



tradeway

TOTAL BRAND ACTIVATIONS

CREDENTIALS

**We Make
It Real.**

Africa's activation authority. Turning brand strategy into
real results, in trade, in field, at scale.

THE SHIFT IN THE WORLD

The world changed.

Consumers changed.

Retail changed.

Attention changed.

Culture changed.

AI changed marketing.

Brands no longer compete for awareness. **They compete for real experiences.**

Reach became easy. Connection became hard. Consumers now meet brands in thousands of fragmented moments, most of them forgettable.

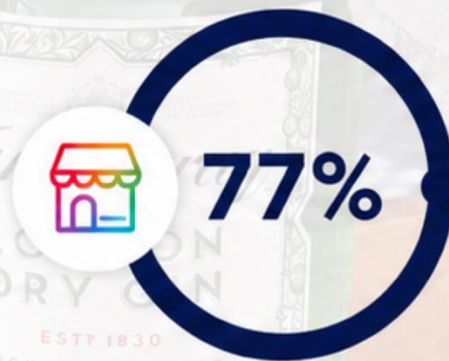


TODAY'S CHALLENGE

Execution is the last real advantage.

Every brand can buy media. Every brand can create content. Few brands consistently win in the moment where the purchase decision is actually made.

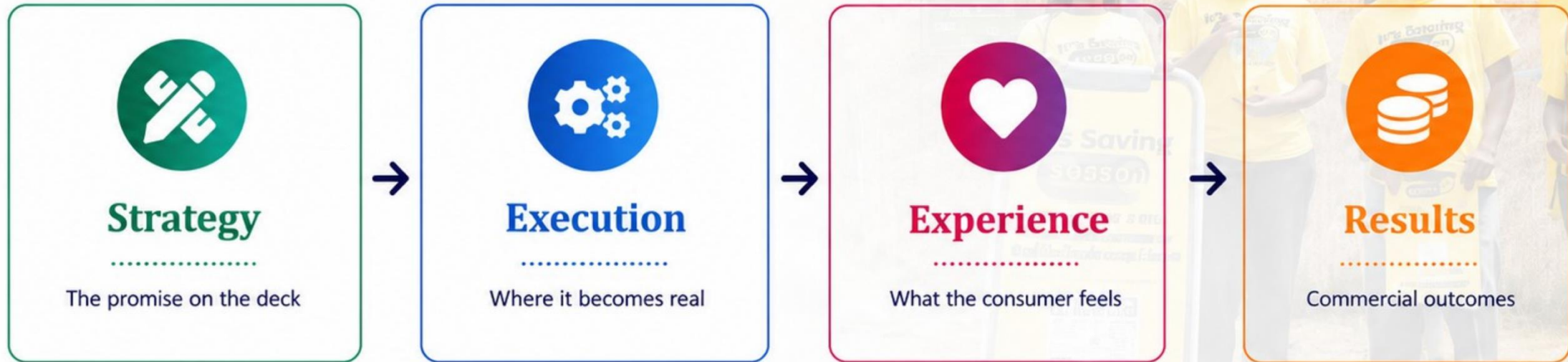
70% of buyer decisions are made at the point of purchase.



WHERE BRANDS ARE WON

Execution is strategy.

Consumers judge brands through lived experience and not intention.
The brands that win are the ones that consistently make their promise real.



Most of the industry's talent and budget goes into the campaign. We put ours into what happens after the idea.





“

Ideas don't build brands. What happens after the idea does.

Tradeway was founded on the insight most agencies talk around but never solve. We exist to take brand strategy from the deck to the shelf, from the boardroom to the market. From intention to reality.

