



# VISIBLYHEARD

Brand Communication and Business Growth Consultants

BRIEF PROFILE

  @visiblyheard



# Who We Are

VisiblyHEARD is a full service brand communication company started in 2010 when we came together as a team of marketing, advertising and public relations professionals with a vision to create an African agency with a global flair. The team immediately gained a reputation for being professional and results oriented whilst maintaining the bright and dynamic spark we pride ourselves with.

VisiblyHEARD is focused on serving the needs of a fast-changing business environment, making Use of global trends and technology to provide notable solutions to our wide spectrum of clients. We combine our knowledge of the African continent and our insight into local cultures with our experience gained from various global markets. As such, we have enhanced our clients positioning whilst adding influence and relevance to their brands. Our experience in brand communication spans across government enterprises, telco, financial and retail sectors.

We are a highly systemised agency with BIG drive and awesome energy! This allows US to maintain meaningful relationships with clients and stakeholders. We take pride in our unique strategic and innovative tactics, designed to achieve results.

We always aim to exceed expectations and deliver results that are based on our clients marketing objectives whilst overallly enhancing their brands.

# VISIBLYHEARD

marketing • advertising • public relations

## OUR VALUES

### People First

We strive to identify as "HUMAN before our Titles". Putting people first. Amplifying all voices. Being fully present. We are committed to building a culturally inclusive team and we promote strong respect for each individual irrespective of race, color, religion, sex, sexual orientation, gender identity or disability.

### Kaizen

KAIZEN™ means improvement. Moreover, it means continuing improvement in personal life, home life, social life, and working life. When applied to the workplace KAIZEN™ means continuing improvement involving everyone - managers and workers alike."

Masaaki Imai, Founder of Kaizen Institute

### Collaboration

Our Clients DESERVE excellence in the areas we serve. We are intentional about how we source talent and how we partner with various external specialists, always bringing together a DREAM TEAM on each assignment.

COLLABORATION = creating something bigger together!

### Passion

We rock with passion, deliver professionally AND WE ENJOY IT!



## CANDIDLY AFRICAN WITH A GLOBAL PERSPECTIVE

# Our Specialist Areas

## Marketing Strategy

We believe that strong brand equity is built on creating marketing strategies that are market specific and above all, effective. We execute these strategies through among other things, the implementation of surveys and consumer feedback studies while using the latest technology to provide an accurate picture of the market our client is competing in.

## Advertising

We tailor-make advertising solutions that will make brands stand out from the crowd. We combine creativity and strategic principles, all underpinned by the ethos that we are only as good as our clients' success. Our innovations in advertising enable us to deliver better performance for our clients and this has ultimately made us one of the fastest growing and widely recognised agencies in Zimbabwe.

## Public Relations

Every business today needs assistance in building credibility and fostering strong relationships that translate into sustainable business. We achieve this for our clients through our understanding that public relations is personal and can be messy if it is not handled effectively. Therefore, we aim at building trust, enhancing reputation and promoting positive sentiment.

## Corporate Communications

Impactful brands are built through trust capital. VisiblyHEARD supports clients through a varied spectrum of services including corporate presentations, identification of speaking engagements, media monitoring, development of thought leadership and opinion pieces, press releases, to name a few.

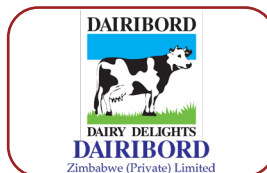
## Publishing

It is a common fact that true brand engagement relies on deep consumer knowledge. From research to print, we produce a variety of industry publications that speak our clients' language fluently. Our publications aim to start meaningful conversations through targeted content. VisiblyHEARD has built a solid reputation by providing credible content that fits into our clients marketing strategies whilst developing brands.

## Events Management

We provide our clients with spectacular tailor-made events through creativity and uniqueness based on individual tastes and preferences. From conceptualisation, relevant bookings to logistics planning and schedules, we provide seamless support. We offer complete event planning & management services, programming & production, entertainment and special event co-ordination.

# Some brands we have served





## Contact Details



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