

BRAND CRAFT

CoLAB

Crafting Brands. Building Experiences.

CORPORATE PROFILE

We partner with brands that move people.

Building internal teams to execute campaigns, event and brand experiences are expensive, slow and rarely sustainable. Brand Craft is a hands on execution company. We act as a steamless extention of your company team. Owner lead, accountable, and obsessed with execution quality.

Activations | Campagins | Incentive drives | Events | Execution Support

Comprehensive execution matched with an uncompromising standard.



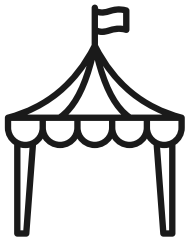
Corporate Campaigns & Activations

Nationwide activations, golf days, internal campaigns.



Logistics, Staffing & On-site support.

Nationwide execution, campaign fulfillment



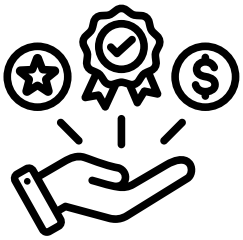
Events & Experiences

Seamless event experiences, catering, product launches



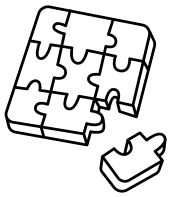
Branding Gifting & Event Decor

In-house event decor, gift hampers, branding & printing



RewardsHub & Incentive Campaigns

Secure payout systems, staff appreciation gifts, operational support on a digital platform



Team building experiences

Event companies like Minnette's Art and Blaster Wars SA forms part of our brand.

FROM CONCEPT TO EXECUTION





Strategy & Planning

- Campaign planning
- Budget management
- Venue sourcing
- Creative concepts

Production

- Branding
- Printing
- Signage
- Custom installations
- Décor

Execution

- Event management
- Guest experience
- Brand consistency
- Quality control
- Post-event reporting

Operations

- Logistics
- Staffing
- Equipment
- Supplier management
- On-site coordination

01

Immersive Brand Activations

The Dotsure Showcase



From Vision to Reality

From creative concept and design to manufacturing, branding, logistics and on-site execution, we delivered a seamless brand experience that brought the client's vision to life. Every detail was carefully managed to ensure maximum impact and flawless delivery.







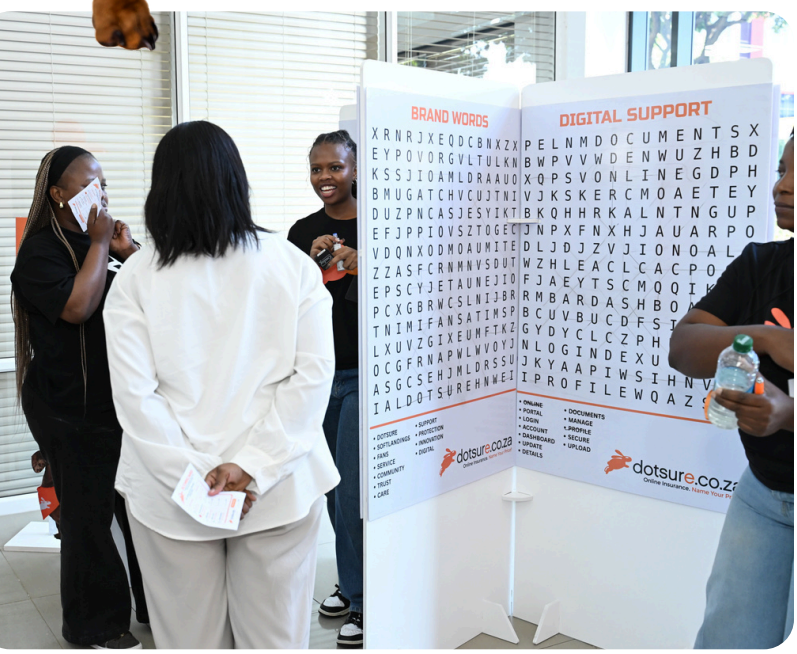


Creating Memorable Experiences

Great activations create genuine connections. Through engaging experiences, professional staffing and precise event management, we delivered an event that encouraged interaction, strengthened brand presence and left a lasting impression.









Gamified Interaction



Our custom-built games turn every activation into an engaging customer experience. Participants earn points by completing interactive challenges, which can then be redeemed at the Hop & Shop reward station for prizes and rewards. We manage everything from game design and fabrication to scoring, staffing and on-site execution, ensuring a fun, seamless and memorable brand experience.





