

EMERGENCY
EVACUATION
FLOOR PLANS



WEB & DIGITAL
DESIGN



GRAPHIC DESIGN
& PRINTING



ADVERTISING
NEWSPRINT & WEB



BUILDING
STORYBOARD



PRODUCT
BRANDING



DISPLAY SYSTEMS
INDOOR & OUTDOOR



COMPANY PROFILE

Supporting Communities through responsible development



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ABOUT US

At Sketch Marketing, design, marketing, advertising and printing is our business.

We work closely with our clients, placing emphasis on clients' requirements, possessing a keen eye to detail; while creatively maximizing the required effect on the target audience.

Sketch has been operating as a small advertising & design house for 28 years now, with all year clients as well as one off.

Your Brand Identity is your reputation and lies with the perceptions of those who have interacted with your organization. This forms the basis upon which, Sketch carefully crafts you an authentic representation of your brand, helping you form strong connections with your clientele and consumers.





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THE CREATIVE DIRECTOR



Ms Irene Kariuki's career as a graphic designer begun in 1994 at Market Power International (under the owner and Director, the late John Steel), serving the packaging industry and manufacturing in East, Central, and South Africa. Thus later moving to Advertising in 1996. The Director has lived and worked with diversity audiences.

Sketch was founded in 1997. The founder Ms Irene Kariuki is a former Senior Art Director under the employment of DDB CCL (KENYA), an International Advertising Agency.

Working under the then creative director Sunny Rizvi (Currently the CEO Span Communication Inc in Mississauga Vancouver, Canada and Managing Director in Ontario Canada for a communications company). Ms Kariuki has scooped 2 international awards for KIA Motors Africa & Bidco Africa working closely with the then CEO Vimal Shah. She comes with 2 (two) International advertising awards for TV, News Print and Radio for Chipsy Cooking Oils (Bidco Africa) and KIA Motors Global.



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THE CREATIVE DIRECTOR

Advertising presentations were usually done on paper in flip charts for the story boards for all media work.

Competition was very high against agencies to name few Ayton Young & Rubicam, Scanad, McCann Erikcson, Ogilvy & Mather, Thompson including others.

Necessity meant the agency needed to standout amongst the rest to be considered in the tendering and pitching process for new accounts. Thus, Ms Kariuki changed from flip charts to Digital Presentations created through 2D Autodesk Animator and the then new Power Point.

Eliciting positive response from clients and winning many advertising tenders in the process. The Directors at DDB CCL insisted to pay separately for the digital presentations, thus giving birth to Sketch Marketing.

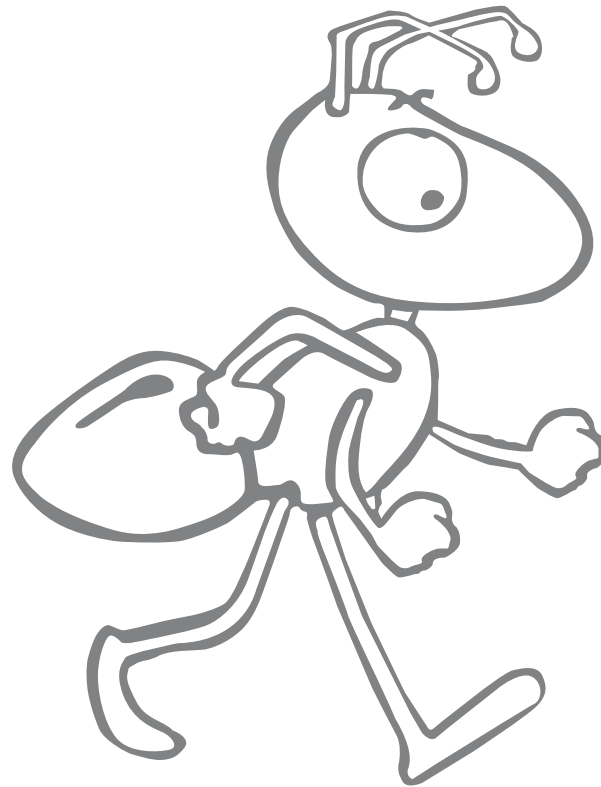
The Creative Director is privileged to have worked with some Multi-national compaines in South Africa, United Kingdom and Europe:

