



BRAND ENGAGEMENT ARCHITECTS

WHO WE ARE...

**“WHEN WE ENGAGE IN UNIQUE AND
UNCONVENTIONAL ENVIRONMENTS,
GREAT THINGS CAN HAPPEN...”**

WHAAM BELIEVES IN THE POWER OF HUMAN RELATIONSHIPS.

OUR SOUTH AFRICAN IDENTITY ACTIVATES OUR PASSION FOR BRINGING PEOPLE AND BRANDS TOGETHER,
WHERE YOU ARE INVITED TO ENGAGE IN UNIQUE AND UNCONVENTIONAL ENVIRONMENTS.

AS BRAND ENGAGEMENT ARCHITECTS WITH A PASSION FOR PEOPLE,
WE MAKE USE OF OUR SUPERPOWERS OF CREATIVITY AND INTEGRITY TO BUILD INDESTRUCTIBLE
CONNECTIONS BETWEEN YOUR BRAND AND YOUR CUSTOMERS.



OUR PROCESS...

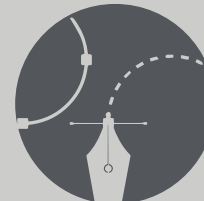
STRATEGISE

OUR FIRST MISSION IS TO LEARN EVERYTHING ABOUT YOU. WE WORK TOGETHER TO DEFINE AND DEVELOP PROJECT GOALS AND NEVER FORGET ABOUT THE FUTURE.



DESIGN

OUR NEXT MISSION IS TO PUT PEN TO PAPER AND CREATE THE BEST IDEAS THAT COMPLIMENT YOUR BRAND'S IDENTITY WHILE INSPIRING YOU WITH OUR CONCEPTUAL ABILITIES.



ACTUALISE

OUR FINAL MISSION IS TO BRING THE VISION TO LIFE. WE MANAGE YOUR CAMPAIGN FROM THE BUILD ALL THE WAY THROUGH TO ACCOMPLISHING GREAT THINGS.

NOW LET'S GET READY FOR THE NEXT ONE...



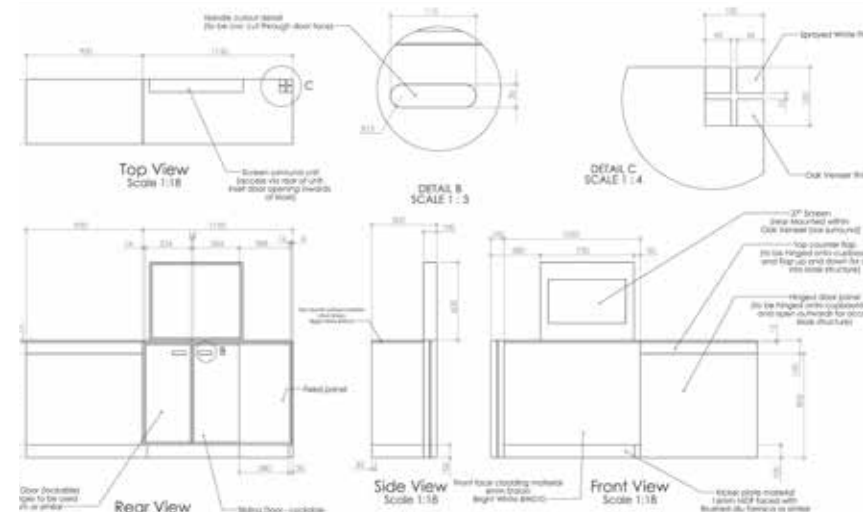
STRATEGISE...

“MARKETING EXPERIENCES AND ENGAGING SPACES NEED TO SPEAK YOUR BRAND LANGUAGE, YOU NEED A TEAM OF BRAND ENGAGEMENT ARCHITECTS ON YOUR SIDE...”

YOUR CORE BRAND MESSAGE RESONATES WITH PEOPLE ON EVERY LEVEL. LET WHAAM CONCEPTS MAKE SURE THAT MESSAGE IS DELIVERED IN YOUR UNIQUE VOICE

Every action you take has the weight of your brand behind it. You stand for something and you want everyone to connect your colours, logo and motto with that idea and belief. So, every experience, structure, and space you occupy must engage with your audience, whether they've loved you forever or have never heard of you before, they must know your language and recognise your voice.

Superteam, assemble! It is our duty, passion and privilege to know who you are. Armed with this knowledge we are able to transform your corporate identity, sometimes just a document, often only intangible concepts into concrete experiences, structures, spaces and campaigns. Knowing your brand means we get to know you, anticipate your needs, foresee potential road-bumps, understand where you've been so that we can guide your journey by creating the future of your brand in your market, informing your marketing and engagement efforts from activations and pop-ups, through commercial and business spaces and importantly into the digital realm.





#WEAREWHAAM



Opel Mall Activation Setup

(10000mm x 10000mm (100sqm))

Concept: thinkconcept by Whiter



DESIGN...

“THE FRAMEWORK IS SET – WE KNOW WHERE WE WANT TO GO, NOW WE NEED A MAP...”

WHATEVER ADVENTURE WE SEEK TO GO ON, WE FIRST NEED TO KNOW OUR DESTINATION. THE DESIGN PHASE IS CRITICAL TO SET US AND KEEP US ON THE RIGHT PATH.

Now that we know who you are, we need to know what you want. Our strategy for your brand has been devised we know what you want to say and who you want to say it to and when. Now the unique, creative ideas in our minds will come to life. The design team will create mood-boards to visualise the colours and textures we believe will do the best job of communicating your brand message. Sample boxes are your opportunity to touch and feel, get a mini version of the experience that we have in store for the people who you want to engage with. Then digital design renders. The Design Team spends hours digitally creating a picture of the vision we have strategised, these act as a blueprint for the project moving forward. The renders will guide us in bringing to life what was once just an idea, that is now well on its way to becoming a unique and engaging environment be it physical or digital, for purposes of retail, business, marketing or networking. Our dedicated manufacturing and project management teams then take over to Actualise what we have Strategised and Designed.





