

REPUTATION

consumer perception is everything!



# ADVANTAGES OF A GOOD CORPORATE REPUTATION

- Customer loyalty
- Stakeholder engagement
- Building communities
- Investor confidence





# WHERE REPUTATION IMPACTS YOUR BUSINESS

## STRATEGY

Creating a value proposition.

## AWARENESS

Multi platform communication to  
broadcast product offering.

## DEVELOPMENT

Brand identity, developing core  
values and product innovation.

## RESONANCE

Get your product to talk to your target  
market.





**Your brand is your identity.  
Highlighting the positive of this identity is  
REPUTATION MANAGEMENT**



Take Note Reputation Management deliver an integrated solution that resonates with stakeholders and positively impacts brand reputation. This is achieved by embracing multiple channels, through a clear and concise marketing & communications strategy, with the appropriate tools to reach targeted audiences. Take Note offers a global experience across multiple sectors with our proprietary methodology, building brands based on service delivery, integrity and authenticity. Take Note carefully monitors performance to ensure efficient, cost effective reputation management with tangible outcomes.

30

years of experience in  
hospitality, tourism,  
restaurants, marketing  
and communications

14

The years Take Note  
has been in business  
covering a variety of  
industries

6

the team includes six  
people from diverse  
backgrounds offering  
you a variety of skills

1

point of contact, with  
tasks assigned to  
individual strengths  
within the campaign.

0

We have no relationship  
with any companies that  
may cause a conflict of  
interest.

100

% care for our earth,  
it's people and wildlife



# OUR SERVICES

## COMMUNICATIONS

- Internal communications Stakeholder relations
- Media relations, planning, placement Crisis management
- Publicity
- Copywriting
- Content creation Investor relations Product placement

## DIGITAL & SOCIAL MEDIA

- Social media strategy, co-ordination and content creation
- Influencer strategy, relationship & management
- Digital media planning and placement Website content
- Crisis management Blog creation
- Digital marketing Newsletter

## STRATEGIC CAMPAGINS

- Social & digital Integrated marketing & communications plan
- Advertising and media plans Crisis communication Plan
- Strategy implementation
- King IV Report, triple bottom line

## MARKETING

- Brand Management - development, design, implementation, positioning & temperature
- Integrated marketing and communications plan & strategy
- Website Design Graphic Design
- Marketing management Promotions and corporate gifting Videography and Photography

## SOCIAL RESPONSIBILITY

- Identify sustainable projects
- Generate brand legacy
- To build brand integrity
- Meeting & exceeding legislative requirements
- Multitplatfrom media exposure
- Compilation of annual CSI reports

## EVENTS

- Live and virtual
- Event design and planning Event co-ordination Product launches
- Corporate events Promotions Invite list
- Media co-ordination



## ZIMBABWE, BOTSWANA

Africa Albida Tourism, is a hospitality client, who have been with us since the start. They have run operations in Zimbabwe and Botswana over the past 25 years. Destination marketing targeted to tour operators, OTAs and media has been a cornerstone of their success to overcome the political and operational hurdles that they have faced over the years in Zimbabwe. A reference letter received from the Group CEO, Ross Kennedy is attached.

*Ross Kennedy, CEO of Africa Albida Tourism is available as a reference +26311404962*

### BRAND PARTNERSHIP

Take Note collaborated with FastJet in gaining media exposure when they launched the direct flight between Johannesburg and Victoria Falls to promote the route to the South African market.

*Hein Kaiser, who now works independently but is available as a reference +27 82 520 0555*

## ZAMBIA

Take Note promoted David Livingstone Safari Lodge, Thorntree River Lodge and Safari Par Excellence in Zambia. Representing properties in Botswana, Zambia and Zimbabwe enabled Take Note to offer effective destination marketing and educationals to promote all three areas to similar target markets.

WHAT  
OTHERS  
HAVE  
TO  
SAY

*When your internal processes  
impact on your customer  
experience you have a problem.*

*Arthur Collett*



## UGANDA

Take Note was the support team for Sovereign Hotels Management for the implementation of operations, marketing and sales for The Pearl of Africa Hotel in Kampala, Uganda, with the objective of prompting regional and international travel into the country.

## SOUTH AFRICA

During 2020, with it's challenges for the hospitality and tourism sector, Take Note was approached to join a group of like minded influential communications and marketing agencies to support the inbound tourism industry in an effort to open the country to international tourism, create awareness of the importance of tourism to the South African economy as well as the communities that rely on the industry for their livelihoods and to inspire visitors to return to South Africa. This was the start of the South Africa Is Travel Ready Campaign!

*Natalia Rosa, MD of Big Ambitions is available as a reference +27834494334*

## THREE CITIES GROUP

Both Arthur & Dionne collectively spent over 15 years at this hospitality management company. Arthur's role focused on all aspects of the hospitality operations, while Dionne, as the group Marketing Manager focused on the positioning of the 42 hotels, resorts and game lodges throughout Southern Africa. Marketing the diverse array of product offering required the effective implementation of destination management strategies. This required working with a variety of inbound source markets.