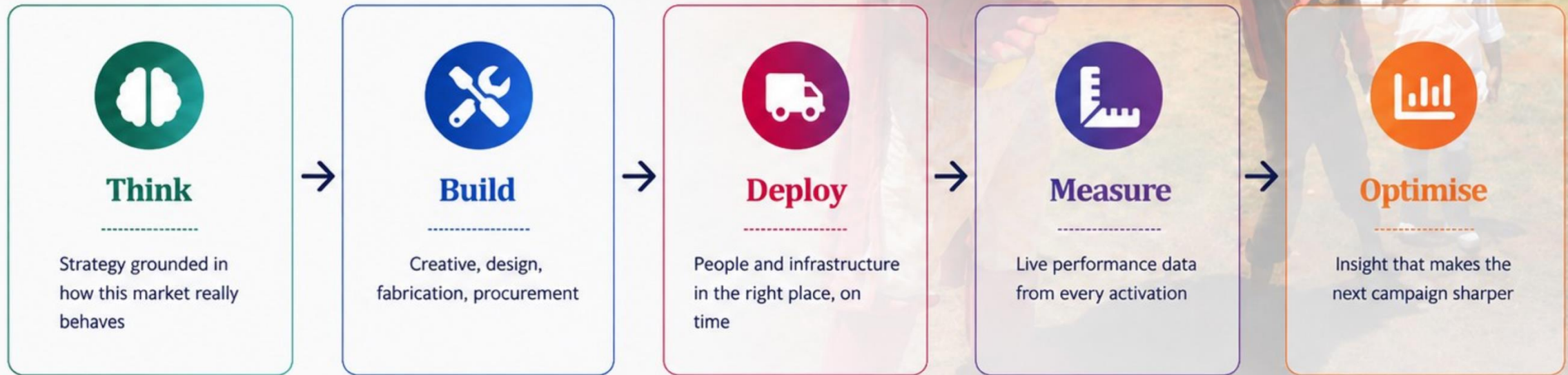
Our purpose, in one line: **To make brands real. In trade. In life. In Africa.**

Why We Exist



WHAT CLIENTS ACTUALLY NEED

Not another agency. One partner that goes all the way.



Five disciplines. One accountable system. No hand-offs, no finger-pointing, no gaps.