#WEAREWHAAM

ACTUALISE...

Exhibition Stands

Brand Activations

Pop-up & Mobile Retail

Office Interiors

Spacial Layouts

Custom Furniture

PHYSICAL

FACE TO FACE
MARKETING
EXPERIENCES

UNCONVENTIONAL
RETAIL
ENVIRONMENTS

UNIQUE
COMMERCIAL
INTERIORS



CREATIVE
BRAND
DEVELOPMENT

ENGAGING
CONTENT
PRODUCTION

MULTI-CHANNEL
DIGITAL
MANAGEMENT

DIGITAL

CI Design

Social Media Design

Website Design

Brand Strategy

SEO & Paid Media

Community Management

Retail Interiors

Kiosks & Shop 'n Shop

Instore Displays

Video, Audio & Photo

Copywriting

Graphic Design

OUR CLIENTS...



women'secret



BRITISH AIRWAYS



RUBICON



Frankies

reveel.

THE PRESTIGE
COSMETICS GROUP

Hisense



automationafrica

PERSPEX SOUTH AFRICA
Creatively inspired. Solutions driven



crocs™

ENVIRONMENTS...

**“THE WORK THAT GOES INTO MAKING AN
UNCONVENTIONAL SPACE IS MORE
INTRICATE THAN THE AVERAGE
CONSUMER REALISES...”**

**UNCONVENTIONAL
RETAIL
ENVIRONMENTS**

**UNIQUE
COMMERCIAL
INTERIORS**



#WEAREWHAAM

SEATTLE COFFEE

RETAIL INTERIOR
CCCC CONCEPT STORE
2016
CAPE TOWN





“AN ATTRACTIVE SPACE THAT STANDS OUT FROM THE REST OF THE BRAND PORTFOLIO...”

A NATIONAL FRANCHISE THAT IS A HOUSEHOLD BRAND NEEDS A STRIKING SPACE DRENCHED IN SIGNATURE STYLE AND BRAND IDENTITY THAT SURROUNDS YOU

Having a flagship location is a decision that is different for every brand. Elevating one store above the rest has its advantages and when you take size and locations into consideration, opportunities open up for you that will allow you to take certain liberties and make more exciting choices. It is always refreshing when one store is the pinnacle of what the brand means, and all others that follow will take inspiration from its design.

For this Seattle Coffee Company store in the newly constructed Century City Convention Centre (CCCC) Whaam Concepts went with a bespoke look, where people who take coffee seriously will feel at home. Raw industrial exposed ceilings with a blend of exceptionally well finished interior fittings, high quality solid oak, marble and plasma cut steel sheeting set the mood in this environment. The use of elegant linear shapes, seen in the dropped oak slatted bulkhead, help to create an impactful and impressive look that draws the attention of all within the space. The furniture we custom designed is focused around comfort and open engagement and completes the space. This store is an updated flagship, displaying sophistication and simplicity in the design.

#WEAREWHAAM





WEFIX

RETAIL INTERIOR
INTERIOR ROLL OUT
2017 - 2018
NATIONAL



“ WE TRAVELLED ALONG-SIDE OUR CLIENT ON THEIR JOURNEY OF REBRANDING...” ”



WHEN CHANGING THEIR NAME FROM “I” TO “WE” WEFIX WANTED ALL THEIR SPACES TO BE TRUE TO THEIR BRAND THEME AND INTRODUCE THEIR NEW COMMITMENT TO CONNECTION AND TRUST.

weFix have signature retail spaces in Cape Town and Johannesburg, smaller outlets across the country and kiosks and shop-in-shop spaces in many malls. All of these environments needed a unified theme and Whaam Concepts was just the team for the job. The main objective was to construct a fresh, inviting space and ensure organic flow between the back-of-house technical repair area and the front of house retail environment. In the weFix specific spaces a feeling of trust and accessibility was created by using glass

divisions so customers could see what the technicians were doing. The introduction of living plants into the space, brought a sense of warmth to the traditionally stark and artificial feel of the tech-based industry. Our design team enjoyed the challenge of translating our design philosophy for the weFix store environments into an unconventional kiosk application. The oak is an integral design element that was used to contrast the warmth against the solid surfaces of both the retail environments and the individual kiosks. We used high-end solid surfaces; large, glass encased product display areas and an inviting feel that promoted customer engagement. A variety of accessories that weFix traditionally showcase in their store-built environments all had a place in the kiosks. We are confident that each weFix environment will facilitate genuine interactions and allow relationships between the brand and their customers to flourish.



#WEAREWHAAM

MILL & PRESS

RETAIL INTERIOR
BLACKRIVER RESTAURANT
2018
CAPE TOWN





“ A FRESH FOOD HAVEN PERFECT FOR THE OCCASIONAL ESCAPE FROM THE CONCRETE JUNGLE...”

WHEN MILL & PRESS DECIDED TO OPEN A SECOND LOCATION WHAAM CONCEPTS WAS THE PERFECT CHOICE FOR THIS RESTAURANT SHOPFITTING PROJECT.

Mill & Press is an eatery that shares the Mason's Press professional community with Whaam Concepts. They are focused on freshness, and their delicious selection of breakfast and lunch delicacies, origin coffees and made-to-order drinks needed a space big enough to accommodate their growing popularity. We teamed up with fellow Mason's Press neighbour Jane Says to not only design the space, but the look and language of the Mill & Press by also redesigning their signage and graphics.