Unilever, Truworths, Deacons, **South Africa Breweries Castle** - Launch Event Management (Design & Print of all media including Business cards, invitation cards, banners, billboards, and TV & Radio Media Bookings), **H&M, Toyota, Bata, Cadbury, Ola, PZ Cussons, Knorr, Tetra Pak, Credit Suisse** and A few U.S.A Fortune 500 companies **Crown Cork, Western Union, Procter & Gamble (P&G)**-Always Pads TV/Radio and Print Media.





the TREK





SOME CLIENTS

We have designed and printed Info Graphics, AI Generated Images & Videos, Logos, Emergency Evacuation Plans, Display Banners, Business Plan Layout & Design, Company Profile, Logos, General Office Stationary (e.g Receipt Books, NCR Invoices, Letterheads), Web design etc...

Khanyisa Sonke,
Rascoteck,
M&B Fire,
M&J Consultants,
S-Pro Consulting Engineers,
Infr-Pro Projects (Gauteng)
S.A. Fire Watch,
Khukhula Professional Services,
Ikapa FC,
Ubunye Engineering (Dissolved
to WSP Global),
RT'S Restaurant,
Waad Security.

Other regions in Africa include but not limited to are:

Tanzania National Leprosy Program, Akiba Bank, APDK - (Association for People with Disabilities Kenya) Corporate Branding, **East Africa Community** (Peace and Security Conference - Design & Print Newsletter, **Alyzeco Industries** (Uganda- Leading Cosmetics & Beauty products manufacturer in East & Central Africa), **Spectra International** - Design & Print Labels & Stickers (manufacturer of brandy & spirits in Kenya, Uganda & Rwanda); **PSI Kenya** - (Design Packaging Re-brand of Trust Condoms); **Bata Kenya** (Design Packaging for Stockings & Shoe Laces); **MySpace Properties Kenya** - (Corporate Branding & Design & Print Homes Magazine), (Supply & Print Display systems for Annual Homes Expo), **LAPTRUST** (current status **LAPFUND**) (Local Authorities Pension Trust Fund - Kenya) (Corporate Branding), **OLA (Kenya)** - manufacturers of Ice Cream (Design and Print of Labels & Stickers), **Doric Industries** - manufacturer of Shoe Polish for East & Central Africa (Corporate Branding), **Sports Stadia Management Board (K)** (Corporate Branding); **HFCK (Housing Finance Company of Kenya)** Corporate Branding Newsletter and Fliers etc





SOME OF OUR CLIENTS





PRODUCT
BRANDING



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DESIGN



GRAPHIC DESIGN
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ADVERTISING
NEWSPRINT & WEB



BUILDING
STORYBOARD



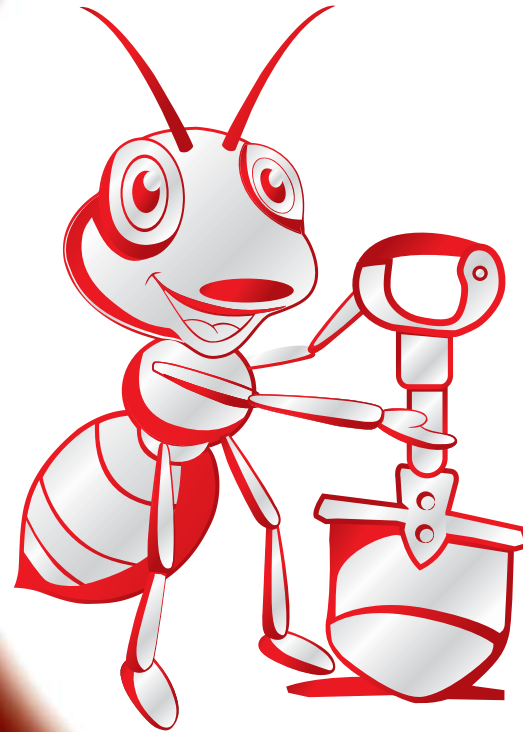
EMERGENCY
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DISPLAY SYSTEMS
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OUR VISION

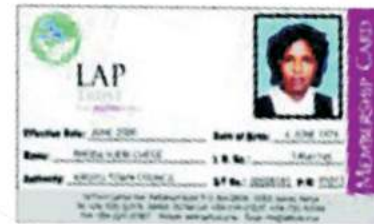
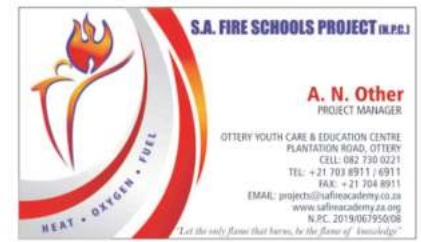


To bridge the gap by providing solutions to clients needs on how best to serve the required effect from the products and services that we offer.

