

**Let's make
magic
together.**





brandslink

AGENCY



Your partner in **digital, design, production, shopper marketing** & more — connecting brands with consumers in powerful, meaningful ways.



- BRAND DEVELOPMENT
- SHOPPER MARKETING
- DIGITAL & PHYGITAL
- IN-STORE ACTIVATIONS
- LICENSES & COLLECTABLES
- PERFORMANCE MARKETING / GOOGLE AD GROWTH



01

OUR CLIENTS

Trusted by South Africa's biggest brands.

Long-standing relationships across retail, FMCG, fuel, media, technology and entertainment.



RETAIL

FMCG &
BRANDSFOOD &
HOUSEHOLDFUEL &
CONVENIENCEMEDIA &
ENTERTAINMENTDIGITAL &
TECHNOLOGY

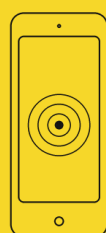
& MORE...

02

WHO WE ARE

A cutting-edge shopper marketing agency.

Brandslink helps brands connect with their target consumers at the point of purchase. We blend in-depth consumer insights, digital strategy and creative execution to drive conversions, build loyalty, and turn every store visit into a chance to influence a purchase.



Smart packaging • In-store activation • Digital integration

FMCG

Years of category expertise

360°

Full-circle campaigns, end-to-end

ROI

Insight-led, conversion-focused

03

WHAT WE DO

Three pillars. One connected experience.

1



BRAND DEVELOPMENT

Smart packaging design, brand identity and creative platforms that make every product unmistakably yours — built on insight, made to stand out.

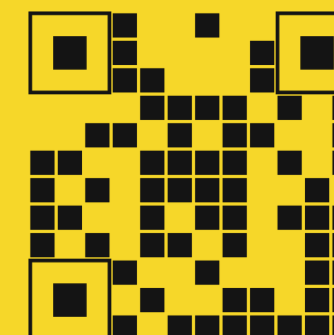
2



SHOPPER MARKETING

In-store activation, in-category visibility and breakthrough moments beyond the shelf — engineered to influence purchase at the moment that matters.

3



DIGITAL & PHYGITAL

Mobile engagement, personalised messaging and interactive displays that bridge the physical and digital aisles into one seamless shopper journey.

04

WHERE WE ARE

Cape Town based. Nationally activated.

Based in Cape Town, with a proven track record of impactful shopper marketing campaigns across South Africa's major retailers. Our adaptable, insight-driven approach makes us effective in any retail environment — from in-category visibility to breakthrough moments beyond the shelf.

RETAIL PARTNERS

- **Checkers**
- **Shoprite**
- **Pick n Pay**
- **SPAR**
- **Food Lover's Market**

05

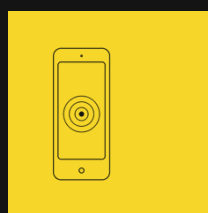
PHYGITAL FOCUS

Where physical retail meets digital engagement.



We turn everyday shopping into an engaging, rewarding experience — blending in-store presence, smart tech and personalised messaging into one connected journey.

01



ENGAGEMENT

Interactive displays, mobile activations and personalised shopper moments.

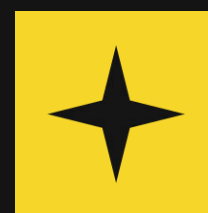
02



REWARDS

Loyalty mechanics, cash-backs and incentives that drive repeat purchase.

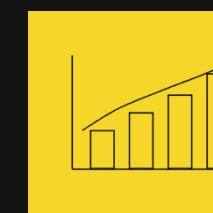
03



ENTERTAINMENT

In-store experiences, gamification and content that stops the shopper.

04



AND MORE

Insights, creativity and the latest tech — tailored to every category.

06

AGENCY SERVICES

Digital channels that meet shoppers where they are.

Targeted, segment-aware engagement built for South Africa's mobile-first audience.

28M+

WhatsApp users in South Africa

70%+

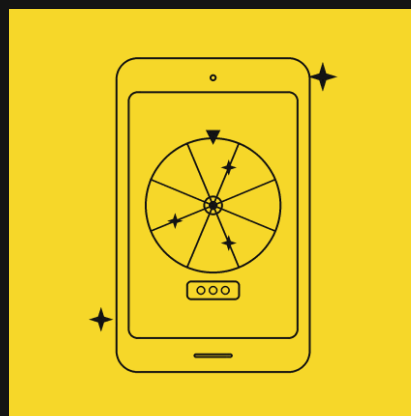
of SA web traffic on mobile

+45%

engagement lift from gamification

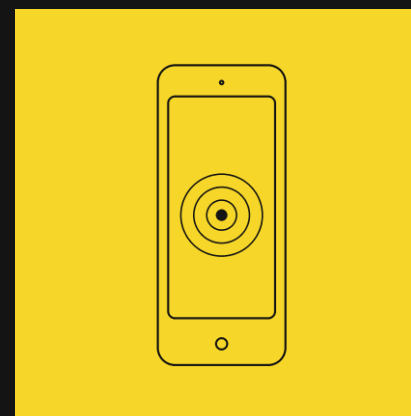
6×

conversion lift with segmented targeting



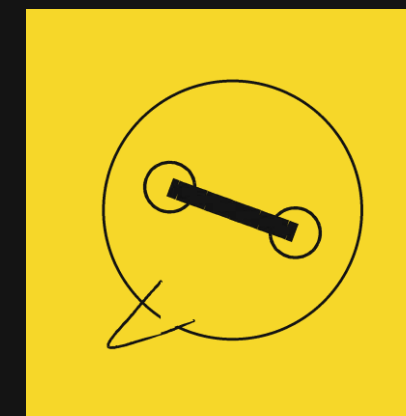
DIGITAL GAMIFICATION

Spin-to-win, scratch cards and reward mechanics that turn passive shoppers into active participants — building dwell time, first-party data and brand affinity.