Reward Experiences & Campaign Fulfilment

We transform reward campaigns into memorable brand experiences. From custom-built reward stations and branded redemption hubs to catering, staffing, logistics and prize fulfilment, Brand Craft delivers seamless end-to-end execution. Every element is professionally managed to ensure an engaging customer experience while maintaining complete brand consistency throughout the campaign.







Golf Day Activations

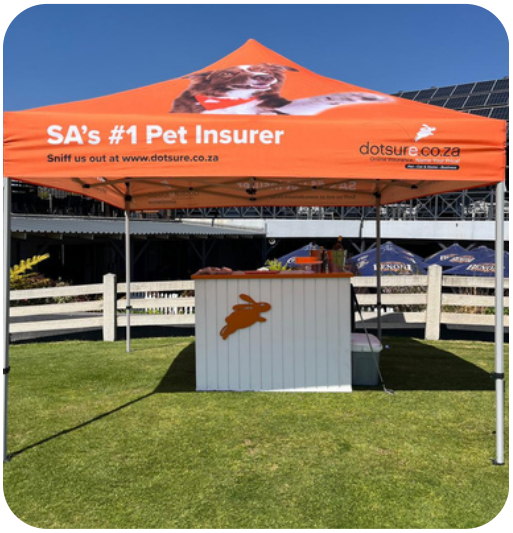
We deliver complete, branded golf day experiences from planning through to execution. From venue coordination and branded setups to custom-built games, challenges and hospitality, we manage every detail to ensure a seamless brand presence on the day.

Our team can design and fabricate bespoke activations tailored to your brand — from chipping and putting challenges to interactive games, prize experiences and branded hospitality such as our popcorn activation.

Whether you're sponsoring a hole, hosting clients or creating a full brand experience across the course, BrandCraft manages the setup, staffing, logistics, branding and on-site execution from start to finish.

One partner. One seamless execution.
A memorable experience for your guests.