The objective was to create an escape from the walls of your office by designing and building a refreshing little hangout in the midst of an urban jungle. The space had to be functional, inviting and fresh and great care was taken to design a layout of the store that was conducive to the natural flow of a customer's needs. We worked with wood and greenery. The store is filled with hanging plants and wooden planter boxes to give a fresh feel and bring nature indoors. Pendant lights illuminate the space and offer an “industrial” feel, reflecting the industrial aspects of the Mill & Press history. Work surfaces with no legs that look as if they are floating, gives this section of the space a light and uplifting feel. Perfect for getting inspired and getting work done. The space is functional, hard wearing and a great place to spend time.



#WEAREWHAAM



Hisense

HISENSE

COMMERCIAL INTERIOR
CONCEPT SHOWROOM
2019
CAPE TOWN



**“ A MODERN SPACE, A SLEEK NEW LOOK
AND A LEGACY PROJECT FOR ONE OF OUR
MOST TRUSTED CLIENTS... ”**



WHEN A NEW
INTERNATIONAL DIRECTIVE
INTRODUCED A MORE
ELEGANT CORPORATE
IDENTITY THAT CALLED FOR A
SOPHISTICATED
COMMERCIAL INTERIOR
REMODEL

The providers of high-quality and affordable televisions, mobile phones and appliances for the home have long trusted Whaam with giving the brand a presence in larger appliance stores, giving the brand modern and functional ways to display their products that stand out from the surrounding competition. An exciting new opportunity presented itself,

and Hisense SA turned to Whaam Concepts to implement their new CI in a much more meaningful way. The new Hisense look is more professional and chic. It has longevity and class and we wanted to make sure our design embodied that. A simple, yet striking, layout was designed. The showroom groups each appliance by function and each is the hero of its own section. The appliances were placed in a similar order to the rooms of the home you would find them in, giving the space an organic flow. As the stars of the show, the appliances needed their own spotlights, so the lighting fixtures were also upgraded. The Showroom is an impressive space to host international delegates and conferences and where store owners inspect new products.



#WEAREWHAAM

WILD HORIZONS

COMMERCIAL INTERIOR
V&A WATERFRONT OFFICE
2019
CAPE TOWN





**“ NO MATTER WHAT YOUR BUSINESS IS,
YOUR SPACE MUST PROUDLY
REPRESENT YOUR BRAND...”**

HAVING OTHERS TRUST YOU WITH PLANNING THEIR HOLIDAY IS A PRIVILEGE, SO THE SPACE THIS ADVENTURE COMPANY TRADES OUT OF MUST INVOKE TRUST

Wild Horizons are leaders in Victoria Falls adventures and their office on the quay at V&A Waterfront, Cape Town is one of their select locations outside Zimbabwe. They understand that no-one enters into the decision to go on vacation lightly. We all work hard to earn the means to treat ourselves and putting in those hours means we deserve that luxury. Because holidaymakers put a lot of confidence in the team they trust to plan their perfect getaway, we wanted to give Wild Horizons a space that put these hard-working folks at ease.

Since their jobs involve planning breath taking experiences, we wanted their space to have a professional feel. Light pine and soft concrete walls and floor gives the impression that experts work there, and that anyone's holiday plans are in very good hands. The Wild Horizons corporate identity has a bold blue as their signature colour and we gave them a slatted reception desk in this colour, where the custodians of good times can help eager vacationers. We added a cushioned booth with low cocktail tables for more personal consultations. There is also a private workspace in the back which we revamped adding storage, re-arranging the area to maximize efficient use of the space and ofcourse adding that signature adventurous blue to make working there a breeze.



#WEAREWHAAM



ME.MI

KIOSKS & SHOP IN SHOP
CANAL WALK KIOSK
2019
CAPE TOWN



**“A BRAND THAT CELEBRATES
INDIVIDUALITY NEEDS HEROES THAT
THINK LIKE THEY DO...”**



ME.MI DESIGN AND CREATE
FINE JEWELRY THAT IS
FASHIONABLE AND UNIQUE
SO THE WEARER CAN TRULY
EXPRESS THEMSELVES

The name Me.Mi comes from the term “me, myself and I”. The company creates personalised jewellery, so they understand the importance of each individual telling their own story in a unique way. The owners of the brand are uncompromising when it comes to excellence and Whaam Concepts had to prove that we have the same values by first manufacturing a prototype for Me.Mi. A sample of a display case that would eventually be one of the elements of the final kiosk.

When Me.Mi witnessed for themselves that Whaam could deliver, they were delighted to award us the full contract of a retail kiosk. Whaam decided to use duco sprayed MDF for the surfaces of the kiosk. It is a substance that won't easily scuff and the velvety texture it has will give that high-end look. The stunning Me.Mi jewellery would be displayed under glass and cut vinyl wording and backlit fabric graphics would tell the Me.Mi story. This is a brand that knows having timeless pieces that tell personal stories is of utmost importance if we want to tell our own authentic stories. Whaam Concepts has the same vision. That brands express their uniqueness through unconventional environments. We were proud and honoured to find a true believer in Me.Mi a brand that shares our core values.



#WEAREWHAAM

CROCS

KIOSKS & SHOP IN SHOP
TYGERVALLEY POPUP KIOSK
2018
CAPE TOWN





**“ A BRAND LOVED NATIONWIDE IS
HEADING TO A MALL NEAR YOU... ”**

AS THE BRAND ITSELF GROWS
EXPANDING THEIR RANGE
AND FINDING MORE FANS,
THEY NEEDED A WAY TO
DELIVER WHAT THEY HAVE TO
ALL THE PEOPLE WHO NEED IT

The Crocs brand has made great strides, from niche to commercial, and now in more styles and in more places for more occasions than ever before. Their signature Croslite™ technology is a true innovation in foot-comfort and with the amount

of modern styles to match, an additional presence in malls across the country was a must.