MOBI SITE ENGAGEMENT

Mobile-first campaign hubs and microsites — lightweight, frictionless entry that captures leads, drives traffic and converts on the device shoppers actually use.



WHATSAPP COMPETITIONS

Conversational competitions and chat-led campaigns — direct, personal, and reaching shoppers on the channel they already live on.

07

AGENCY SERVICES

National activations that get shoppers to try.

Shopping can be daunting — endless aisles and countless options. We make it easy and enjoyable for shoppers to try something new. Through in-store tastings and live activations, we create welcoming, engaging environments where customers explore products, discover new flavours and make informed purchasing decisions.



01

IN-STORE TASTINGS

Welcoming environments where shoppers can sample, explore and try with confidence.



02

PRODUCT LAUNCHES

Activations that drive trial and awareness from day one of a new launch.



03

SEASONAL PROMOTIONS

Timed campaigns engineered to move volume when the calendar matters most.



04

CUSTOMISED CAMPAIGNS

Built around each brand's specific goals — we work closely with every client.

Let's take your business to the next level — **creating memorable moments that keep customers coming back.**

08

OUR APPROACH

Insight. Creativity. Conversion.

1

Insight-led

Every campaign starts with in-depth consumer insights — we design for real shopper behaviour, not assumptions.

2

Full-circle

Packaging design, in-store activation and digital integration — we build campaigns that connect every touchpoint.

3

Adaptable

Effective execution in any retail environment, scaled from regional to national across South Africa's biggest retailers.

4

ROI-focused

We optimise for brand visibility, influence purchase decisions and measure the lift — driving conversions and loyalty.

Showcasing mobile gamification across South Africa's biggest brands.



Showcasing gamification across South Africa's biggest retailers.



Showcasing campaign development and mobile integration across South Africa's biggest brands.



Buy any
participating
SPAR Polony
product



WhatsApp
'SPAR POLONY'
to
087 240 5161



Follow
the prompts
to claim your
R15 airtime



GET YOUR SLICE OF
R500 000
IN AIRTIME
WITH EVERY PURCHASE OF SPAR POLONY

ONLY AVAILABLE AT
SPAR

Valid from 2 September to 6 October 2024. T&Cs apply.
You can find the T&Cs at www.spar.co.za.



Showcasing WhatsApp Gamification integration and campaign development across South Africa's biggest brands.

TO ENTER

1. Buy a 1kg bag Honey Red apples
2. Keep your till slip to enter
3. WhatsApp "HONEYRED" to 087 240 5270
4. Follow the entry prompts
5. Play the Match 3 Game!

Pick n Pay

PLAY MATCH 3 HONEY RED APPLES & WIN!

LE CREUSET

A share of R25000 in Le Creuset vouchers to be won!