We directly interact with clients on a one to one basis thus offering elaborate and customized designs tailored to customer's needs and budget.

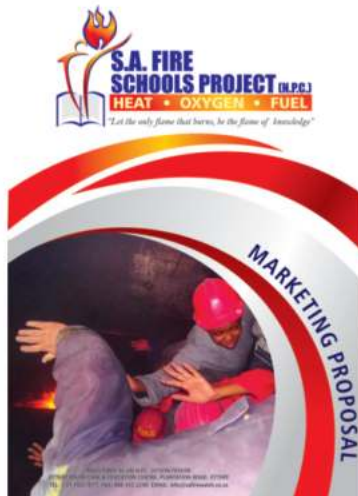


BUSINESS CARDS





COMPANY PROFILES





PRODUCT
BRANDING



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GRAPHIC DESIGN
& PRINTING



ADVERTISING
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OUR MISSION



Our mission is to provide value added solutions to our clients, achieving maximum exposure at very competitive prices.

Any business or commercial entity's concern at a given time needs to market its products and services. How they choose to do so is important since it determines whether the endeavor will elicit the desired response.



CATALOGUES



CONDUIT & TRUNKING	
ITEM	PRICE
CONDUIT 20MM PER 3M LENGTH	R23.50
25MM PER 3M LENGTH	R35.00
32MM PER 3M LENGTH	R59.50
TRUNKING 40*40 PER 3M LENGTH	R67.50
100*40 PER 3M LENGTH	R149.50
25*40 PER 3M LENGTH	R49.50
25*16 PER 3M LENGTH	R29.00
16*16 PER 2M LENGTH	R19.50
EXTENSION BOX 4*4	R16.50
EXTENSION BOX 4*2	R12.50





BROCHURES

REPUBLIC OF KENYA

MINISTRY OF TOURISM & WILDLIFE
KENYA NATIONAL CONVENTION BUREAU

M
I
C

The Joint Meetings Industry Council is an organization that represents the combined interests of major international Business Meetings Industry associations. In July 2020 they published a Global Manifesto, adopted the world over, that explains how business events create strategic advantage in economic recovery and renewal as follows:

- | | | |
|--|---|--|
| 1) Innovation & Reinvention
Business events foster connectivity, innovation, knowledge transfer and networking, all critical ingredients for recovery. | 2) Multi-sector Impacts
Business events drive economic activity across a wide range of different sectors. | 3) Relationships & Trust
Business events foster relationships and build trust. |
| 4) Diversification & Self-sufficiency
The business events sector is a resilient and self-sufficient industry. | 5) Transition & Renewal
They are the key to economic and societal transition and to repositioning in the "new" economies of the future. | 6) Talent & Investment
They attract talent and investment, build capacity and create jobs. |
| 7) Path to Sustainable Development
The best for "humanity" means sustainable development. | 8) Controlled Environment
They offer a safe and controlled environment for business and social interaction. | 9) Community Legacies
They leave a lasting legacy for the community. |
| 10) Uses Existing Investments
They offer low building requirements already in place. | 11) Digitization
They offer a platform for digital transformation and innovation. | 12) Laboratories for Public Policy
They offer a platform for testing and refining public policy. |
| 13) Support for the Visitor Economy
They support the visitor economy and create jobs. | 14) Image & Reputation
They enhance the image and reputation of the host city. | 15) Measurable ROI
They offer a measurable ROI for the host city. |

Theory to Practice

The purpose of meetings is to create value to the organizations that host them and the participants that attend. The focus of meetings today is on participant learning, and on the design and execution of meetings to ensure a measurable, purposeful legacy impact for all stakeholders and the need for a greater focus on content and value is also driven by a new generation of participants and technologies that will serve the right ways.