Our solution? A unique approach to the Mall Kiosk. Technically an economical set of mobile displays we designed and built what is, in essence, a modular kiosk, so that as many or as few parts could be used in a variety of configurations. Something unique that spoke to their new modern outlook and identity. The modular elements are double-sided, with slatted wall merchandising, this maximises space while minimising hassle. With this kiosk the Crocs brand truly makes a statement.



#WEAREWHAAM



MIELIE MEAL

KIOSKS & SHOP IN SHOP
N1 CITY KIOSK
2018
CAPE TOWN



“THIS INNOVATIVE COMPANY TURNS A SOUTH AFRICAN STAPLE INTO A NUTRITIOUS FAST FOOD SNACK...”



MIELIE MEAL IS A SNACK FOOD FRANCHISE, WHO SERVE STEAMED CORN ON AND OFF THE COB. THE FRANCHISE CONTINUES TO GROW, OPENING KIOSKS COUNTRYWIDE

Mielie Meal started in the Eastern Cape but when they decided to expand throughout South Africa they approached Whaam Concepts to elevate the experience of their customers by polishing up the look and feel of their mall kiosks.

Whaam suggested small yet effective changes to the food kiosk that would greatly improve functionality. The new design saw a more squared out unit, for flow and function that would change the way the food was served, giving the experience an open inviting feel. This was a large undertaking and a challenging build. There were many moving parts for design and production, and there were more than a few tricky situations that Whaam and Mielie Meal had to circumvent. However, we did it together and the kiosk turned out beautifully! Whaam Concepts looks forward to assisting Mielie Meal in whatever comes next, as this popular venture continues to grow.

#WEAREWHAAM

FRANKEES

INSTORE DISPLAYS
VM DISPLAY ROLLOUT
2018
NATIONAL





**“AN EXCITING SA BRAND REPRESENTED BY
A “NO BOUNDARIES” RETAIL IDENTITY...”**

A NEW SOUTH AFRICAN BRAND TASKED WHAAM WITH CREATING A CHEEKY DISPLAY TO SHOWCASE THEIR PROUDLY LOCAL PRODUCT.

Founders and friends Tim Whitehead and Siya Kolisi wanted to make putting on and taking off your undies a lot more fun. At first, they needed a durable, easy to move display unit for local weekend markets. Shortly after that the brand exploded onto the market and their brief changed.

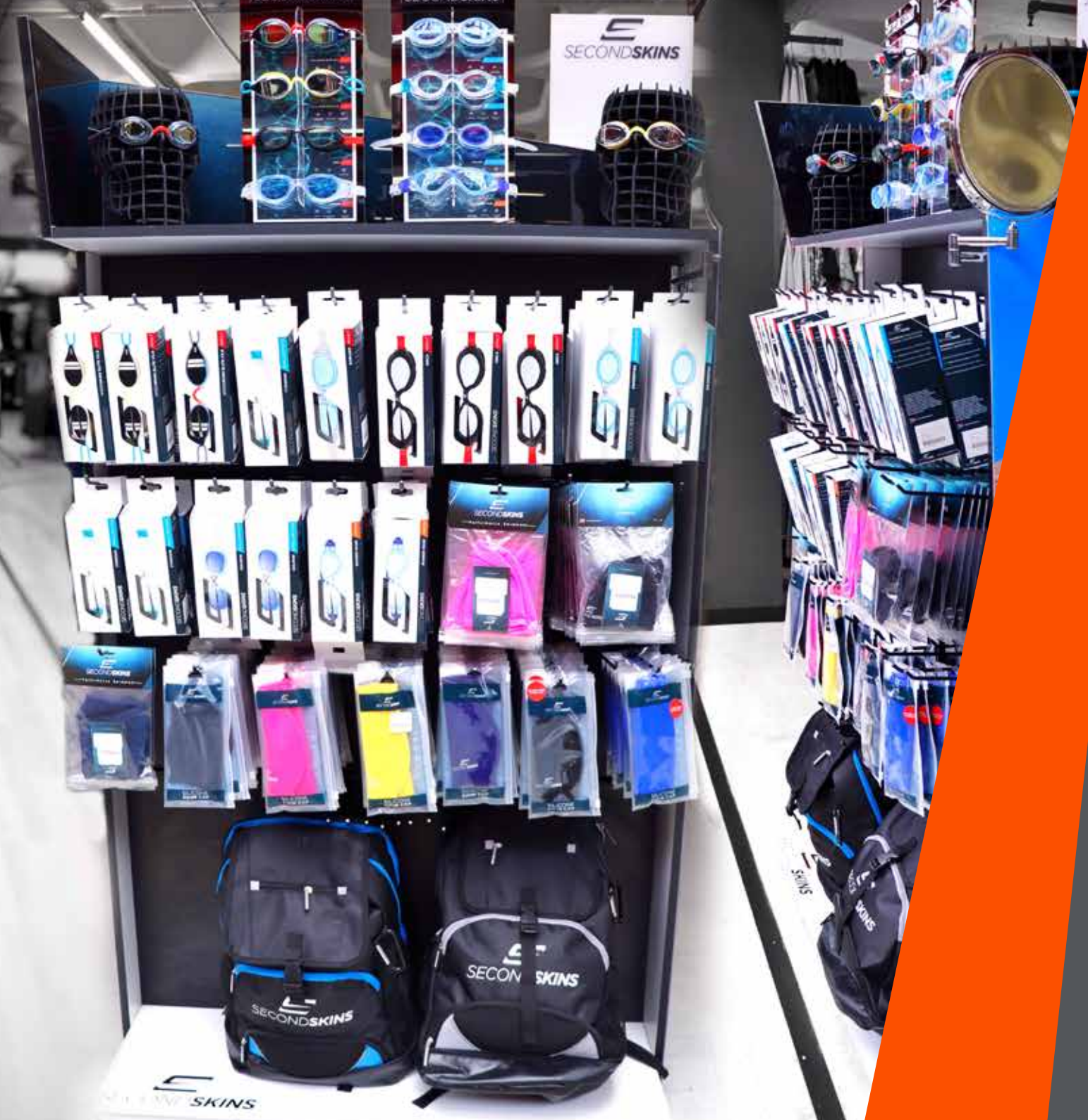
Frankees needed visual merchandise display units that spoke their language perfectly. They wanted a modern look but told us to keep that high energy Frankees feel. Their aim was to add a Frankees component into various retail stores across the country. Frankees gave the Whaam team the freedom to create a signature look and style for these units, and in doing so, gave us creative license to ultimately design the brand itself. We are proud to have a hand in creating the best “first foot forward” for the country’s next favourite underwear brand.