02

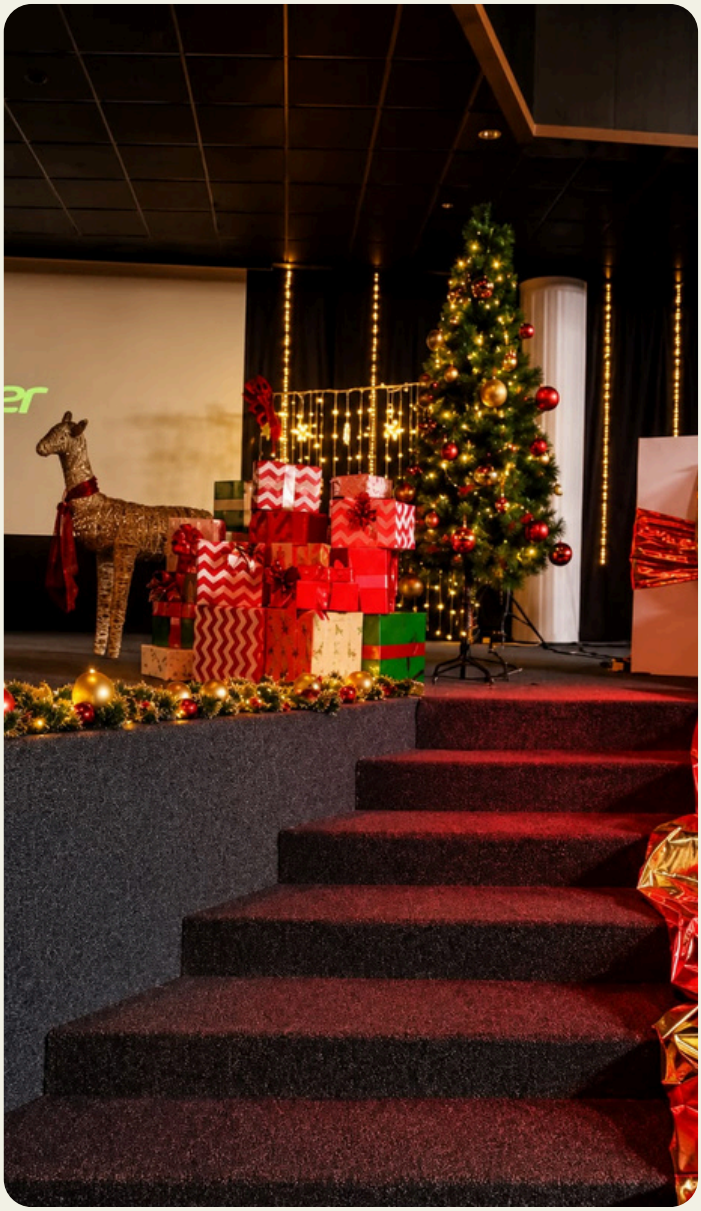
Experiential Event Coordination

Seasonal styling, custom prop sourcing and premium corporate infrastructure

Thematic Stage Dressing & Visual Storytelling

We transform venues into immersive brand experiences through custom stage dressing, premium décor and bespoke installations. Every element is thoughtfully designed to create a cohesive visual story that leaves a lasting impression.











Custom Sourcing & Atmospheric Detailing

From bespoke props and premium décor to custom styling elements, we source and curate every detail to bring your event vision to life. Whether indoors or outdoors, we create polished environments that elevate the guest experience.

Premium Corporate Experience Delivery

We create sophisticated corporate environments through elegant table styling, premium décor and refined finishing touches.

Every detail is carefully considered to deliver a seamless, professional and memorable experience.







Large- scale Outdoor Infrastrusture

We manage the planning, logistics and installation of large-scale outdoor event infrastructure. From stretch tents and seating layouts to complete event environments, we ensure every element is professionally executed from start to finish.



03

Brand Craft RewardsHub & Incentives

Digital Rewards.
Managed Differently

BrandCraft RewardsHub

Digital Rewards. Simplified.

BrandCraft RewardsHub is our fully managed digital rewards and incentive solution, helping businesses engage employees, dealers, partners and customers through secure, branded and measurable reward campaigns.

From campaign setup and branded communications to reward distribution, reporting and recipient support, we manage the entire process allowing your team to focus on strategy while we handle the execution.

Ideal for dealer incentives, employee recognition, customer promotions, loyalty programmes and sales campaigns.

For a detailed overview of the platform, implementation process and commercial structure, please request our BrandCraft RewardsHub information pack.

04

Gourmet Popcorn Experiences & Branded Gifting

Turning Everyday Moments into Memorable Brand Experiences

We believe the smallest touchpoints often leave the biggest impressions. Our premium gourmet popcorn experiences are designed to attract attention, encourage engagement, and keep your brand top of mind long after the event is over.





Whether you're hosting a corporate event, product launch, conference, golf day, exhibition, staff appreciation day, or client activation, we create bespoke popcorn experiences that combine exceptional flavour with impactful branding.

Our offerings include:

- Live Gourmet Popcorn Activation Stations
- Custom Branded Popcorn Snack Packs
- Corporate Gifting & Welcome Packs
- Conference & Delegate Snacks
- Employee Appreciation & Client Gifts
- Retail & Promotional Popcorn Solutions



05

Team Building Experiences

Connecting Teams Through Shared Experiences

Minnette’s Art

Creative Workshops That Inspire

Relax, connect and create with our guided creative workshops. Choose from a range of hands - on experiences including Sip & Paint, Glass Painting, Tote bag painting, Coffee painting workshops and Trinket Tray painting. Perfect for team building, client events and corporate wellness days.















Blaster Wars

Action - Packed Team Challenges



Blaster Wars is an interactive, high - energy teambuilding experience that combines strategy, teamwork and friendly competition.

Teams battle through exciting challenges that encourage communication, problem solving and collaboration in a fun, engaging environment that's suitable for all fitness levels.









Gel Blaster Battles | **Amazing Race** | **Minute To Win It** | **Marketplace / Food Competitions**

“We don’t chase quick money - we build long term partnerships that grow your brand.”

Typical Industry Approach	The BrandCraft Standard
Multiple outsourced suppliers	**Single Point of Accountability** (Owner-led, from concept to completion)
Inconsistent execution	**Premium Execution Standards** (Meticulous quality control at every stage)
Limited regional coverage	**Nationwide Delivery** (Consistent execution across South Africa)
Slow turnaround times	**Agile & Responsive** (Fast execution without compromising quality)
Transaction-focused relationships	**Long-Term Strategic Partnerships** (Invested in your brand's long-term success)

Let’s build something impactful.

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