CALL MARY
A CONCIERGE SERVICE FOR SENIOR CITIZENS AND HOME MANAGEMENT
Mary: +27 83 259 8959 E: maryreynolds@marys.com
Mrs: +27 83 241 3887 E: tessah@marys.com

It will be and private for strong establishment.

Launched officially in 2020, KNCB is a Government institution anchored within the Ministry of Tourism and Wildlife, and with its own dedicated Advisory Board.

Kenya

The THEORY of MI



TRANSPORT TO APPOINTMENTS FOR SENIOR CITIZENS AND FAMILY MEMBERS
R185.00 per hour or part thereof after the 1st hour.
AA rates per km will be charged outside of a 10km radius from the residence of a client at a set tariff of R3.98 per kilometre.

RATES



PERSONAL SHOPPING & DELIVERY FOR SENIOR CITIZENS AND FAMILY MEMBERS
R185.00 per hour or part thereof after the 1st hour plus the cost of items purchased.
AA rates per km will be charged outside of a 10km radius from the residence of the client at a set tariff of R3.98 per kilometre.

HOME MANAGEMENT

We offer a complimentary consultation so you can call us to discuss your needs & requirements. We provide quality solutions at reasonable prices. Further to discussion a quotation will be arranged for you.



HOUSE CLEANING SERVICES

We offer a complimentary consultation so you can call us to discuss your needs & requirements. We provide quality solutions at reasonable prices. A quotation will be arranged for you.

CALL US OR CONTACT US







CALL MARY

A COMMUNITY SERVICE FOR SENIORS
COUNCIL AND HOME MAINTENANCE

Home Visit: 872-838-8558 marymccall@seniorscouncil.com
 Office: 872-341-5867 www.seniorscouncil.com

RATES

TRANSPORT TO APPOINTMENTS FOR SENIOR CRIME AND FAMILY MEMBERS

\$10.00 per hour or part thereof after the 1st hour
 An early ride may be charged outside of a 15-minute radius from the residence of the client at a set rate of \$10.00 per 15-minute.




FRIGIDAL SHIPPING & DELIVERY FOR SENIOR CRIME AND FAMILY MEMBERS

\$10.00 per hour or part thereof after the 1st hour plus the cost of being purchased.
 An early ride may be charged outside of a 15-minute radius from the residence of the client at a set rate of \$10.00 per 15-minute.



HOME MANAGEMENT

We offer a comprehensive consultation to you on-call or in-office to discuss your needs & requirements. We provide quality solutions of measurable prices. Further to discussion a quotation will be arranged for you.



HOUSE CLEANING SERVICES

We offer a comprehensive consultation to you on-call or in-office to discuss your needs & requirements. We provide quality solutions of measurable prices. A quotation will be arranged for you.



CALL US OR CONTACT US








PSIRA No. 2933794 / T/138
Reg. 2018/021552/07

Waad Security



Guarding Division

MORE THAN JUST A SECURITY COMPANY



 **021 761 0362**

 **079 225 7516**

 **074 722 8432**

 **waad-sec@gmail.com**

 **waadsecurity.co.za**

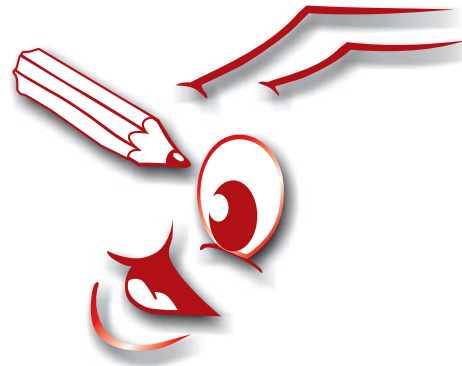


Corner of
Plantation and Bambosvlei Road,
Ottery

[illegible]



display **SIGNS**



OUT / INDOOR



FOR SALE

Purple Rose
APARTMENTS
NYALI

**THREE BEDROOM,
ALL ENSUITE &
SWIMMING POOL**

SHIKARA LIMITED ☎ 0733 975 932 • 0717 155 600

Unveiling the premier HOMES
10TH - 12TH APRIL 2009 THE SAROVA / WHITESANDS
SPONSORED BY
Safaricom **Sollatek**

Making coastal EASTER TIME a valuable time!