#WEAREWHAAM



SECOND SKINS

INSTORE DISPLAYS
GONDOLA END ROLLOUT
2018
NATIONAL





“ A NEW IDENTITY THAT NEEDED TO SCORE BIG IN THE COUNTRY’S TOP SPORTS RETAIL STORES...”



TO RE-INTRODUCE THE BRAND TO THE MARKET AND IGNITE EXCITEMENT FOR IT'S FRESH, NEW DIRECTION AND PERSPECTIVE.

Second Skins have been around for 35 years, though they are under the Performance Brands umbrella they needed their own funky identity so they could keep moving forward. With swim supplies being their chief product, Second Skins wanted Gondola Ends and Retail Gondolas

for their merchandising displays inside sports apparel and gear store Sportsman's Warehouse. They wanted a unique and engaging display for their swimming goggles. Our so-simple-it's-extraordinary solution: skulls! Visually interesting, layered and textured head-figures were CNC cut to snugly fit the Second Skins goggles – beautiful and secure. Cool and modern, the skulls bring the brand into the 22nd century and the brand had no trouble adopting this fresh look as their signature display style. The Skulls have been rolled-out country wide.



#WEAREWHAAM

EXPERIENCES...

**“ NO MATTER HOW MODERN THE WORLD
GETS FACE-TO-FACE MARKETING WILL
ALWAYS BE AROUND, GROWING
ALONGSIDE EACH EVOLVING INDUSTRY...”**

**FACE TO FACE
MARKETING
EXPERIENCES**



#WEAREWHAAM

UNDER ARMOUR

POPUP & MOBILE RETAIL
TRAILER CONVERSION
2018
CAPE TOWN





“ AN ACTIVE SPACE AND THE NEXT BIG STEP FOR AN ENERGETIC BRAND AND THE INDUSTRY... ”

WITH MOBILE RETAIL GAINING POPULARITY, UNDER ARMOUR WANTED TO BE THE TREND-SETTER NOT JUST FOLLOW THE PACK.

Brand activations and pop-ups are an industry standard, but with such a globally recognised brand like Under Armour, Whaam had to take it to the next level. With the Under Armour team, we decided that a trailer conversion was on brand and relevant. The Trailer would activate at events around the country as well as offer an opportunity to purchase Under Armour products.

The unit had to capture the spirit, pride and consistency of the brand and of course, be strong enough to withstand the toughest of conditions while travelling the country. The exterior of the trailer was made to mimic a military or armoured vehicle and the rubber flooring and canopy allow for functionality on a rainy day. On the inside, it morphed into a trade space that allowed the Under Armour story to unfold. Fabric graphics of the emotive and iconic Under Armour imagery combined with signature Oregon Pine and various black textures all expertly enhanced the appearance of the displays, storage and pay points. This was an exciting adventure for both Under Armour and Whaam and we love breaking boundaries with our clients.



#WEAREWHAAM



RUCKUS

EXHIBITION STANDS
AFRICACOM
2015-2017
CAPE TOWN

Simply the
SMARTEST WIRELESS
for a
MOBILE WORLD





“A JOURNEY WITH A BRAND WE HAVE WATCHED GROW INTO THEIR OWN IDENTITY...”

WITH AN INLINE STAND, MEANING “WALLS ON ALL SIDES”, THINKING OUT OF THE LITERAL BOX WAS THE NAME OF THE GAME.

Ruckus Wireless have become trailblazers in their own right with Whaam at the helm of their stand-builds since 2015. With a new corporate directive and identity Ruckus Wireless are now dominating the market and representing their brand in an original and unique way. For the past three years, Whaam has been behind the Ruckus stands at AfricaCom and every year, it gets bigger and better! In 2015, we saw next-level-fun designs.

In 2016, we put on a suit and tie and went more corporate. For 2017 we opted for an understated, on-trend design that showcased the brand without the frills or fuss. Our superhero design team incorporated sharp lines and asymmetry executed in a simple but impactful way. To create a more interactive space, we added a unique visual effect by introducing Three Dimensional textures to the back wall. The geometric patterns were actual physical representations of the sharpness of the brand. An orange colour block was strategically placed in the middle of the stand to break up the matte black and guide visitors to the product display. Copper lights and a floating bulkhead finished the stand off with a polished final touch.