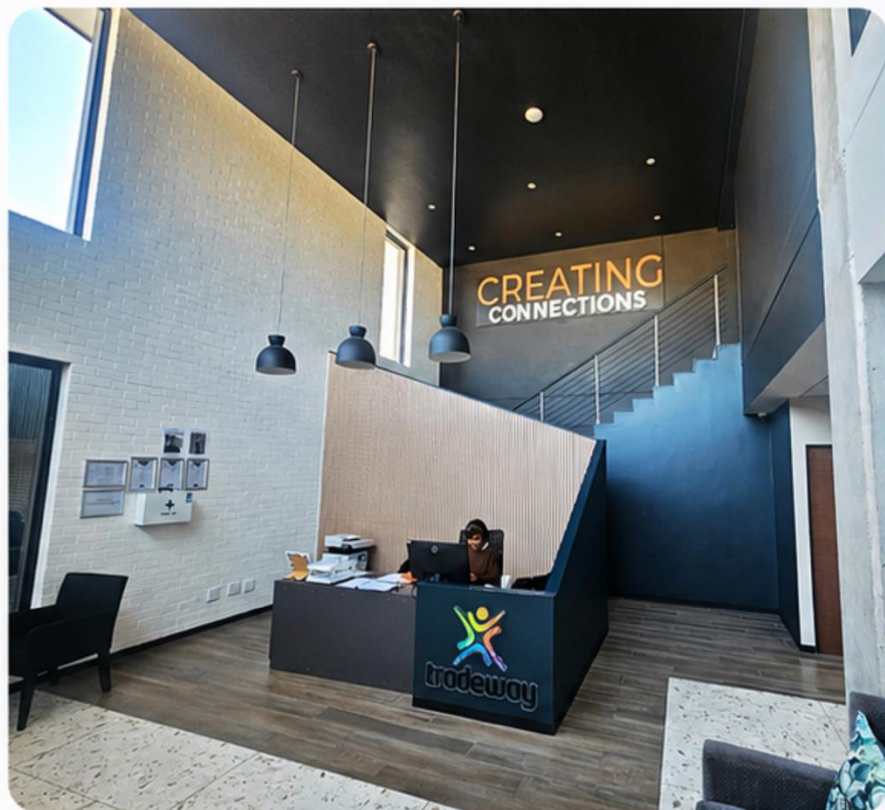
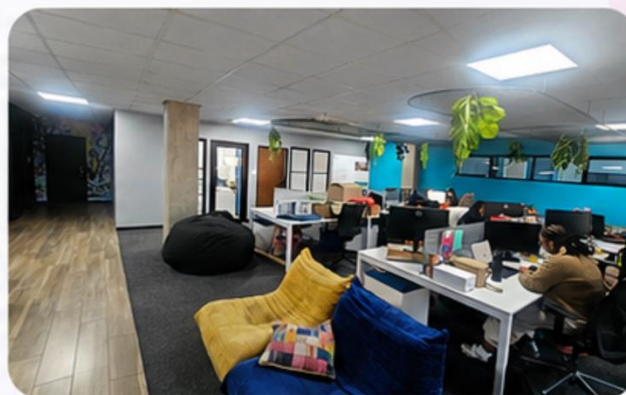
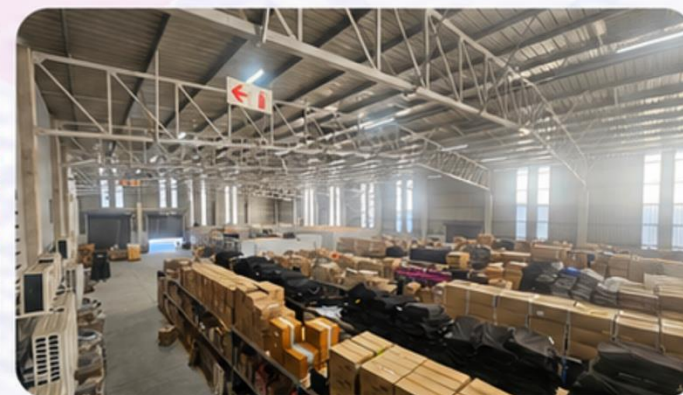
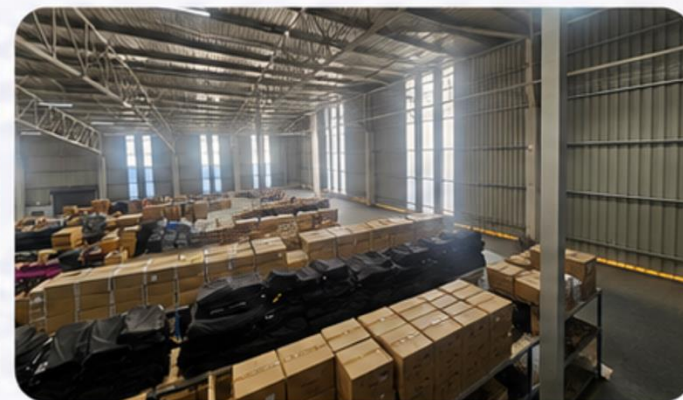
ABOUT US

This is Tradeway.



ABOUT US

This is Tradeway



Four reasons your strategy becomes reality.



01

Scale

Africa's largest independent activation footprint, true reach without losing control.



02

Execution

We don't romanticise strategy. We respect it by making it real, every time.



03

Technology

PromoForce gives you live visibility of what's happening in field, as it happens.



04

Accountability

Every person, every shift, every rand, trained, measured, and owned in-house.



NATIONAL CAPABILITY

Built to deliver, in every province.

21

years in the field

250

permanent employees

15 000

brand ambassadors nationally

180k+

activations every year



100% national coverage

4 regional head offices, staffing in all 9 provinces



7 500m² warehousing

Westridge HQ plus regional facilities



Owned fabrication

4 500m² POSM and engineering factory, Alberton



Level 1 BBBEE

75% women transformation that's core, not compliance



One partner. The whole chain.

Clients no longer need to stitch together five specialists. Tradeway owns every link in-house — strategy, creative, procurement, logistics, talent, and technology.



Solution design → Sourcing and build → Nationwide execution → Outcome achieved

Five specialist disciplines, one integrated system, one belief: the execution is the strategy.





WHAT YOU GAIN

Ten ways to win where it counts.

Each capability answers one question: what business outcome
does it create for you?





Experiential Activations

Built to create moments people remember long after the campaign ends.