At this invest-able home show with a remarkable difference include: mortgage service providers, investment banks, property developers, interior designers, furniture makers, hardware, and manufacturers of building and construction materials, makers of electronics and accessories and associations that make the country's housing sector tick.

80% BOOKED
• Limited Spaces Remaining
• Sponsorship opportunities available
• Don't miss the opportunity to see the best homes and home products
• You are invited!

FOR DETAILS PLEASE CONTACT US
NAIROBI OFFICE: COAST OFFICE
Centenary House, 1st Floor, Westlands Ambika House, 5th Floor, Mombasa
P.O. Box 10889 - Nairobi Nairobi Kenya P.O. Box 10000 Mombasa, Kenya
Tel: 020 255 12 311 • 020 255 64 648 Tel: 021 255 540





PHOTOGRAPHY & PACKAGING





OUT / INDOOR

PRICE LIST	
Menu	
Gwinya	R
Gwinya + Polony	R
Gwinya + Chicken Liver	R
Chips Roll	R
Chips	R
Chapati + Beans	R
Egusi	R
Kinono (COW LEGS) (MAZONDO) or (ZIBODA)	R
Pap + Meat	R
Pap + Fish	R
Pap + Chicken	R
Pap + Pency	R





- ELECTRICAL
- LIGHTING

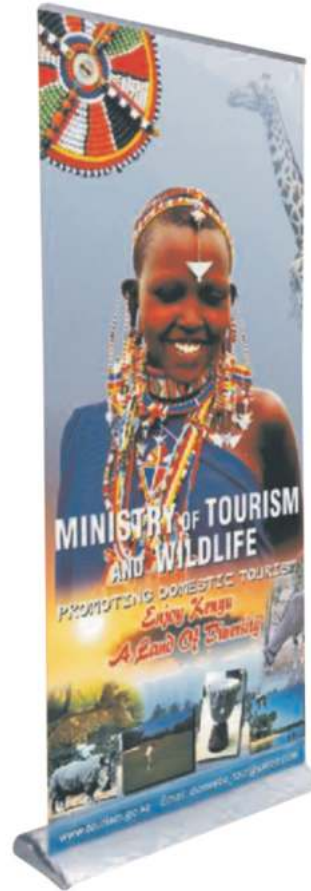
Tel: 028 050 2283
www.bee.electrical-caledon@outlook.com



BANNERS



BANNERS



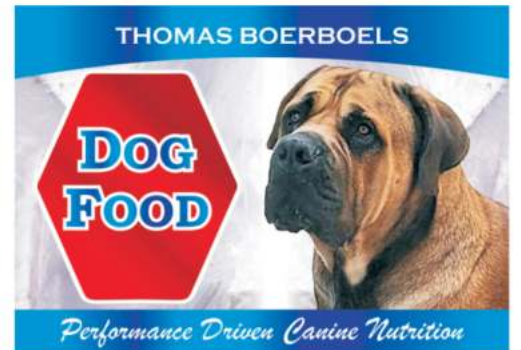
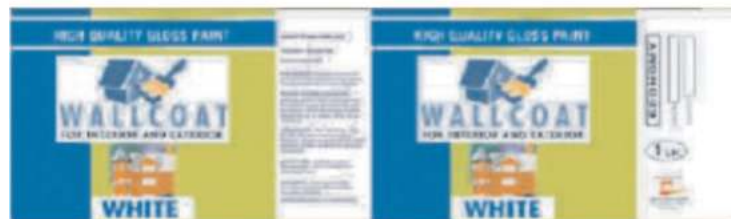