#WEAREWHAAM



SD DIRECT

EXHIBITION STANDS
POWER & ELECTRICITY
2016
JOHANNESBURG





**“ A BRAND ON A FORWARD MOVING
JOURNEY NEEDS A SPACE THAT SPEAKS
TO THAT ADVANCEMENT... ”**

THESE GLOBAL LEADERS IN
ENERGY EFFICIENCY NEED
AN ENVIRONMENT THAT IS
THE PERFECT VISUAL
REPRESENTATION OF
EXACTLY WHERE THE BRAND
IS HEADED – THE FUTURE

SD Direct offers innovative products that are beacons of hope and inspiration. At the same time their brand as a whole, as a fore-runner in the energy efficiency movement, need to present themselves as clean and uncluttered. They need to put the minds and hearts of clean energy champions at ease by reassuring them that this brand is as clean as their products. With this in mind, as well as the focus on the future of the industry and the planet Whaam designed an environment

that was bright and glossy, it immediately conjured images of technical innovation and the potential calmness and clarity our planet can bask in if we continue down the path of energy efficiency. Four products were chosen to be featured in glass podiums, which included plinths with LED highlighted bases that gave the illusion of weightlessness to the stand. The floating product showcases were glorified in a fully open plan structure, with accents of futuristic geometric structures that included a monumental back wall and a reception counter made for outer space travel. This immaculate environment gave all who engaged with it a feeling of freshness and purity. This spotless activation reminds us all that the peace of mind that can be enjoyed with smart energy choices.

#WEAREWHAAM



AUTOMATION AFRICA

BRAND ACTIVATION
RIVER CLUB GOLF DAY
2018
CAPE TOWN





**“ DISPLAY UNITS THAT ADAPT TO
FIT THE SITUATION...” ”**



**AUTOMATION AFRICA
DISTRIBUTE ACCESS CONTROL
EQUIPMENT AND ATTEND
VARIOUS TRADESHOWS, SO
THEY'RE GOING MODULAR**

When you have a wide product range you want each category to stand on their own merit, yet, because they are under one umbrella, they must have a unified presence. When you take your products to different tradeshow you want to use the same display, as it speaks your brand language so perfectly, so it needs to be tough enough to handle the travel and simple enough to set up each time.

With such specific requirements, you need a team of heroes on your side – Whaam Concepts were on the job. Four units were designed to showcase products from four different suppliers. The products were powered up and functional, so a smart door was designed in the back of each unit to hide the wiring. Each unit will had an interchangeable vinyl printed brand logo to add and change at will and lockable castors for ease of movement. These durable, smart units will surely gave Automation Africa a more professional presence at their industry tradeshow and Whaam Concepts was proud to be a part of that.



#WEAREWHAAM

RUBICON

EXHIBITION STANDS
AAF & PROPAK
2019
DURBAN & JOHANNESBURG





“ AFTER 30 YEARS IN BUSINESS LET’S
FOCUS ON HUMAN CONNECTION... ”

RUBICON ELECTRICAL WAS
FOUNDED IN 1986. THEY TOOK
A GREEN APPROACH TO
THEIR 2019 EXHIBITION
STRATEGY WITH A HEALTHY
HELPING OF ENGAGEMENT
ON THE SIDE.

With a solid reputation in industrial, electrical and automation solutions Rubicon Electrical made the modern decision to enter the world of renewable energy as well. They made the environmentally conscious decision to re-use one stand for two shows. The first build up would be at Propak Africa, and the second would be at the Africa Automation Fair. The company made it clear that they wanted their stand

to be a hub of engagement; a Whaam Concepts passion. Whether it be an elaborate activation or a simple cup of coffee we always encourage companies to add an element which encourages visitors to stay a while, interact and build those human-to-human relationships. Rubicon will be displaying a range of their products on their stands, and therefore the design proposal included a dedicated merchandise walls for each. The entire stand was white with just the Rubicon brand name and the merchandise items providing pops of colour. Other than that, the environment was pure and spotless. A reassuring sight for an electrical company which tends to conjure raw industrial imagery, but Rubicon chose to convey a crisp and sharp message with an emphasis on connecting to their guests.



#WEAREWHAAM



SALOMON

EXHIBITION STANDS
TWO OCEANS MARATHON
2019
CAPE TOWN



“AN EXCITING NEW CLIENT WITH THE SAME VALUES AS OURS...”

THE SALOMON BRAND PERSONALITY IS THE LIGHTEARTED MAVERICK. THEY CREATE GEAR THAT WILL INSPIRE THE WEARER TO PLAY IN AND CONNECT WITH NATURE.

The Old Mutual Two Oceans Marathon (OMTOM) is a landmark event, not only for Capetownians and South Africans but for the world. People from all over the globe come to run; to connect; to play – the perfect place for the Salomon sports brand to build new relationships. With a 6mx6m space at the OMTOM the design team had enough room to play.

The stand would be mainly constructed out of OSB board. The floor, the Point of Sale counter as well as a large wall-structure in the middle of the stand will all had the OSB texture. A natural, rugged look that is untreated, free from artificial elements so therefore has an authentic feel. Because an entire OSB stand would be a bit stark on the eye, the space would be broken up with graphics on the one side and an asphalt texture on the other. The asphalt texture panels had custom shelving and the Salomon brand name and their tagline “Time To Play” printed in vinyl lettering all over the stand.

The team wanted to make sure their stand reflected the Salomon energy of natural playfulness.

#WEAREWHAAM

IDC

EXHIBITION STANDS
CUSTOM STAND CONTRACT
2015-2019
NATIONAL





**“AN ESTABLISHED GAME-CHANGER WITH
A MANDATE FOR INDUSTRIAL GROWTH,
INVITES COLLABORATION IN A SPACE FIT
FOR FUTURE LEADERS...”**

WHAAM CONCEPTS HAS A FORTIFIED BOND WITH THE IDC. THEY TRUST US TO CREATE ENGAGING SPACES AT VARIOUS TRADE-SHOWS AND EXHIBITIONS AROUND THE COUNTRY

The IDC is a financial institution under the supervision of the South African government. With such deep roots in our country and the serious mission of overseeing sustainable industrial developments and innovations, the IDC can easily come across as intimidating. Their presence must be warm,

and they need an inviting space where bonds can be forged with the next generation of entrepreneurs. Often the stands orientation and size must be manoeuvred to fit the show they are attending but in general each stand has a unifying theme, that binds the brand and invokes their identity. Our team decided that a living-room type atmosphere would permeate each design. Flooring and seating have warm, wooden textures, similar to those found in any home. We created a space that was ideal for conversations and networking. When space allowed, we cut out side-wall-sections and added wooden frames to simulate a large, living room window – this reminded guests and visitors that all are welcome for a friendly chat and engagement about the future.