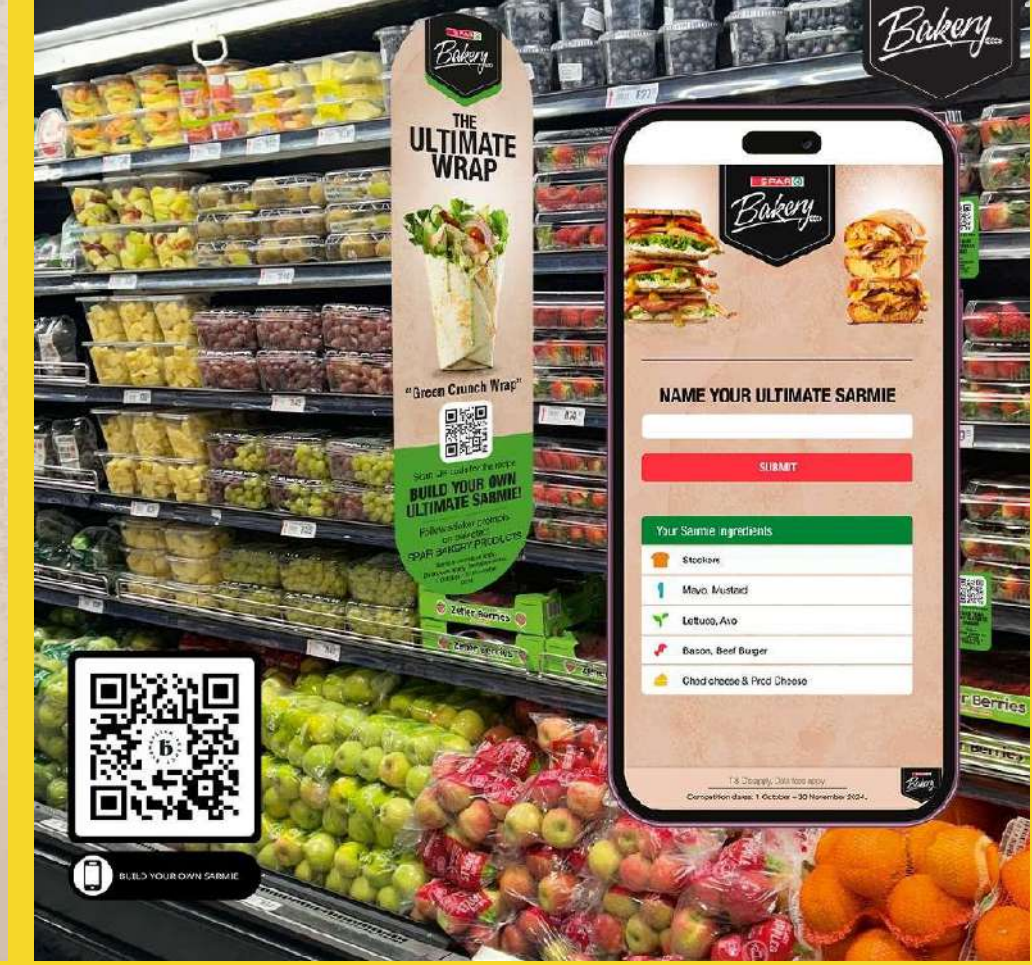
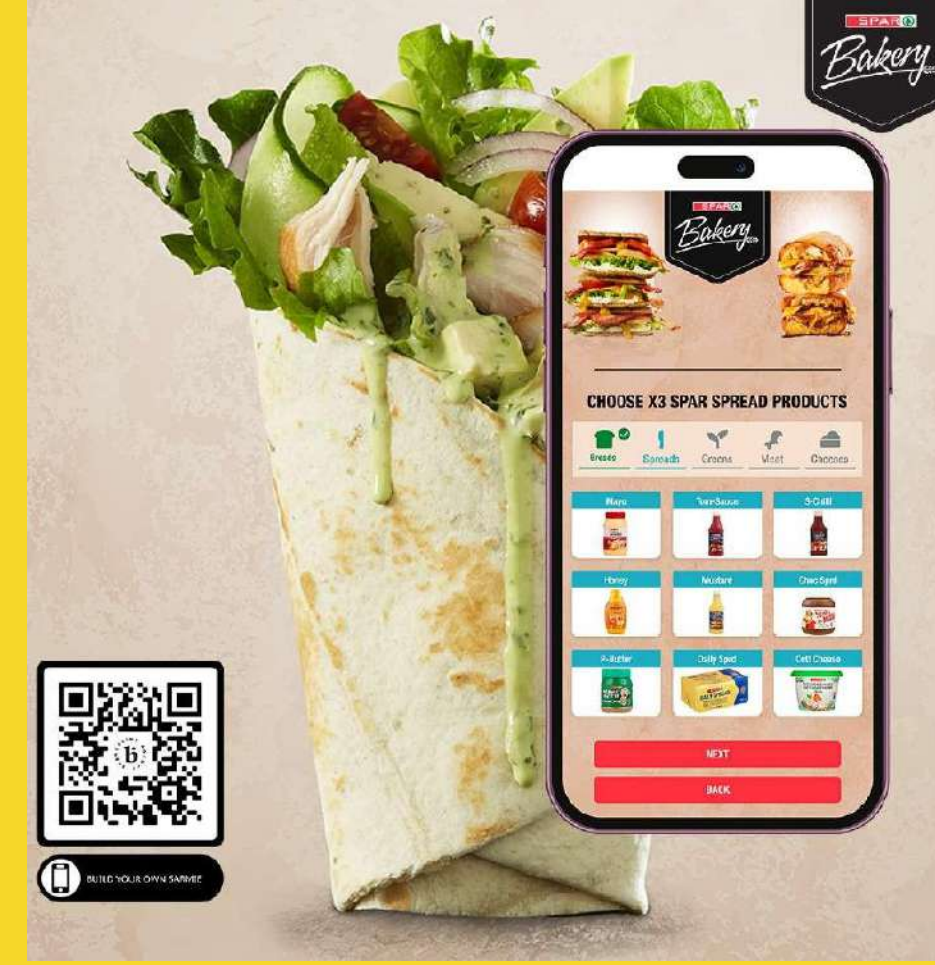
Showcasing gamification and campaign development across South Africa's biggest retailers.



Showcasing gamification and campaign development across South Africa's biggest retailers.



Showcasing mobi site development and integration, **recipe development, styling and photography** across South Africa's biggest brands.



Showcasing campaign development across South Africa's biggest brands.



Showcasing campaign development & recipe development, styling and photography across South Africa's biggest brands.

Some interesting facts about potatoes:

Potatoes are naturally fat free.

Potatoes are high in carbohydrates, making them the best source of fuel for physical energy.

Potatoes are high in potassium. Potassium is crucial to heart functioning and plays a key role in skeletal and smooth muscle contraction, making it important for normal digestive and muscular function.

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For more information follow us on facebook at Potato Nation

Potatoes go best with

Saucy Recipes

exclusive to
Checkers

Potato, bean and herb salad

500g medium "Boil & Roast" potatoes, washed
220g green beans, trimmed
1/2 cup TRIM Mayonnaise
1 tablespoon white wine vinegar
1/4 cup pickled red onion (see recipe below)
A handful of micro herbs or baby leaves
Salt & Pepper

Pickled Red Onion
1 red onion, sliced into half cm moons
1 tablespoon sugar
1/2 teaspoon salt
1/4 cup white-wine vinegar
5 black pepper corns
1 bayleaf

In a glass bowl, dissolve the sugar and salt in the vinegar. Add the peppercorns and bay leaf. Place the onions in a colander and blanch with boiling water.
Once drained, add the onion slices to the vinegar mixture and leave to stand for about 30 minutes.

Method
Cover potatoes with cold water in a large saucepan and bring to a boil. Uncover, reduce heat and simmer until tender but not mushy, 10 to 12 minutes.
Drain, and cool slightly then cut each potato in half, or into quarters if they're larger.
Bring another large saucepan of water to boil, add beans and 1 tsp. salt, and cook until just tender, 3 to 4 minutes. Drain, plunge into ice water and drain again.
Make dressing: Whisk together mayonnaise and vinegar in a medium bowl. Stir in red onion, salt and pepper to taste.
Combine potatoes, green beans and dressing in a large salad bowl and toss gently to coat, being careful not to break up potatoes. Serve with micro herbs or salad leaves.

Creamy mashed potatoes with crispy onions

500g "Mash & Bake" potatoes
1/4 cup TRIM Mayonnaise
1 tablespoon of milk
Salt and Pepper to taste
Crispy onions to serve (see recipe below)

Cover potatoes with cold water in a large saucepan and bring to a boil. Reduce heat to low and simmer for 10 to 12 minutes or until potatoes are tender.
Drain, then return to the pot and mash.