labels & **PACKAGING**





LABELS



PACKAGING



PHOTOGRAPHY & PACKAGING





vehicle **BRANDING**



CAR BRANDING



CAR BRANDING





digital **ADVERTISING**





DIGITAL FLYERS

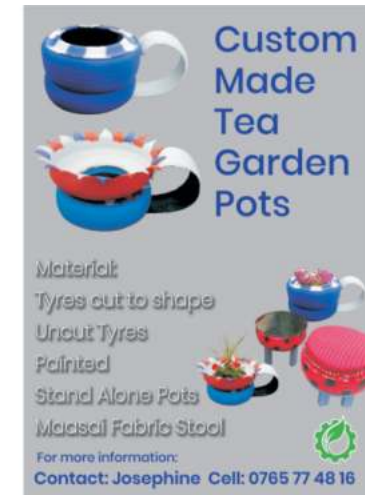
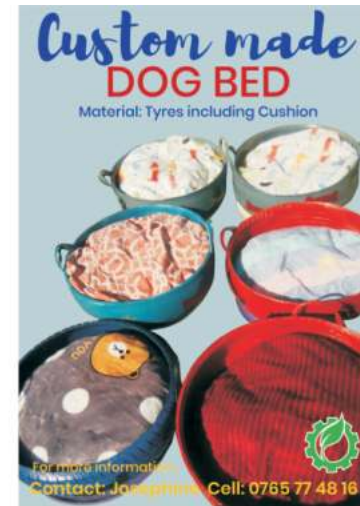
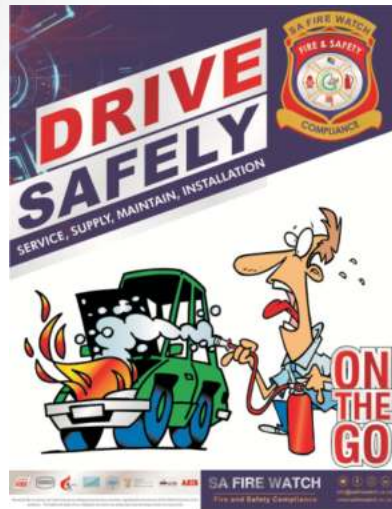
Reduction in paper use as a weapon to reduce on effects of global warming to our environment, and part of the string for corporate responsibility, as well as a recycling subsidy.

We recommend digital marketing as a complimentary tool for marketing to meet the desired target market as well as meet the required clients expectancy.. Sketch will ensure your corporate image is consistent and positive to achieve your desired goals.



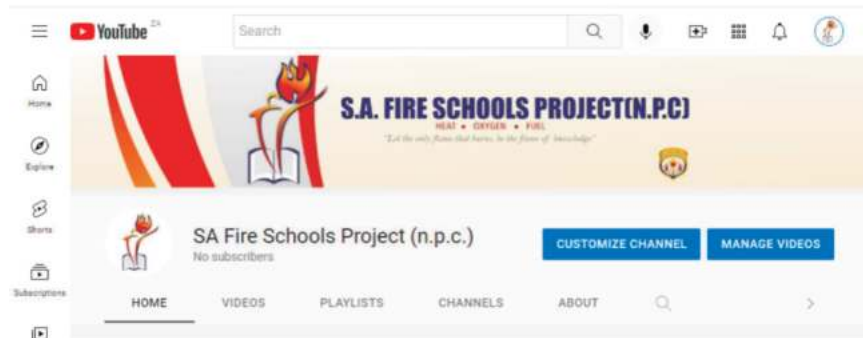


DIGITAL FLYERS





SOCIAL MEDIA



evacuation **DIAGRAMS**





EVACUATION DIAGRAMS

Supporting our clients to become more effective in commerce-building their brands is the key driver. Our shovel is directed towards accurately identifying consumer preferences and prevailing conditions.

Thus enabling designing of communication processes and opportunities, while still ensuring borderless thinking for our clients.

Sketch will maintain your corporate image as per your preferences, and ensure you are equally satisfied with your needs as per your instructions.

Sketch, likewise seeks to meet international standards and practices that are consumer friendly to South Africa and Africa as a whole.