WHY IT MATTERS

People rarely remember advertising. They remember how a brand made them feel. The strongest brands don't interrupt consumers, they create moments worth participating in.

WHAT YOU GAIN

- Stronger emotional connection and brand preference
- Higher consideration and increased trial
- Greater advocacy and word-of-mouth reach
- Experiences people talk about long after they end





Events

Every live event is a moment of truth for your brand.

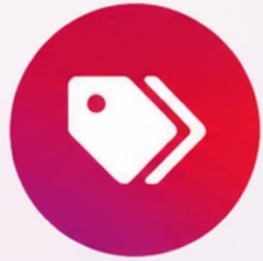
WHY IT MATTERS

Whether you're launching a product, bringing employees together or hosting customers, the experience shapes how people remember your brand.

WHAT YOU GAIN

- Confidence that every detail is handled
- Experiences aligned to your brand standards
- Flawless execution under pressure
- Events people remember for the right reasons





Promotions

**Attention
doesn't create sales.
Action does.**

WHY IT MATTERS

The right promotion gives consumers a reason to choose your brand today instead of tomorrow.

Awareness is easy. Demand is hard.

WHAT YOU GAIN

- Increased trial and faster conversion
- Stronger retailer support
- Measureable demand at the point of purchase
- First-party, POPIA-compliant data at every entry





POSM

The final few seconds before purchase are often the only seconds that matter.

WHY IT MATTERS

Winning at shelf means winning where buying decisions actually happen. Most campaigns are decided in the last three seconds before the hand reaches out.

WHAT YOU GAIN

- Greater visibility and stronger shelf presence
- Better conversion at the moment of choice
- Consistent national execution, owned in-house
- Retail theatry that breaks category codes



Production Capability



IN-HOUSE



R&D and
Prototyping



Temp and
permanent
production



Furniture



Shop fitting



Signage



Metal fabrication
and powder
coating



Wood joinery



Print



Plastics
fabrication



Temp POS
manufacturing

All cladding and breadbin items ship as multi-part kits, not single units, and kitting at that granularity is a built, tooled capability not an ad hoc process. Flat print production runs through the same in-house facility.

MATERIAL CAPABILITY

Timber, metal, acrylic, corrugated, fabric.

INSTALLATION & AUDIT

How units are installed, by whom, and how compliance is audited post-installation.

The Network That Turns Production Into Presence.

Production is only half the job. The other half is making sure the right unit, in the right kit, reaches the right store, on schedule, every quarter.



NATIONAL FOOTPRINT

14 storage locations across South Africa, anchored by three main centre depots in Johannesburg, Cape Town, and Durban.



FULL VISIBILITY

A web-based WMS gives accurate, real-time stock management and an online stock order platform.



KITTING AT SCALE

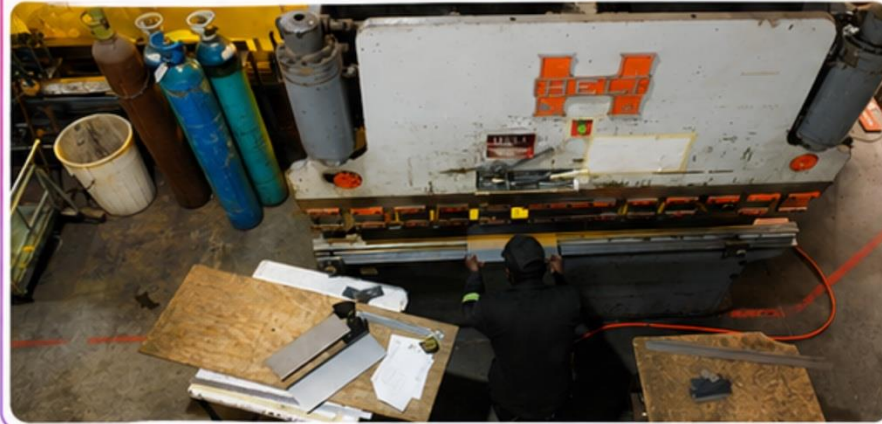
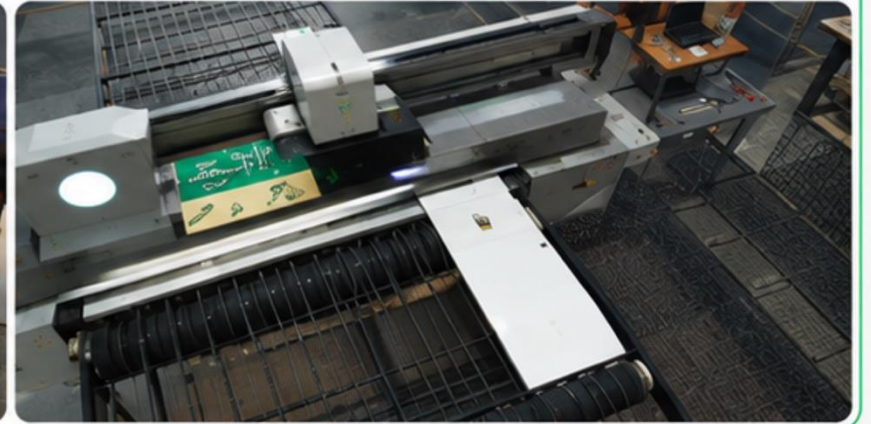
A dedicated kitting capability manages project timelines, supplier delivery, kit composition, and delivery instructions in one system, built for multi-component SKUs like header, side panels, and shelf strips packed and shipped as a set.