Stir in the mayonnaise and milk and season with salt and pepper.
Serve with the crispy onions.

Crispy onions
1/4 large onion, cut into 1/2 cm slices
1 cup flour
1 teaspoon salt
1 teaspoon pepper
vegetable oil for frying

Heat enough oil to come about 5cm up the side of a deep saucepan.
Once hot, take a handful of the onions and toss into the flour to coat.
Place the onions in hot oil and cook until golden then remove and drain on paper towel. Repeat the process until all the onions are fried.

Serve on top of creamy mashed potatoes.

Homestyle potato snack wedges with mayo salsa guacamole

6-8 "Chips" potatoes
1 teaspoon paprika
1/4 cup melted butter
Salt and pepper

Boil potatoes until tender.
Cool slightly then cut each potato into 6 wedges.
Place wedges in a bowl and coat with the paprika and melted butter, then season well with salt and pepper.
Place in a single layer on an oven tray and roast at 220° C for 30-35 minutes.

Serve with Mayo Salsa Guacamole:
1 avocado, peeled and stone removed.
1/2 cup finely chopped ripe tomatoes
1/4 cup Crosse & Blackwell Tangy Mayonnaise
2 tablespoons finely sliced red onion
1 red chili, seeds removed and finely chopped
Juice of one lemon
Salt and pepper to taste

Mash the avocado with a fork to the desired consistency, then add the remaining ingredients and stir together. Season with salt and pepper and serve with Potato Snack Wedges.

Potato and camembert pizza

1 25cm pizza base
2 medium "Mash & Bake" potatoes, very thinly sliced
1/2 round camembert cheese
4 cloves of garlic, finely crushed
1/4 cup olive oil
1/4 cup Crosse & Blackwell Tangy Mayonnaise
Handful of fresh rosemary

Preheat oven to 220° C.
Line a baking tray with baking paper.
Combine the garlic, mayonnaise and 2 tablespoons of the olive oil in a small bowl.
Place the pizza base on the lined baking tray and brush with the garlic mayo.

Place the potato slices in a bowl with the rosemary and coat with the remaining olive oil. Arrange the slices of potato on the mayo covered pizza base then top with chunks of camembert.

Bake in the preheated oven for 15 minutes or until golden and potatoes are tender.
Serve topped with roasted vine tomatoes.

Potato and leek soup

2 leeks, washed, trimmed and chopped
6 cups hot vegetable stock
2 tablespoons olive oil
1 onion, finely chopped
2 celery stalks, trimmed and chopped
2 carrots, chopped
2 cloves of garlic
4 large "Boil & Roast" potatoes, peeled and cubed
2 tablespoons Crosse & Blackwell Tangy Mayonnaise
Salt and black pepper

Heat oil in a large heavy-based saucepan, add leek, onion, celery, carrot and garlic. Partially cover and cook for 10 minutes, stirring occasionally.
Add hot stock and potato and bring to a boil. Cover, reduce heat and simmer until potato is tender. Stir in mayonnaise and season with salt and pepper to taste. Leave chunky or puree with a stick blender. Serve topped with crispy bacon bits and tiny, fried potato skins.

Warm potato salad with bacon and pesto

4 - 6 medium "Boil & Roast" potatoes
3 tablespoons Crosse & Blackwell Tangy Mayonnaise
2 tablespoons pesto
4 spring onions, sliced
Salt and pepper to taste
Freshly grated parmesan cheese (optional)

Cook the potatoes in a steamer over boiling water for 20 minutes until cooked through but skins remain intact.
Set aside until they are cool enough to handle then slice into half-cm rounds.
Whip together the cream cheese, mayonnaise and pesto.
Arrange the slices of potatoes onto serving plates and spoon over the mayo-pesto mix. Top each serving with a slice or two of bacon, a sprinkling of spring onions and some parmesan cheese if desired.

Potatoes go best with

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Checkers

BRANDSLINK / AGENCY OVERVIEW

Showcasing campaign development & recipe development, styling and photography across South Africa's biggest brands.



Showcasing campaign development, **recipe development, styling and photography** across South Africa's biggest brands.



Showcasing brand development, launch, brand negotiations, recipe development, styling and photography across South Africa's biggest brands.

Poster 1: Tangy potato salad with bacon & egg
 Fresh creations with Crosse & Blackwell. SCAN. SHOP. COOK. Ingredients: PNP 2KG POTATOES, ALL GOLD TOMATO SAUCE.

Poster 2: Bolognese cottage pie with tomato
 Fresh creations with All Gold. SCAN. SHOP. COOK. Ingredients: PNP 2KG POTATOES, ALL GOLD TOMATO SAUCE.

Poster 3: Chicken puttanesca with garlic, chilli and olives
 Fresh creations with FATTI'S & MONI'S. SCAN. SHOP. COOK. Ingredients: PNP 2KG POTATOES, CROSSE & BLACKWELL TANGY MAYONNAISE.

Poster 4: Herb crusted hake, roast potatoes & B-well Lemonaise
 Fresh creations with B-well. SCAN. SHOP. COOK. Ingredients: PNP 2KG POTATOES, CROSSE & BLACKWELL TANGY MAYONNAISE.

Poster 5: Tangy potato salad with bacon & egg
 Fresh creations with Crosse & Blackwell. SCAN. SHOP. COOK. Ingredients: PNP 2KG POTATOES, ALL GOLD TOMATO SAUCE.

Poster 6: Bolognese cottage pie with tomato
 Fresh creations with All Gold. SCAN. SHOP. COOK. Ingredients: PNP 2KG POTATOES, ALL GOLD TOMATO SAUCE.

Showcasing campaign development, execution and **recipe development, styling and photography** across South Africa's biggest brands.



Nando's

Dinner's in the bag!

▼ Nando's & SPAR Select Chicken Breasts Promotion.

