manages most of our client communications. He'll sweet talk even the toughest of people into doing what's best for their brand! He's our universal connection to all things human!

Our Clients.

We believe that our clients' success is our success, and that's why we go above and beyond to provide them with the highest quality service possible.

We take the time to truly understand their needs and goals, and we work tirelessly to ensure that they're happy with the results. Our commitment to excellence has earned us a reputation as one of the most reliable and trustworthy

companies in the design and research industries.

But don't just take our word for it. Our long list of happy clients speaks for itself. We've worked with businesses in a wide variety of industries, from startups to multinational corporations, and we've helped them all achieve their goals. Our clients know that they can count on us to deliver top-notch service, every time.



Latest Projects.



Elegant, conceptual logo design & branding for Ama Travels & Tours.

Shopping bag design for Strut Bespoke Footwear.



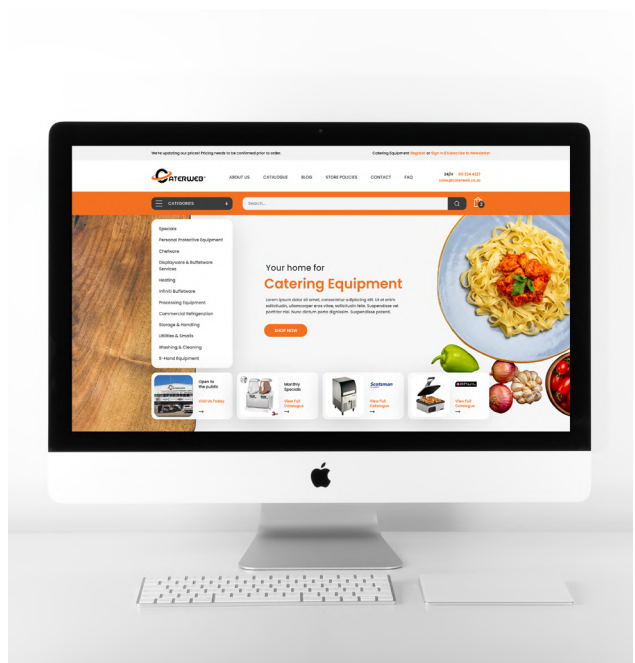
Product conceptualisation and design for TIME Cosmetics.

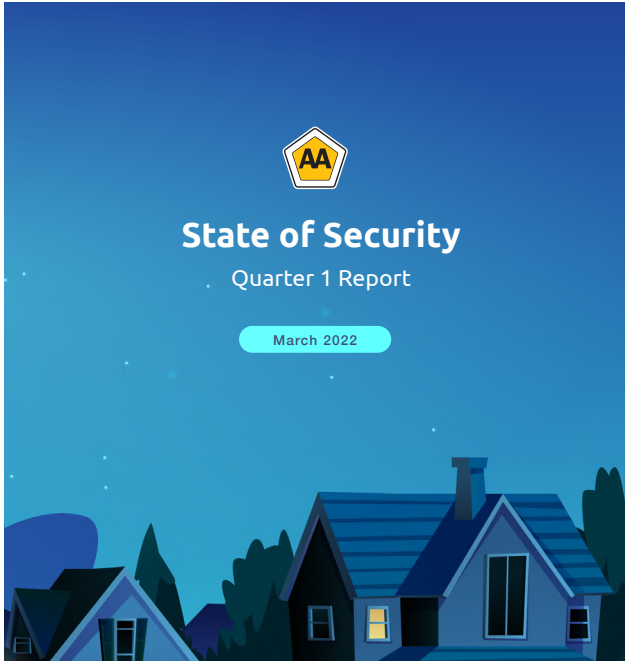
Limited edition book cover design for The Alchemist by Paulo Coelho.



Product photography for Sphinx Beauty's Glow Mist.

Website design for CaterWeb South Africa.





State of security research report for the AA.

Promoting safer & cleaner used vehicles research report for the AA.



Stationery design for Famous Digital Media as part of their re-brand project.

More From OLO.

Find us online at olo-innovation.co.za _____

We are thrilled to unveil our new website to the world! Our new website has been designed with our audience in mind, making it easier than ever to navigate, find information, and engage with our brand. With a clean, modern design and updated content, our website showcases our expertise in digital marketing and highlights the services we offer. We've also added a few new features, such as a blog and our fresh new podcast, to show our audience a little more of the Olo personality.

You can visit our website at www.olo-innovation.co.za. Stay tuned! We'll be upgrading the website almost every day until it's the perfect definition of what Olo is and stands for.

- **Learn All About OLO**
- **Get A Free Brand Evaluation**
- **Explore Our Full List Of Services**
- **View Our Latest Work**
- **Read Our Blog**
- **Listen To Our Podcast**



A Fresh New Podcast.

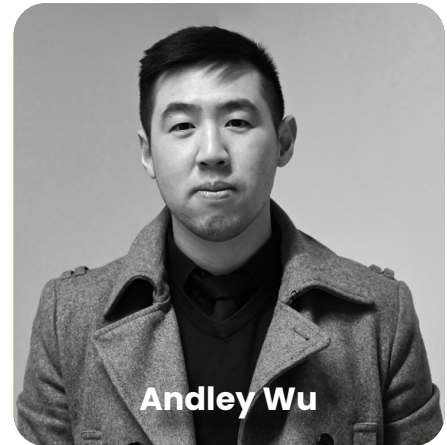


We are excited to announce the launch of our brand new podcast, VibeCheck, where anything goes! Our podcast is a lighthearted, fun-filled show that covers a wide range of topics from pop culture to business trends, and everything in between.