**WHAT  
OTHERS  
HAVE  
TO  
SAY**

*See the world from outside in  
and not inside out.*

Martin Lindstrom



# PAST & CURRENT CLIENTS





## BATA TOUGHEES

A product, that was inspired by Africa, is an internationally owned business. The challenge was to get children of various demographics to be interested in the brand. To do this we needed to deliver innovative solution that would allow children to participate in the brand growth. Take Note launched a “Youth Board Of Directors” a campaign that resulted in both promoting the product as well as gaining invaluable market insights. This was a “win win” situation, the “board” was used to develop the participants, while Bata gained the benefit of product ambassadors. This campaign received a Silver Award for the 2020 Prism awards for the South Africa Campaign of the Year.

*Swastika Juggernath, Marketing manager Bata South Africa, is available as a reference +27721235116*

## AWARDS





# OUR TEAM



**DIONNE COLLETT**  
Reputation Analyst



**ARTHUR COLLETT**  
Thinker



**RORY RIESEBERG**  
Brand Catalyst



**SANELMKHIZE**  
Reputation Engineer

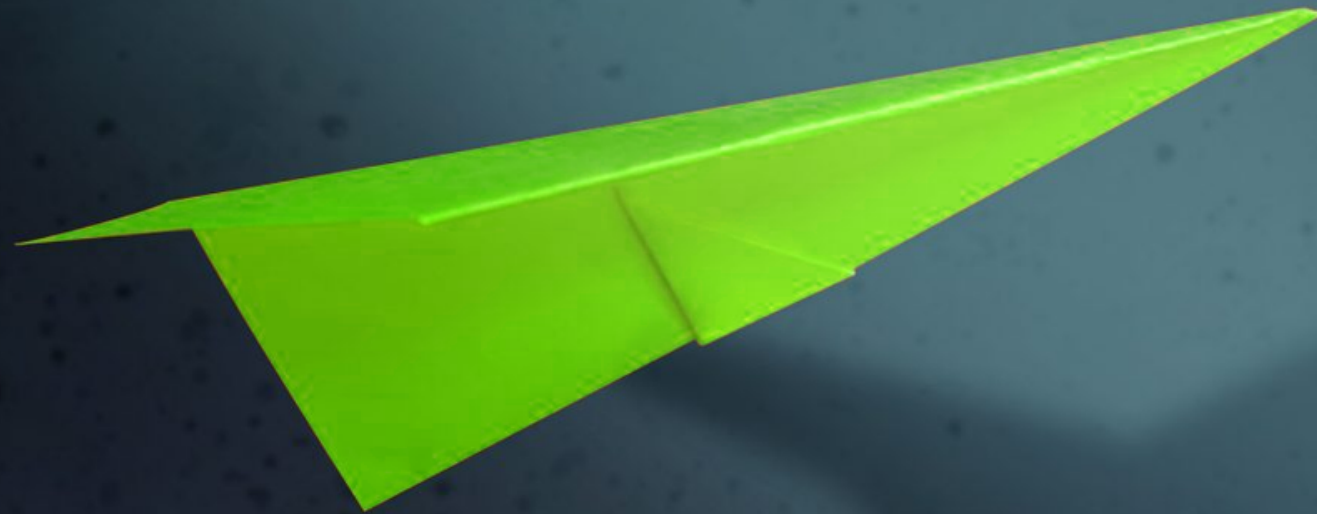


**LISA TOWNEND**  
Word Smith



**MAGGI NEFT**  
Bean Counter





## OUR MISSION

- Exploit the positive attributes of a brand to build and
- enhance its reputation.
- Develop a transformational purpose.

## OUR VALUES

- A personal approach
- Take ownership
- Attention to detail
- Determined in our objectives

## OUR VISION

- Build respectable Reputations
- To maintain the balance between commercial and social - offering communities authentic and sustainable solutions.
- Deliver turnkey solutions for all aspects of Reputation Management



# COMPETITIVE ADVANTAGES

*Start with the WHY!*  
*Simon Sinek*

## Advantage 1

Take Note Reputation Management's ethic stems from a strong hospitality base, resulting in "a hands on" customer focused approach. Dionne and Arthur's extensive travel industry backgrounds, in a variety of roles, gives them a clear understanding of the complex world of travel and the opportunities for "moments of truth" that exist in that environment.

## Advantage 3

Take Note has been selective in building and maintaining its client base and has long standing relationships which attests to our ability to offer an attentive personalised service. In its 15th year of operation, the company has elected to remain small enough to ensure a customer focus that allows us to regularly exceed our clients levels of expectation.

## Advantage 2

Take Note Reputation Management's portfolio, which has covered hospitality, tourism, education, health and fashion has given Take Note the opportunity to build sound relationships with media to the extent that we are regularly approached for content. The diversity of the portfolio also allows for cross pollination in promotions that can benefit more than one client.

## Advantage 4

The Take Note Reputation Management team has been selected to offer a diversity of strengths, with each team member applying their area of expertise where it is required on a project. In addition, Take Note Reputation Management's participation in numerous industry networks offers easy access to a variety of additional services and benefits.

# CONTACT US

in

f



+27 31 564 8338

+27 82 378 2025

dionne@take-note.co.za

[www.take-note.co.za](http://www.take-note.co.za)