DISPATCH ON INSTRUCTION

Units are held, staged, and dispatched on instruction, with logistics coordinated from our own depots.

Inside the Project Room Factory.



Inside the Project Room Factory.



Freight, Distribution & National Scale



PRODUCTION

Gauteng and KZN. National logistics.



WAREHOUSING

14 storage locations nationally, anchored by three main centre depots in Johannesburg, Cape Town, and Durban. Hold, stage, and dispatch on instruction, managed through a web-based WMS with real-time inventory and an online stock order platform.



RAPID DEPLOYMENT

Brief Monday, units in store by the following Friday for standard formats. Pre-produce and warehouse strategy removes lead-time risk.

SUSTAINABILITY: Flat-pack means more units per pallet, fewer truck movements per campaign. Pre-staging eliminates rush production waste.



Brand Environments

**Your physical
presence says as much
about your brand as your
advertising.**

WHY IT MATTERS

**Poor physical execution damages trust.
Exceptional execution builds it.
Some ideas can't live on a screen, they have to
be walked into and experienced.**

WHAT YOU GAIN

- Premium brand presence that earns attention
- Faster deployment with zero outsourcing
- National consistency, from render to reality
- Complete accountability from concept to install





Winning at the Point of Purchase

Great marketing gets people into stores.
Great shopper marketing gets products into the basket.

WHY IT MATTERS

**70% of decisions are made in-store.
That's where category growth is actually won.
Awareness is easy. Demand is hard.**

WHAT YOU GAIN

- Influence the shopper at the point in the journey they're most open
- Category growth grounded in real shopper behaviour
- Stronger retailer relationships
- Premium and mass: Lindt x L'OR, Unilever wholesale, Beacon





Field Services

Your strategy is only as strong as the people representing your brand.

WHY IT MATTERS

Every interaction either builds trust or destroys it. Reach means nothing if execution is inconsistent.
Strategy that never reaches the floor is theatre.

WHAT YOU GAIN

- Consistent brand standards across every shift
- Reach into the formal retail and the informal trade most won't enter
- Live visibility into field performance, as it happens





Sponsorship Activations

**Sponsorship is
rented attention.
Activation turns it into
owned relationships.**

WHY IT MATTERS

**Sponsorship spend earns logos. Activation
earns the consumer engagement you paid for.
Rights without activation are wasted.**

WHAT YOU GAIN

- Consumer engagement that justifies the rights spend
- On-site moments that extend beyond the venue
- Retail integration that connects sponsorship to sales
- Content and data that feeds your next campaign





Integrated Brand Amplification

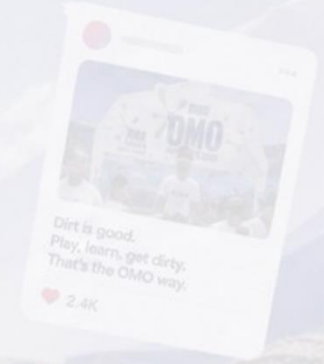
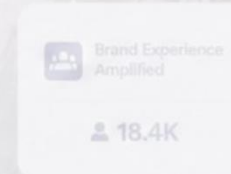
The best campaigns don't end when the activation finishes.