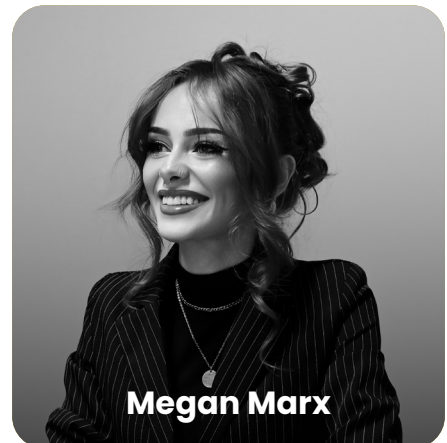
Hosted by two fun-loving business partners, Megan Marx (Designer & Creative Director) and Andley Wu (Research Psychologist, Founder & Director) our podcast is full of laughter, interesting insights, and engaging conversations that will keep our listeners hooked. With new episodes released on a regular basis, we offer our audience an opportunity to unwind and enjoy some light-hearted banter while learning something new.

Tune in to VibeCheck and join us on this exciting journey.

Hosted By



Andley Wu

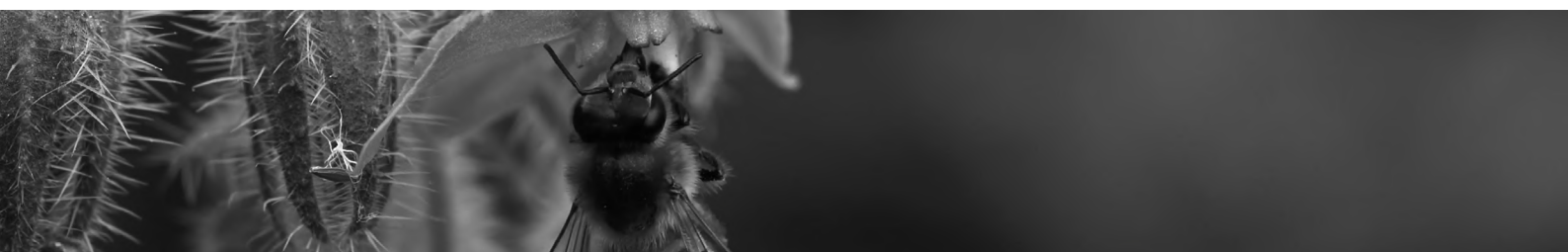


Megan Marx

Learn More:

www.olo-innovation.co.za/podcast

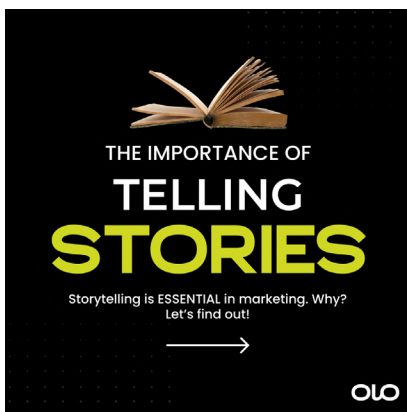
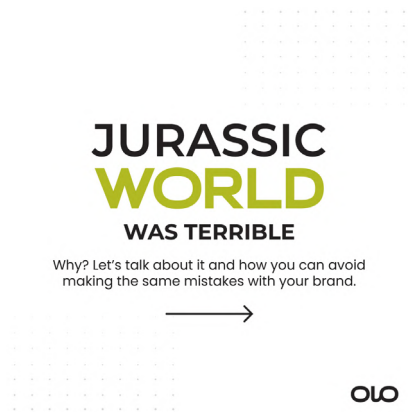
Subscribe on YouTube:



Wildly Interesting Content.

Dive into the world of captivating content on our social media pages that's as vibrant and engaging as the brands we represent. Our commitment to delivering wildly interesting content knows no bounds, as we craft posts that resonate with our audience's passions and curiosities. From thought-provoking industry insights to behind-the-scenes glimpses of our creative process, each post is designed to ignite conversations, spark inspiration, and provide a fresh perspective.

Join us on our social media journey and unlock a treasure trove of content that's as dynamic and intriguing as the brands we serve.



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

Testimonials.



"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 MARX INC.



"We've been working with Olo Marketing & Innovation for several years, and they've become an integral part of our team. We highly recommend them to any business looking for a partner who can help them achieve their goals."

TRISTAN RENS - BRAVADO GAMING



"Olo Marketing & Innovation helped us launch a new product line, and the results were phenomenal. Their research and insights helped us identify the right market for our product. We're excited to continue working with them on future projects."

KAM NAIDOO - SPHINX BEAUTY



"We worked with Olo to help us rebrand our company, and we were blown away by the results. They took the time to truly understand our values and vision, and they created a brand that perfectly captures who we are. We're so proud of our new look!"

EVADNE MARX - PORCELAINHEART STUDIO



"The Olo team helped us transform our outdated marketing strategy and take our business to the next level. Their creative ideas and strategic thinking helped us connect with our customers on a deeper level, and their innovative approach helped us stay ahead of the competition."

TRISTAN MACKAY - CATALYST HEALTH



"Working with Olo was a breath of fresh air. Their team took the time to understand our business and our goals, and they created a customized marketing strategy that perfectly aligned with our vision. Their passion for innovation and creativity was infectious."

KARLA MULDER - KARLA'S KAKES



MARKETING & INNOVATION

WE SELL VIBES.



The End.

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