#WEAREWHAAM



REVEEL

BRAND ACTIVATIONS
MEDIA WALLS - OLD BISCUIT
MILL & HOUT BAY MARKET
2019
CAPE TOWN



“ A DIFFERENT PERSPECTIVE ON A COMMON PRACTICE UPDATED FOR THE MODERN ERA... ”

#WEAREWHAAM

WE PARTNERD WITH REVEEL – A COMPANY WITH GREAT EXPERTISE IN “OUT OF HOME” EXPERIENCES FOR A LEVELED UP VERSION OF YOUR TYPICAL BILLBOARD

A larger than life image and catchy slogan on the side of the highway was once an advertising slam dunk. Traditional billboards definitely still have their place in the world today, however when Corona and Stella Artois approached Reveel and asked for some innovative thinking, they turned to Whaam for a collaborative team-up on billboards with a twist. Firstly, they would be scaled down in size, for a more intimate experience.

These more personal advertisements would be placed in local neighbourhood markets and they would literally light up. We created steel frames that are illuminated from within, so that the lifestyle brands were promoting would really be in the spotlight. These Light-Boxes were made sturdy and durable, as they would be semi-permanent, moving with whichever market they were placed in. Some were mounted overhead, while a larger hero frame can take centre stage in a common area. Re-thinking the idea of a billboard, not just as something you drive by on your way somewhere else, but as an integral fixture of a place you go to intentionally to connect and engage with like-minded souls meant that even though they were physically smaller, the light boxes made a bigger impact.



ACTIVE AFRICA

BRAND ACTIVATIONS
TASTING EXPERIENCE
2019
CAPE TOWN





“PASSION FOR OUTDOOR PURSUITS AND AN APPETITE FOR TRAVEL WITH A TOUCH OF LUXURY...”

ACTIVE AFRICA WANT TO ENCHANT THEIR GUESTS DURING THEIR DAY TRIPS WITH A SCRUMPTIONS NIBBLES AND SPIRITS EXPERIENCE

Each Experience will be housed in its own unique Caisson that will be portable and appropriately compact. The Caissons will not look out of place at the back of an adventure vehicle but, will be just classy enough for guests to wonder what lies within. Edible goodies, as well as utensils, will be firmly secured within each to ensure there are no sounds of items bumping into each other during the journey.

Each Caisson and Active Africa want to make sure that guests are enchanted on each leg of their journey. So, depending on when your adventure is there is an Experience Box for you. There is a Coffee and Chocolate treasure trunk for morning morsels has a wooden rustic feel. We have a Gin and Cheese experience that will emerge from a 1970's style leather suitcase for a vintage afternoon snack. Lastly, for fanciful sundowners a Bubbly and Nougat experience will live inside a seemingly a smart toolbox with a repurposed, patchwork metal look. Like the magical world of Narnia awaits if you simply step inside a humble wardrobe, these three items will have unassuming elegance about



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UNDER ARMOUR

BRAND ACTIVATIONS
INSTORE PRODUCT LAUNCH
2017
NATIONAL



THE NEW UNDER ARMOUR
SNEAKER IS HERE
COMING SOON
To the store and see it all



“FIRST STEPS INTO THE SOUTH AFRICAN MARKET”



AS PART OF THE LAUNCH IN SA, WHAAM WAS TASKED WITH CREATING AN IN-STORE DIFFERENTIAL FOR THEIR SPORTS SHOES.

This international sports lifestyle brand, new to the South African market, wanted to make use of its energetic brand identity to differentiate their selected shoe range within the national

Totalsports offering. The national rollout of “glorifier” plinths, were created to amplify the Under Armour shoes as dynamic alternatives within this competitive market. Interchangeable textile graphics were incorporated to allow for the plinth to continually evolve. Some units included a unique backlit system to attract extra attention. This was the first step into retail in South Africa for this brand and made a bold statement that generated a momentum of excitement around the brand for the future growth of Under Armour in the country.



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DIGITAL...