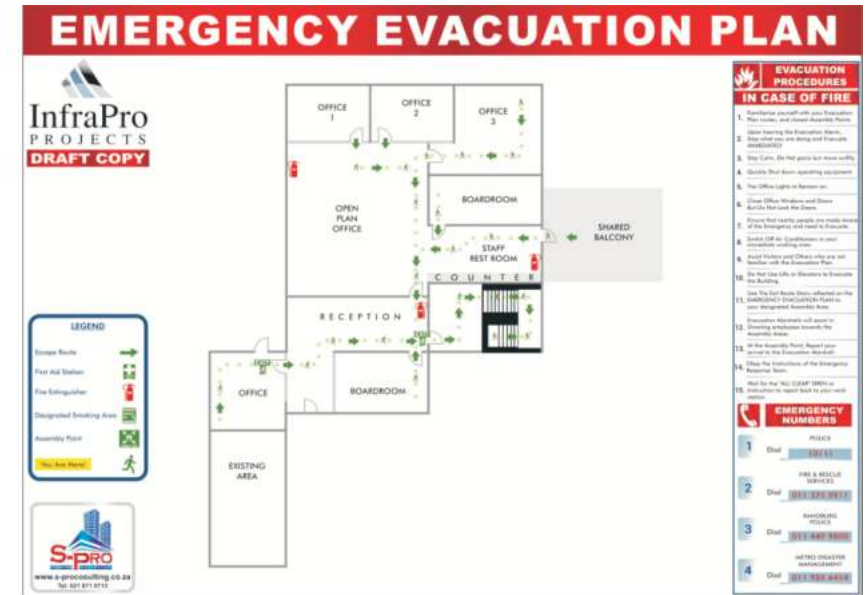
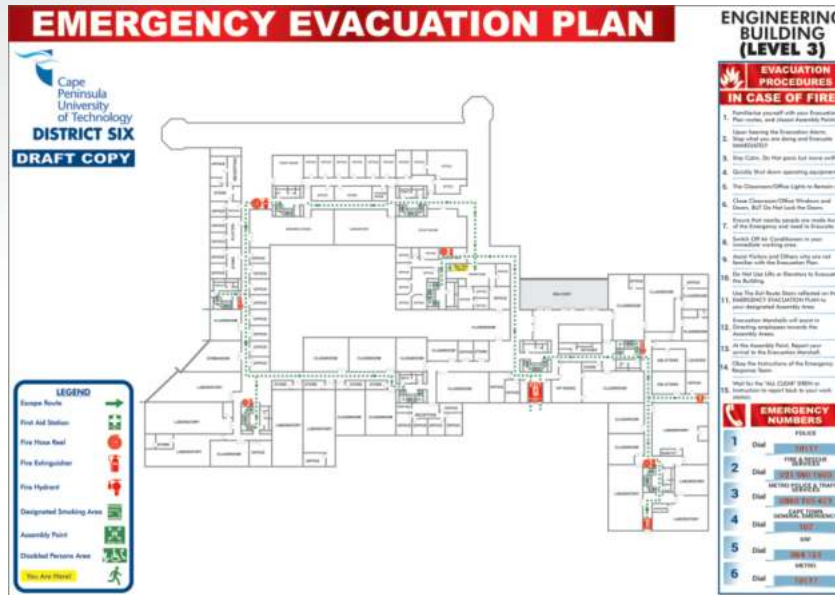