Attention store owner!

▼ South Rand SPAR stores are about to get a taste of a tasty cross-category promotion with Nando's Peri Peri Bag & Bake and SPAR Select Chicken Breasts.

SPAR Select Chicken Breasts will feature an on-pack promotional sticker that will make shoppers aware of this perfect pairing.

The on-pack flasher and wobblers will guide you to combine the chicken with Nando's Bag & Bake range for a quick, easy, and scrumptious meal.

The promotion will be in-stores from 1 – 30 April 2023, whilst stocks last.

Please ensure that you order in enough of both the promotional items:

SPAR Select Chicken Breasts.
Nando's Peri Peri Bag & Bake Lemon and Herb, Extra Mild.

Nando's Peri-Peri Bag & Bake

SPAR Select

CHICKEN

Dinner's in the bag!

BAG IT
BAKE IT
LOVE IT!

Showcasing recipe development, styling and photography across South Africa's biggest brands.



VISIT
f /getsmoothing
for free smoothie
recipes and cool
smooth moves!

Get Smoothing!

APPLE, BANANA, CHAI,
BLACK CAT PEANUT BUTTER
& JUNGLE OAT BRAN
SMOOTHIE



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Competitive closes 28 February 2015. For full visit terms and conditions.
Recipes are not developed to be part of a weight loss program.



**MAKE THIS
RECIPE!**
With Black Cat
Peanut Butter and/or
Jungle Oat Bran...

Get Smoothing!

NECTARINE, CHOCOLATE
& BLACK CAT PEANUT BUTTER
SMOOTHIE



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Checkers

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Recipes are not developed to be part of a weight loss program.



**MAKE THIS
RECIPE!**
With Black Cat
Peanut Butter and/or
Jungle Oat Bran...

Get Smoothing!

RASPBERRY FIG,
BLACK CAT PEANUT BUTTER
& JUNGLE OAT BRAN
SMOOTHIE



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Checkers

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Recipes are not developed to be part of a weight loss program.



**WIN
YOUR SHARE OF
R20 000!**
Buy any BLACK CAT BOTTLE
and JUNGLE OAT BRAN &
check your till slip.

Get Smoothing!

GOOSEBERRY, PISTACHIO &
BLACK CAT PEANUT BUTTER
SMOOTHIE



exclusive to
Checkers

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Recipes are not developed to be part of a weight loss program.



serves 2

Get Smoothing..

Gooseberry, pistachio & Black Cat peanut butter smoothie

Ingredients
250 g fresh gooseberries
80 g ground pistachios
2 bananas, peeled
250 ml plain double thick yoghurt
125 ml full cream milk
45 ml Black cat Caramel peanut butter
15 g Jungle oats, oat bran
10 ml honey

Place all the ingredients into a blender and blend until smooth. Serve chilled.

Serving suggestions: Place a generous dollop of double thick yoghurt into the base of each glass, top with ground pistachio nuts and gently pour over the smoothie mixture.



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Checkers

Appearance of smoothies might vary slightly from the visuals, and depending on amount of peanut butter used.



serves 2

Get Smoothing..

Nectarine, chocolate, mint & Black Cat peanut butter smoothie

Ingredients
6 nectarines
250 g vanilla frozen yoghurt
2 small bananas, peeled
30 ml Black cat Chocolate peanut butter
15 g Jungle Oats or Jungle oat bran
10 picked mint leaves

Cut the nectarines into pieces and discard the pips, place the nectarine pieces and the remaining ingredients into a blender and blend until smooth. Serve chilled.

Serving suggestions: Pour the smoothie into glasses, garnish with a dollop of the double thick plain yoghurt and a sprig of mint.



exclusive to
Checkers

Appearance of smoothies might vary slightly from the visuals, and depending on amount of peanut butter used.



serves 2

Get Smoothing..

Apple, banana, chai, Jungle oat bran & Black Cat peanut butter smoothie

Ingredients
4 granny smith apples
4 small bananas
250 ml vanilla ice cream
100 ml milk
60 ml Black Cat chunky peanut butter
30 g Jungle oats, oat bran
1 Green chai tea bag, contents only
Squeeze of lemon

Cut the apple into pieces and discard the core. Place the apple pieces, peeled bananas and remaining ingredients into a blender and blend until smooth. Serve immediately, before the ice cream melts completely.

Serving suggestions: Mix 30 ml peanut butter with 60ml yoghurt to form a peanut puree. Dollop the peanut puree into the base of the smoothie glasses and squeeze over honey, to your discretion. Top with smoothie mixture and serve.



exclusive to
Checkers

Appearance of smoothies might vary slightly from the visuals, and depending on amount of peanut butter used.



serves 2

Get Smoothing..

Raspberry, fig, frozen yoghurt, Jungle oat bran & Black Cat peanut butter smoothie

Ingredients
400 g fresh raspberries
4 ripe fresh figs
250 g vanilla frozen yoghurt
2 small bananas, peeled
60 ml Black cat Caramel peanut butter
15 g Jungle oats, oat bran
5 ml honey
5 ml lime juice
Zest of 1 lime

Place all the ingredients into a blender and blend until completely smooth.

Serving suggestions: Make a raspberry coulis* (Blend together 125 g fresh raspberries and the juice of half a lemon) transfer the coulis and smoothie mixture into their own jugs and then pour into the glasses at the same time - this should create a raspberry swirl. Top the smoothies with a dollop of plain double thick yoghurt, a drizzle of coulis and a raspberry and serve.

*Coulis - Thick sauce made from pureed and strained fruit



exclusive to
Checkers

Appearance of smoothies might vary slightly from the visuals, and depending on amount of peanut butter used.



Get your free recipe leaflet here!

Make these recipes with Black Cat Peanut Butter and/or Jungle Oat Bran.

Get Smoothing!