**“THE WORK THAT GOES INTO MAKING AN
UNCONVENTIONAL SPACE IS MORE
INTRICATE THAN THE AVERAGE
CONSUMER KNOWS...”**



**CREATIVE
BRAND
DEVELOPMENT**

**ENGAGING
CONTENT
PRODUCTION**

**MULTI-CHANNEL
DIGITAL
MANAGEMENT**

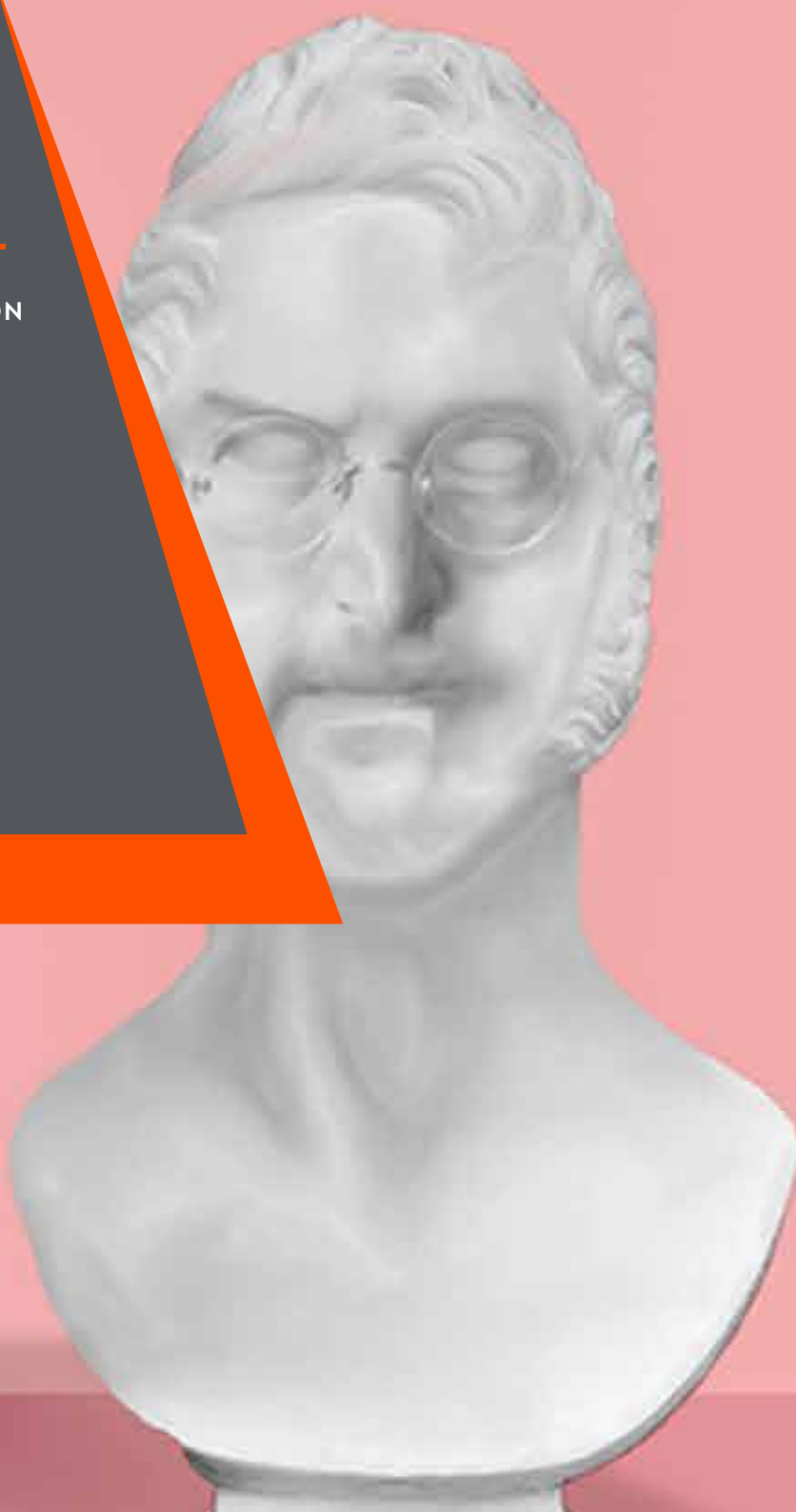


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CONTENT DESIGN

CI DESIGN
SOCIAL MEDIA DIRECTION



minutes of
Entrepreneurial
INSPIRATION

Motivation is some
thing that every
entrepreneur needs...
We've gathered words of
wisdom from industry
leaders to give you a dose
of it, right here.



“ OUR MISSION IS TO BRING BRANDS AND PEOPLE TOGETHER, SO WE MUST MAKE SURE TO OCCUPY ALL SPACES WHERE ENGAGEMENT HAPPENS... ”

CUSTOM BRAND BUILDERS TAKE WHAT YOU ARE AND MAKE IT KNOWN TO EVERYONE IN EVERY WAY. WHAAM CONCEPTS WORKS TO MAKE SURE EVERY UNDERTAKING WORKS TO BUILD UP YOUR BRAND.

With all the tools to connect available, you need to be able to navigate them and decide the best way to communicate who you are at your core to the world. Physical environments are important – like flagship commercial spaces, or mobile and pop-up brand experiences. But do you have complimentary content to use in those spaces that push the envelope and get your audience excited about who you are?

From the graphics you use on your products, the colours and style, the shapes and textures of your packaging, to your very logo – they all have to be engaging as well as clearly communicate your Corporate Identity. A team of heroes like Whaam Concepts can help with developing and producing this content and making sure the right people consume it. All of your campaigns, experiences or environments weather physical or digital must speak the same brand language and Whaam Concepts are here to make sure they all exude who your brand is and what you stand for beautifully and consistently.

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**A
BODE
PROJECTS**



FILTH. DIRTY LAUNDRY

**PRINT
DESIGN**

BROCHURES
PACKAGING
ADVERTORIAL





“WE TAKE A WHOLISTIC APPROACH TO CUSTOM BRAND BUILDING, CONSIDERING ALL METHODS, INCLUDING THE NON-TRADITIONAL...”

AS BRAND ENGAGEMENT ARCHITECTS WE ARE PASSIONATE ABOUT ENGAGEMENT. WE WANT PEOPLE TO CONNECT WITH THE BRAND AT ITS CORE.

Traditionally print media has been physical, and the tactile element plays an important role in the brand connecting with the audience, but as we are in the technological age, New Media can also be considered part of “Print”. The digital realm, just like brochures and other physical advertisements, is a blank canvas for your brand message. We consider everything that you want to say to the world, if your brand had a voice what would the tone be? We think of the colours and the fonts, is your voice curvy or jagged, intersecting lines, or soft swooshes? We get to know who you are and we translate that into a balance of the written word and visual images for you to share across all platforms.

A sure-fire way to make sure brand loyalty has deep roots is to make sure that the world knows exactly what you stand for as a brand – and you cannot just tell them, you have to show them. When it comes to billboards, corporate literature or even brand identity documents, you need to make sure the words you use, are used in conjunction with the perfect images, in the perfect layout with the perfect colours – all working harmoniously to spread your brand message using your brand language.



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BOOK OF GREAT THINGS

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