WHY IT MATTERS

Human experiences are powerful, but they're worth more when amplified, measured, and connected to the next campaign.

WHAT YOU GAIN

- Longer campaign life beyond the activation moment
- Larger audiences through content and amplification
- Better insight from first-party data
- More measurable ROI across every touchpoint





Fulfilment & Kitting

The last mile is the work before the truck leaves. Everything has to be right.

WHY IT MATTERS

The most brilliant activation is worthless if stock runs out, the kit is incomplete, or delivery misses the moment. Execution is only as strong as what happens before the truck ever leaves the warehouse.

WHAT YOU GAIN

- National warehousing and real-time stock visibility, 24/7/365, across 14 storage locations
- Complex kitting and co-packing, built to the most granular level: POS, merchandise and prizes, combined
- On-time-in-full delivery, tracked door to store, with live proof of execution
- Premium gifting, consumer prizes and e-commerce fulfilment, sourced locally and internationally



WHY CLIENTS STAY

Not because we're the biggest. Because we're accountable.

We couldn't find a platform that would do it all, so we built one. You'll know what's happening in field while it's happening — not in a report three weeks later.



We own the whole chain.

No hand-offs. No finger-pointing.
No gaps between strategy and execution.



You'll know what's happening.

Live data from field, not a report three weeks after it's over.



We solve problems before they become excuses.

When something goes wrong, we tell you and we fix it.



Execution is never left to chance.

Every person, every shift, every rand — trained, measured, and owned in-house.

21 years building brands where it actually counts.

15 000 brand ambassadors. One accountable system.

Level 1 BBBEE. Transformation that's core, not compliance.

100% national coverage. All 9 provinces.



TECHNOLOGY

PromoForce: proof, not promises.

We couldn't find a platform that would do it all, so we built one. You'll know what's happening in field while it's happening — not in a report three weeks later.



Real-time visibility

Live field activity and performance, as it happens



Geo-verified

Locations and timestamps on every engagement



Proof you can act on

Post-campaign insight, not anecdote



Optimisation

Algorithms that sharpen the next deployment

146M+

word-of-mouth reach

36.5M

direct engagements

2.8M

in-field visual optics

120k

mapped locations



RESULTS

We measure what actually happened.

Not impressions and reach. Transactions and trust. Every activation leaves behind data you can use.



Awareness

Break through the noise where it counts



Engagement

Human-to-human connection at scale



Conversion

Curiosity turned into purchase



Sales

Measurable rate-of-sale uplift



Insight

First-party data and shopper intelligence



ROI

Up to 500% return on investment



RECOGNITION

Award-winning execution.

Four consecutive years of national recognition for shopper marketing, retail activation, and omnichannel campaigns.



2025

Shop! SA Awards — Triple Winner

Gold: Robertsons immersive
retail · Silver: Knorrox · Bronze:
Rajah



2024

Shop! SA Awards — Multi-Award

Gold: Unilever Homecare · Silver:
Albany for Tiger Brands



2023

Shop! SA Awards — Silver

Grocery Shopper Marketing:
Jacobs Aroma campaign



2022

Marketing Achievement Awards

Excellence in Internal Marketing
— Standard Bank



TRUSTED BY

200+ of the world's most respected brands.

Coca-Cola

Unilever

AB InBev

Nestlé

MTN

Standard Bank

Tiger Brands

P&G

Heineken

SAB

Mars

Huawei

Lindt

Beiersdorf

JDE

SC Johnson

Checkers

PepsiCo

The clients who test us hardest are the ones who stay longest.





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TOTAL BRAND ACTIVATIONS

**Ideas don't build brands.
Execution does.**

WE MAKE IT REAL.

From strategy to shelf. From idea to impact. From intention to reality.