Black Cat

Jungle

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Checkers

BRANDSLINK / AGENCY OVERVIEW

CASE STUDY – NATIONAL THRIVE WITH THE SEASON SPAR PROMOTION

Showcasing gamification, campaign development and execution, **recipe development, styling and photography** across South Africa's biggest brands.



Showcasing campaign development and execution, **recipe development, styling and photography** across South Africa's biggest brands.

SHOP B-WELL MAYO & STAND A CHANCE TO WIN 1 OF 4 R20 000 KITCHEN MAKEOVERS & B-WELL MAYO FOR A YEAR.

B-well

MAMMA MAYO
goodness in a jar

ONLY MAYONNAISE ENDORSED BY CANSA

SHOP B-WELL MAYO & STAND A CHANCE TO WIN 1 OF 4 R20 000 KITCHEN MAKEOVERS & B-WELL MAYO FOR A YEAR.

B-well

MAMMA MAYO
goodness in a jar

ONLY MAYONNAISE ENDORSED BY CANSA

B-well

REDUCED OIL
CANOLA MAYONNAISE

ORIGINAL TANGY
CANOLA MAYONNAISE

THICK & CREAMY
CANOLA MAYONNAISE

OLIVE & CANOLA
MAYONNAISE

www.bwellfoods.co.za

ENTER TO WIN
1 OF 4 R20 000
KITCHEN MAKEOVERS & B-WELL MAYO FOR A YEAR.

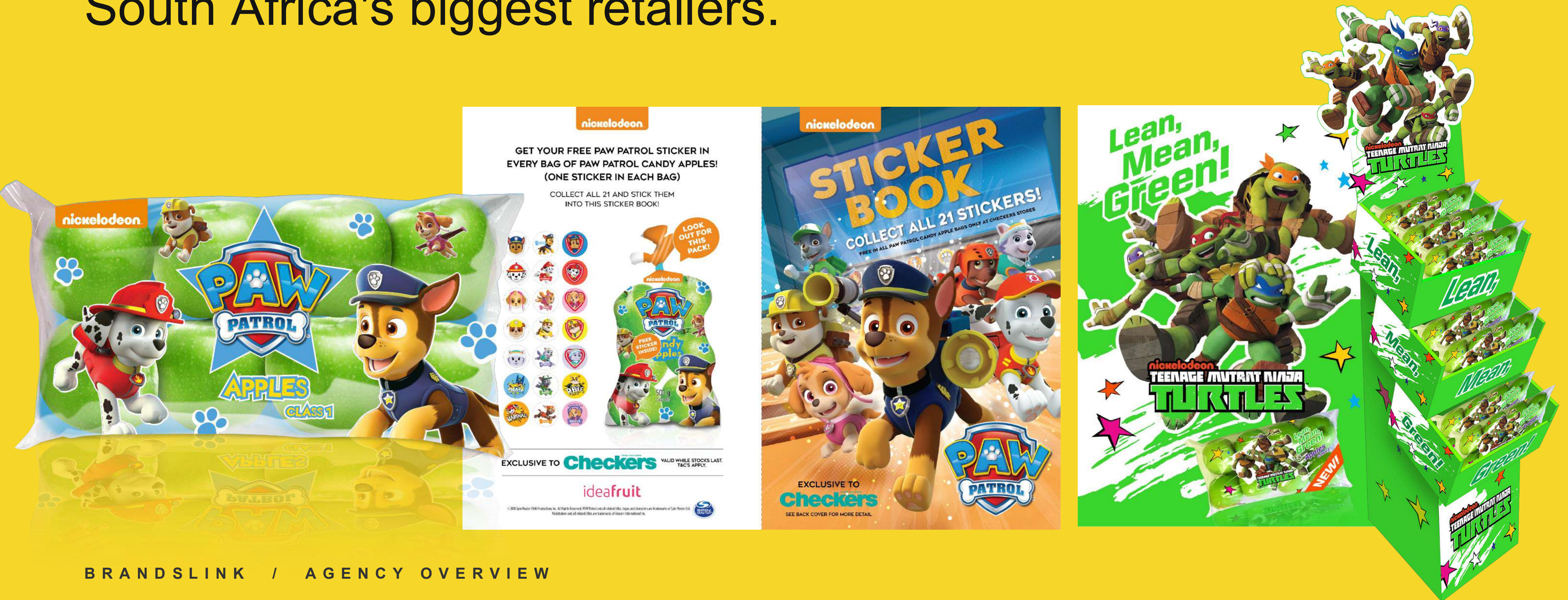
WHATSAPP
060 582 3678 TO WIN.

T&Cs Apply | www.bwellfoods.co.za

T&Cs Apply | www.bwellfoods.co.za

IMAGE SHOWN IS A VISUAL REPRESENTATION ONLY & DOES NOT DEPICT THE ACTUAL PRIZE.

Showcasing licensing across national platforms across South Africa's biggest retailers.



Showcasing character licensing promotions across **national platforms** in South Africa's biggest retailers.



Showcasing character licensing promotions across **national platforms** in South Africa's biggest retailers.



Showcasing character licensing promotions across **national platforms** in South Africa's biggest retailers.