BEFORE



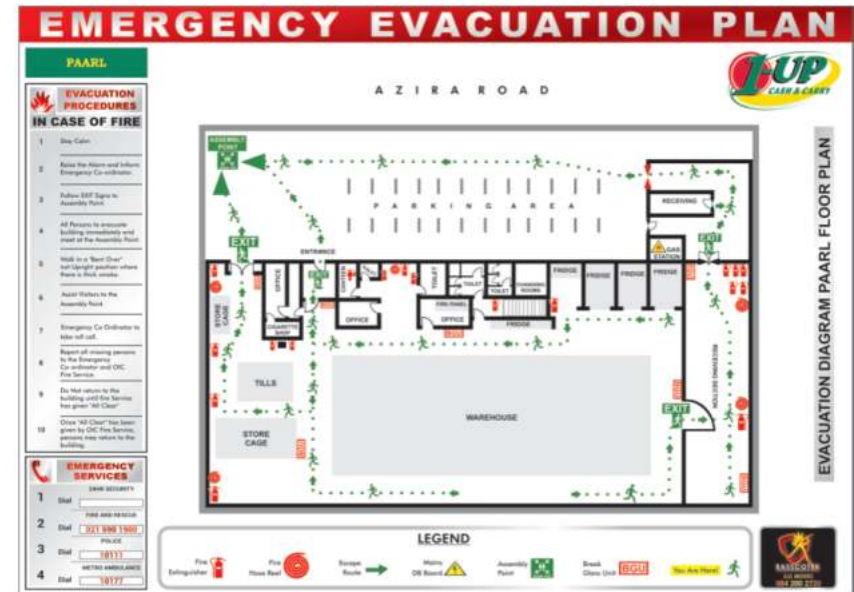
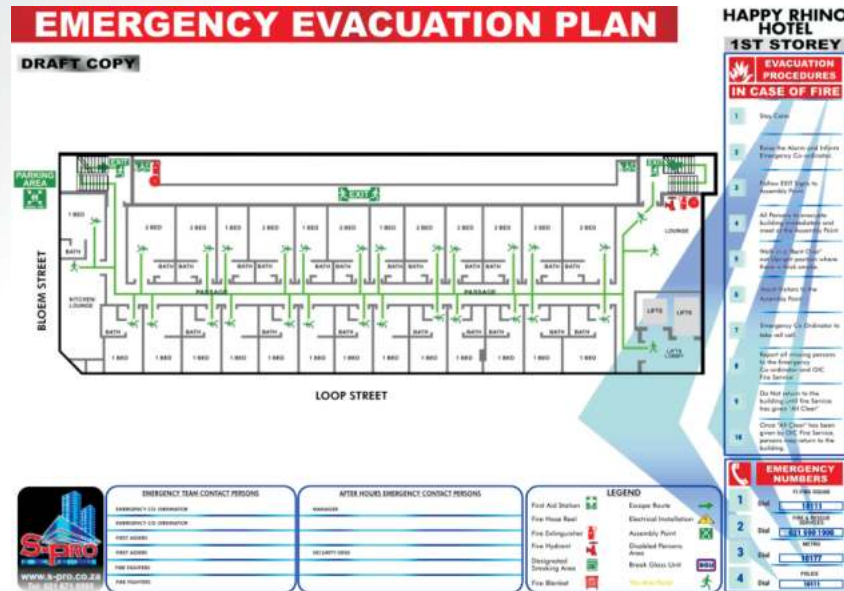


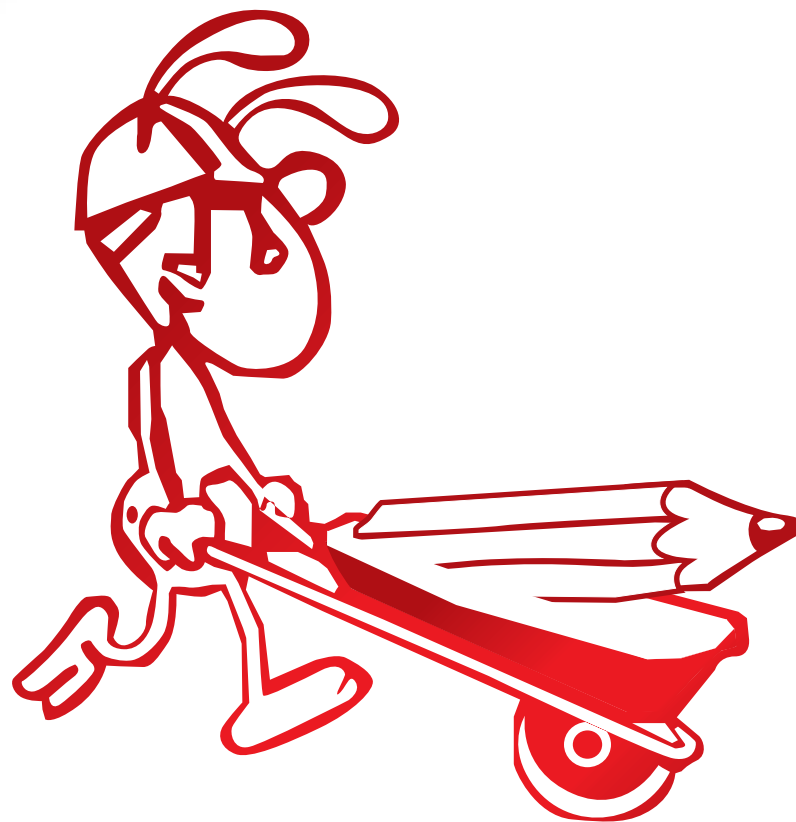
EVACUATION DIAGRAMS





EVACUATION DIAGRAMS





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Website: www.sketchmarketing.co.za

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