THE SMURFS

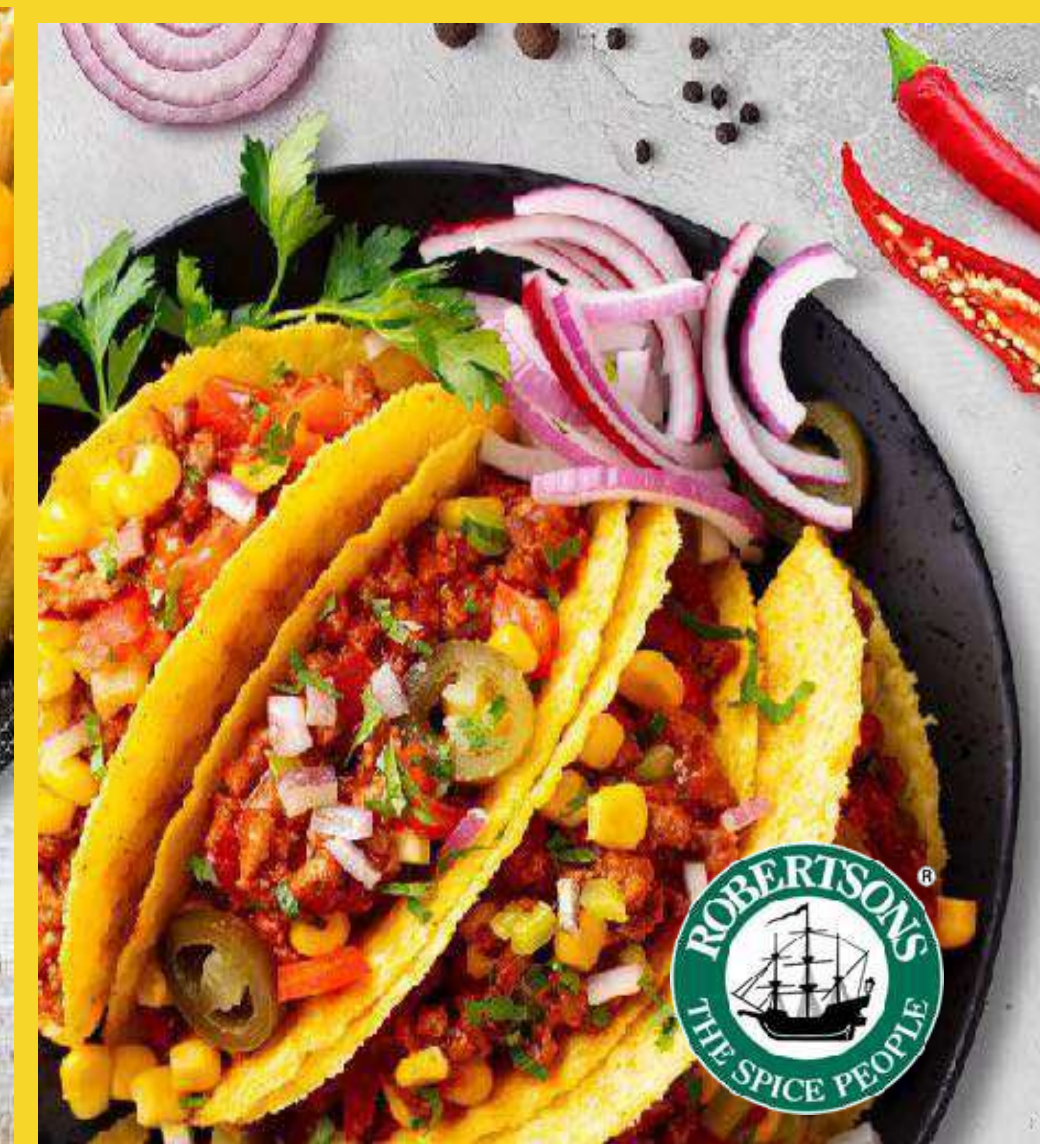
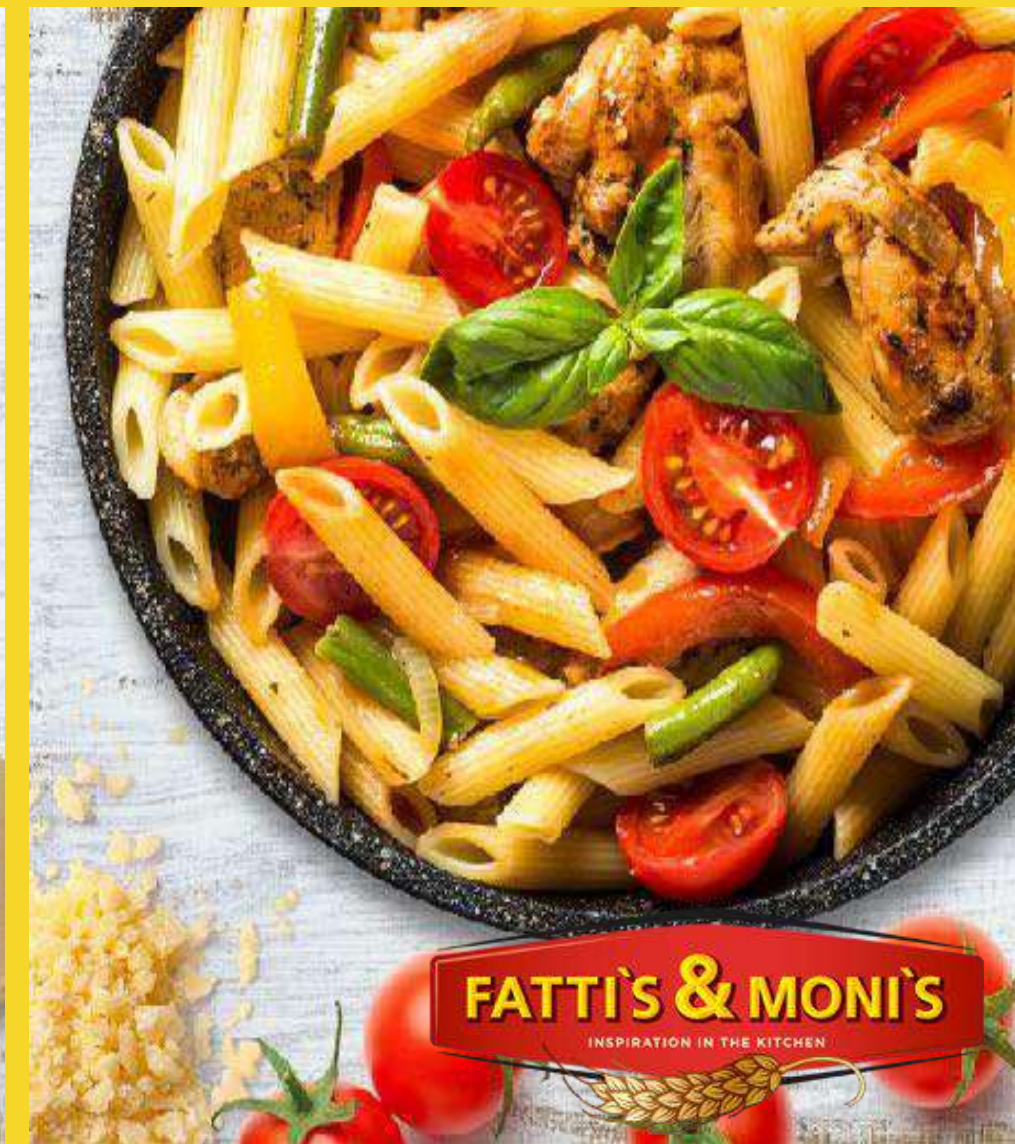
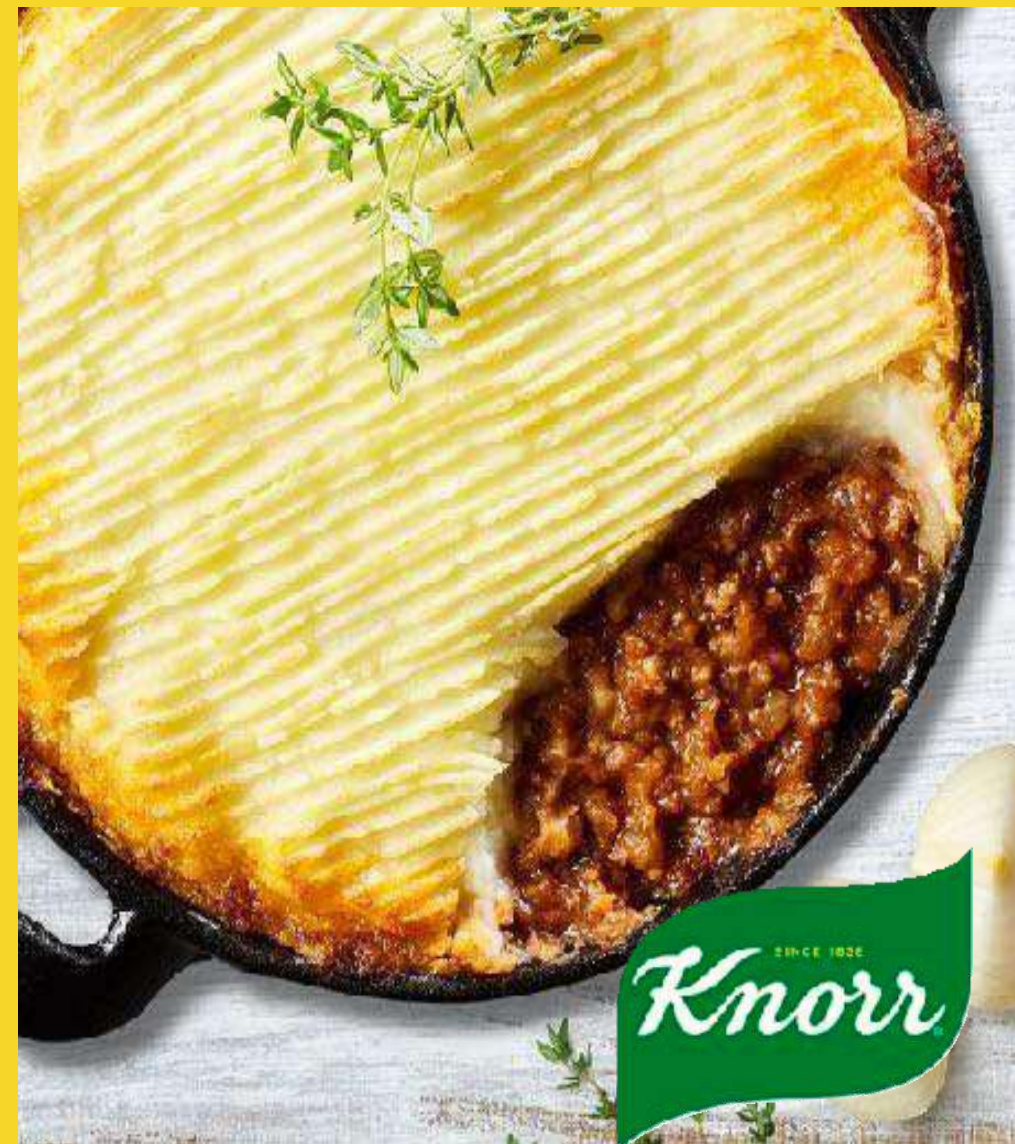


THE SMURFS

Showcasing packaging development across South Africa's retailers and biggest brands.



Showcasing recipe development, styling and photography across South Africa's biggest brands.



Showcasing recipe development, styling and photography across South Africa's biggest brands.



Showcasing in-store activations across South Africa's biggest brands.



Brandlink combines creative thinking, retail activation and digital performance to create campaigns that not only engage consumers, but drive measurable action. We develop the strategy, creative concept and consumer journey, supported by performance-driven digital marketing, data, optimisation and conversion expertise to connect **brand, retail and digital while delivering measurable results.**



LET'S CONNECT



Every brand is unique.

Let us help you showcase what
makes yours special.



Cape Town / Shopper Marketing Agency

EMAIL jan@brandslink.co.za

PHONE +27 83 708 9559

**Let's make
magic
together.**

